

What Architects and Designers Are Looking For When Searching For the Perfect Tile?

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Where can we find you?

- Internet (We are probably looking here first.)
- Showrooms
- Studios – Is your work studio open to the public?
- Art or Trade Shows

What information are we looking for first?

- Colors, patterns, designs
- Material – porcelain, ceramic, glass...
- Finish – matte, glossy, cracked...
- Sizes – length, width, *thickness, nominal vs. actual*. With handmade tiles, don't be afraid to put a disclaimer on the size, we just want to know what to plan for when laying out a design.
- Where can we find a showroom to see the tile or how do we get samples?
- (See example specification sheets.)

Specialty Questions

- Is the tile weather rated? Can they be used outside in Minnesota?
- Can the tile be used in a pool, fountain, hot tub...?
- Is the tile floor and/or wall rated? Can they be used in a wet application?
- Are custom colors, patterns, designs, sizes and/or profiles an option?

Samples

- Is it possible to get samples?
- Are they free or are they available for purchase?
- Main reason to get a sample – color verification. Samples can be scrap pieces in tiny sizes.
- Is you do send samples, label them with as much info as possible

Pricing \$\$\$

- Cost per sqft. or per tile
- Shipping
- Customization cost

Inspire Us (and out clients)

- Tile is art, show it off and help us fall in love with it
- Show us how you and others have used your tiles. Project pictures.
- Feature designers who use your tiles frequently. This can work both ways. Designers and architects love to show off their work and often times will mention suppliers on their website and literature.

Extras and Installation – These two items can make a tile installation brilliant or blah!

- Are there finished edge pieces, corner pieces, cap pieces, base pieces that match and compliment the tile?
- For art tiles, are there other tile companies that mix well with your color palette and they can provide field tile, edge pieces and finish pieces?
- The tile is only as good as the installer – are there tile installers you recommend? The best ones I work with ask questions.

Additional Exposure

- AIA
- ASID
- Solicit architecture and design firms you think may use your work. Call ahead and ask who the information should be addressed to. Some firms are large and things get lost.
- Trade shows
- Builders and Remodelers Showcases – offer to work the open houses to show off your talents, or at least leave your business cards there.
- Offer to do presentations to design and architecture firms. (Offer food with your presentation and you will have a larger audience.)

General Notes

- If it's easy to use and easy to understand, we will spec it.
- We are visual people. We respond well to diagrams of the sizes available and images of installations.
- It's ok to tell us to call if we want more information. Make it easy to call and get answers. Don't wait two weeks to return a phone call.
- Teach us. The more we understand your process the better we can work together.

Example Projects

- The design and construction process
- Architect/Designer as artist
- Tile Artist as artist