

FOR IMMEDIATE RELEASE

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Best Tile Brings Its Distribution Strength to MAPEI Products

Deerfield Beach, Florida – MAPEI, a leading manufacturer of tile and stone installation systems in the global market, has partnered with Best Tile, one of the strongest independent distributors on the East Coast of the United States, to provide MAPEI's total line of products to flooring contractors from North Carolina to Maine.

“We have worked with different members of the Best Tile organization, and now we are very pleased to have the entire group carrying MAPEI mortars and grouts in all 31 locations,” said Steve Cameron, MAPEI's Sales Director for the northern United States. “Through a mutual effort, we have identified the needs of our market and are prepared to support contractors with a superior distribution network, customer service and technical support.”

Best Tile personnel have attended the MAPEI Technical Institute (MTI) in Deerfield Beach, Florida, to gain added insight into the products and the latest methods for installing tile and stone. MAPEI is also providing training in its new MTI branch at the New Jersey MAPEI manufacturing facility. MAPEI and Best Tile have planned events throughout the summer to introduce and promote MAPEI's installation products to contractors.

Best Tile represents the strength that independent distributors bring to MAPEI's efforts to build its brand and grow market share among professional contractors. “We manufacture a heavy product that needs to be warehoused and distributed locally on demand,” Cameron said, “and Best Tile has a superior reputation for reliability and customer service in this region.”

“Best Tile is very pleased to provide a platform for customers to access some of the premier products and brands in the tile, stone and setting material categories,” said Ben Mednick, Vice President of Best Tile. “As a family-owned independent distributor, with a 57-year presence throughout the East Coast of the United States, we stake our reputation behind the brands that we offer to our broad customer base. MAPEI represents the type of top-quality brand that we are proud to include in our product line-up.”

Together, Best Tile and MAPEI represent “technology you can build on.”

About Best Tile

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As one of the largest importers and independent distributors of tile and stone in the United States, Best Tile possesses an unparalleled selection of top-brand tile, stone, setting material, underlayment and accessory products that reflect the highest standards of form and function within any project budget. Whether dealing with a residential remodel or an extensive renovation, a builder-oriented project or a large commercial specification, Best Tile's professional design consultants and service representatives are ready to help explore options and provide inspiration. With an integrated customer base that includes homeowners, tile contractors, builders, designers and remodelers, trades people, architects and commercial contractors, Best Tile services virtually all channels for tile and stone buyers. From conception through design to project completion, the company's customer service and superior product quality are structured to achieve total client satisfaction and limitless design possibilities.

About MAPEI

MAPEI Group, with 68 subsidiaries including 59 plants in 28 countries, is today the world leader in the manufacturing of adhesives and complementary products for the installation of all types of floor and wall coverings. The company also specializes in manufacturing other chemical products for building, including waterproofing products, special mortars and admixtures for concrete, products for the restoration of ancient buildings, and special decorative and protective coatings for walls.

Eighteen MAPEI manufacturing facilities are located in the Americas, with headquarters in Deerfield Beach, Florida. MAPEI is an environmentally conscious manufacturer – the company has been a member of the U.S. Green Building Council since 2001 and a member of the Canadian Green Building Council since 2008. MAPEI Americas is a registered provider to the AIA/CES program and also offers training related to ceramic and stone tile, floor coverings and concrete repair through the MAPEI Technical Institute. The Quality Management Systems of the majority of MAPEI Americas facilities are ISO 9001 certified. Visit www.mapei.com for technical data or call 1-800-42-MAPEI (1-800-426-2734) for the nearest location.

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