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PRESS RELEASE
For Immediate Release

University of Ceramic Tile and Stone (UofCTS) Announces

Terrazzo Tile & Marble Association of Canada (TTMAC)

Releases New Online Tile Installer Training Course

Education is the fastest and easiest way to increase sales and profits, and limit your liability!

San Diego, CA, April 19, 2013 – The University of Ceramic Tile and Stone (UofCTS) announces it has developed a Canadian version of its popular online course, **Tile Installer Thin-set Standards (ITS) Verification course**, which is available through Terrazzo, Tile and Marble Association of Canada **(TTMAC)** at **www.ttmac.com**.

This is the third TTMAC Online Canadian course created by UofCTS for TTMAC. The other two TTMAC Online courses were released over the last three years, and with great success. Both the **TTMAC Understanding the Basics of Natural Stone course** and the **TTMAC Understanding the Basics of Ceramic Tile online course** have had several hundred tile and stone distributors, manufacturers and installers complete each of the courses.

The Tile Installer Thin-set Standards (ITS) Verification course instructs installers, setters and helpers, on industry standards and practices, manufacturers' requirements, and proper installation methods for tile thin-set applications that apply to ceramic tile, porcelain tile, stone tile, glass tile and other types of adhered tile materials. The course also teaches how to inspect and prepare substrates and tiles, how to achieve full thin-set coverage, and points out quality workmanship requirements and practices. This course is also meaningful to architects, general contractors, distributors, manufacturers, consultants, inspectors, and owners who want to be aware of the industry installation standards, practices, and methods.

Tile installers who complete the **ITS Verification** course receive a certificate of completion and must renew it annually to remain current with industry standards. The **ITS Certificate** is a huge benefit to tile installation companies. It demonstrates to architects, homeowners, and other customers that their tile installers have been trained to install tile per industry standards. It also demonstrates the company's commitment to quality installations, and ultimately helps companies earn more jobs, earn more money and avoid costly delays and failures.

TTMAC's board of directors are thrilled with the success of the **TTMAC Online** training programs. They reported that the success of the Ceramic Tile and the Natural Stone courses has proven that providing training courses on the internet is the most cost-effective and convenient way to reach their membership and educate the Canadian tile and stone industry.

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Curt Higham, training director at Ames Tile & Stone Ltd., stated that Ames sent more than 150 of their employees through both the **TTMAC Stone Course** and the **TTMAC Ceramic Tile Course**. Highman indicated that the results have been phenomenal. Their customers have noticed the difference in how much more knowledgable and competent their employees are compared to other distributors. The training has been motivating to their employees and has increased their confidence, and has enhanced the company's quality minded culture.

TTMAC collaborated with the UofCTS to convert the U.S. version of the Tile Installer Thin-set Standards (ITS) Verification course into a version that would be relevant to the Canadian industry. It references the Canadian TTMAC manuals, specifications and industry standards, as well as relevant U.S. industry standards. The primary measuring unit is metric, but it also includes U.S. measuring units for reference.

The TTMAC's Online **Understanding the Basics of Natural Stone and Understanding the Basics of Ceramic Tile courses** offer an up-to-date comprehensive look at the Canadian stone and ceramic tile industry. The courses teach industry standards and sales techniques, and is **designed to give salespeople the tools they need** in order to increase sales. **It gives installers, as well as design professionals**, details about industry standards and information on how to assist clients with selecting tile and stone products.

The TTMAC Online Ceramic Tile course and the TTMAC Online Stone course have been *accredited for Continuing Education Credits by three major Canadian architectural and interior design organizations. Architectural Institute of British Columbia (AIBC), Ontario Association of Architects (OAA), and Interior Design Continuing Education Council (IDCEC) have all assigned 7 and 8 continuing education units to each respective course.*

To see a **video preview** of the **Tile Installer Thin-set Standards (ITS) Verification** online training course, and others, visit the www.UofCTS.org website found on the online training courses page. You will see that the courses are interactive, professionally narrated, and are loaded with plenty of video clips, photos, and animations in order to enhance the learning experience.

Once registered, TTMAC students have 21 days to complete the course, which is accessible online, 24/7. Students can come and go at their convenience. With online training there are no travel costs or loss of work. All the student needs to access the courses is a computer and an internet connection. Students can print a certificate and download a student reference guide when they have completed and passed the course. ***Visit the TTMAC website for details on purchasing the TTMAC Online courses*** at **www.ttmac.com**.

For further information about the UofCTS training services please visit **www.UofCTS.org** or call 619.669.2967.

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