

# TileDealer

A PUBLICATION OF THE CERAMIC TILE DISTRIBUTORS ASSOCIATION

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# innovations & INSIGHTS

## Q-SEAL STONE TILES

The latest line-up from Questech includes seven different stone colors, two finishes, and seven sizes. For all the design variety the collection represents, what each piece has in common is the patented Q-Seal technology that permanently protects natural stone tile from stains and wear while enhancing its innate beauty. "This new collection has a very natural, elegant feel that has been captured in a subtle yet rich color palette – warm

browns and golds,

soft beiges, creams and grays – all colors that will easily complement

a wide range of decors," said Gary Marmer,



VP/General Manager of Q-Seal. "We wanted to give homeowners more variety in their design choices, and with the permanent protection of Q-Seal, natural stone can now be used in any room in the house without concern for maintenance or special care." Unlike ordinary stone tile that often change color after the sealing process, Q-Seal allows the true color and tone of the natural stone to shine through before it is installed. The collection includes tiles made from travertine, marble and limestone, four with a classic tumbled finish and four with a smoother honed finish. The most popular sizes are a 4x4 field tile for use on backsplashes, walls and showers, as well as a 12x12 tile for dramatic floors and walls. A smaller 3x6 "subway" tile offers a contemporary yet classic option for backsplashes and walls. Two sizes of liners

and 1x1 and 2x2 mosaic tiles add visual interest. The protection of Q-Seal makes it possible to incorporate natural stone into areas that were previously considered off-limits, such as moisture-rich bathrooms or kitchens where food and beverage spills might damage the stone. Q-Seal is the first factory-applied sealant to offer protected, hassle-free beauty backed by a lifetime warranty. Stone tiles treated with Q-Seal are as easy to maintain as their ceramic and porcelain counterparts. Think of Q-Seal as the equivalent of Stainmaster® for carpeting. It permanently protects natural stone from water and stains, causing liquids to literally bead up on the surface, ready to be wiped away. Unlike ordinary sealers, Q-Seal also protects the stone from the harmful effects of chemicals – like the acids in foods and beverages; and bleaches, ammonias and other damaging chemicals found in ordinary household cleaners. Q-Seal has the added benefit of offering a built-in antimicrobial to fight the growth of molds and bacteria. [www.questech.com](http://www.questech.com)

## PUT YOUR KNOWLEDGE TO THE TEST!



Certified Ceramic Tile Salesperson (CCTS)

**The benefits are significant**



- Raises professionalism
- Promotes focus on product features and benefits
- Increases employee pride
- Provides a competitive edge
- Increases profits
- Establishes the CTDA as an important standard-setting body for professional competence in the ceramic tile industry.