

# floor trends

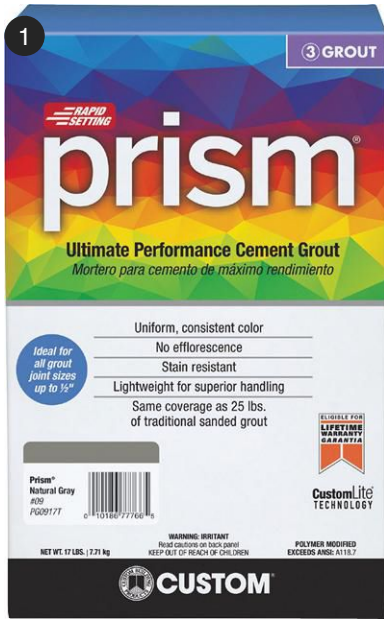
- 2019 Trends Outlook
- TISE: Electric Convergence
- What's in Store for Retail
- Your Marketing Plan in 10 Steps



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**1 Custom Building Products**  
Designed to deliver attractive, high-quality tile surfaces while preventing call-backs, Custom Building Products' Prism Ultimate Performance Cement Grout is the proven, go-to option for a wide variety of installation projects. A high-performance cement grout meeting ANSI A118.7, it's formulated for higher strength, more resistance to cracking and less water absorption to reduce the likelihood of staining.  
**BOOTH 5625**

**2 DriTac Flooring Products**  
DriTac has launched a green, single-component acrylic floor primer for interior use on various approved substrates, including concrete, wood, lightweight concrete and gypcrete. Primer 3000's concentrated quick dry, bond-strengthening technology enhances the bond with approved substrates, self-leveling underlayment, gypsum-based underlayment and patches, prior to adhesive application for wood, resilient and carpet tile flooring installations.  
**BOOTH 4519**

**3 Schluter Systems**  
The new wider Kerdi membrane provides faster shower waterproofing. The new size measures 6-feet long x 7-inches wide, versus a standard roll that is 3-feet long x 3-inches wide. The length of membrane on each roll remains 98 feet 5 inches, so there are 646 square feet of waterproofing membrane on each of the wide Kerdi rolls. This new size can be used by installers to cover the wall area from a shower floor to standard shower head height, so the walls can be made waterproof with a single piece of Kerdi membrane.  
**BOOTH 4543**

**4 IQ Power Tools**  
IQ Power Tools, manufacturer of premium power tools with integrated dust collection systems, will demonstrate the latest accessories for its state-of-the-art dry-cut tile saw, the iQTS244. The company will also debut its 10-inch Q-Drive hard material blade for the iQTS244. The blade incorporates the latest in diamond tool technology and was engineered specifically for harder ceramic or stone material including porcelain, quarry tile, slate, ceramic, marble, travertine and granite. Other accessories are also available.  
**BOOTH 4382**