



# The PROFILE

Providing you with information about new products and the latest news from the tile world



## Enter the DITRA 25 Contest to WIN!

Do you have an amazing DITRA story? Have you installed the DITRA uncoupling membrane somewhere spectacular, somewhere unique? We want to hear from you!

Until November 30, 2012, you have the opportunity to enter our DITRA 25 contest, for your chance to win the grand prize: a trip for two to Montreal.

We are celebrating 25 years of DITRA, the first geometrically configured uncoupling membrane specifically designed for tile. Over the years, you've sent us pictures, emailed us videos, and shared your DITRA success stories. Now you can visit [www.DITRA25.com](http://www.DITRA25.com), and tell us how you solved an installation challenge, your first experience using DITRA, or simply give us the details of an interesting DITRA project. The sky is the limit!

Submit a story and pictures, or send us a short video—get creative! We'll upload your entry to [www.DITRA25.com](http://www.DITRA25.com), and you will be entered to win one of our exciting prizes. And don't forget, make sure to vote on your entry once it has been uploaded for your chance to be our Popular Vote Winner.

### 1<sup>st</sup> Place Winner

A trip for two to Montreal, Canada, including:

- Airfare
- Three-night stay at a downtown hotel with daily breakfast, and dinner on the night of arrival
- Choice between a pair of tickets to a Montreal Canadiens hockey game, or a spa day package

The first place winner will be selected based on the most innovative and inspiring DITRA story by a panel of Schluter judges. Approximate value: \$2,500.

### 2<sup>nd</sup> Place Winners

Contests are so much more fun when there are lots of winners! To celebrate 25 years of DITRA, we will be awarding 25 lucky second place winners with:

- An official DITRA 25 soccer jersey

Winners will be selected based on their contest entry, by a panel of Schluter judges. Approximate value: \$50.

### Popular Vote Winner

All contest entries will be posted online, and can be voted on to determine our Popular Vote winner. The Popular Vote winner will receive:

- An official DITRA 25 soccer jersey
- A 300 sq. ft. roll of the DITRA uncoupling membrane

Even if you are our first place winner, or one of our second place winners, you are still eligible to win the popular vote. So make sure to vote on your entry, and tell all your friends to vote too! Approximate value: \$600.

The DITRA 25 contest closes on November 30, 2012 and winners will be announced in December.

Visit [www.DITRA25.com](http://www.DITRA25.com) to enter the contest and to read the full contest details.



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## 5 Tips for Building Barrier-Free Showers

We get a lot of questions from professional installers and DIYers who are building barrier-free showers. They have become high-in-demand for people with limited mobility, parents wanting child-friendly spaces, and simply for homeowners looking to turn their bathroom into an oasis. We sat down with Sylvain Racine, our Territory Manager for Eastern Canada, who provided 5 tips for building successful barrier-free showers.



### 1 Plan, Plan, Plan!

The most important step in building a barrier-free bathroom is the planning stage. This is especially important when it comes to planning your floor slope, in relation to your floor elevations. Omitting this step could lead to a slope that is either too small or too big.

### 2 Drain Placement

Although your first inclination may be to place your drain at the wall, keep in mind that this requires accommodating thicker assembly and higher floor elevation compared to placing your drain in the middle of the shower or at the shower entrance.

### 3 Waterproofing

Waterproofing your entire floor (and floor-to-wall connections) is paramount to creating a barrier-free bathroom that will last. Placing a second drain outside the wet area is worth consideration to capture water carried to the drying area outside the shower by the user, or water from a potential shower drain back up.

### 4 Heating

If you are building an open concept bathroom, radiant in-floor heating is a nice added touch that will make your room feel more comfortable. Forced air systems combined with hot water convection can make bathrooms feel cold, whereas radiant heating makes the floor warm underfoot and decreases circulation of air inside the room to give that cozy feeling.

### 5 Solid Blocking

If your barrier-free bathroom is destined for someone with limited mobility, it's very important to provide solid blocking behind wall boards for anchoring fixtures such as grab bars, shower wands, and seats.

# Bathrooms: The Next Generation

Next generation bathrooms are all the rage these days. There are some very modern products out there that are turning basic bathrooms, into glorious getaways. There are TV medicine cabinets, remote control showers, high-tech toilets, and even digital bidets. Bathrooms are far from boring anymore.

When we talk about next generation bathrooms, our focus is on three main features: utility, comfort, and breaking barriers. And, as with all things Schluter, it's about using the right products for the job.

### Rainfall Inside My House

The technical report "Rainfall Inside My House" by Don Halvorson reveals some pretty staggering facts. If on average, a person takes a 12-minute shower every day with a water flow rate of 2.5 gallons per minute, they would use about 30 gallons of water every day. That's just under 11,000 gallons of shower water, and the equivalent of about 1,100 inches of rainfall (in a 48" x 48" shower) per year. Comparatively, the average yearly rainfall in Phoenix is about 7.5 in/year, and in Seattle it tallies about 30 in/year. This means the rainfall in your shower is approximately 30 times higher than the average rainfall in Seattle, and 150 times higher than in Phoenix. And chances are the average homeowner has more than one person using the shower (and may linger there for longer than 12 minutes!).

So what is next generation bathroom utility all about? It's about durability, and that comes down to comprehensive moisture management. Moisture management is a systematic method to contain water in both liquid and vapor form and enable it to pass through an assembly efficiently using materials that are not adversely affected by moisture. This method is essential to mold control, which is a fundamental feature of the next generation bathroom, and hence integral to the Schluter®-Shower System.

### Standing the Test of Time

As bathrooms break away from boring, comfort and beauty have become must-haves, instead of nice-to-haves. Bathrooms are now areas of retreat—an oasis, really, in the comfort of your own home. Master bathrooms turned spa-like retreats have become hot requests

in the renovation world. Heated floors, custom building elements, large-format tiles, and beautiful drains that integrate into the décor are some of the elements that are making next generation bathrooms stand out.

From an installation perspective, there are a couple of key obstacles that often stand in the way of creating beautiful bathroom spaces: time, and in turn, money. The Schluter-Shower System can turn what used to take days of

**“ For the aging population, breaking bathroom barriers provides a necessary convenience—one which accomodates walkers and wheelchairs, and does not require stepping over curbs. ”**

work with traditional tiled showers, into an installation that takes a matter of hours. Prefabricated substrates mean it's no longer necessary to build mortar beds or recess subfloors in order to attain a barrier-free bathroom—and that also means more options. It's easy for an installer to see how time is money, but the added advantage is that it's not just about installation time—it's about standing the test of time. If next generation bathrooms are about comfort and beauty, then permanence must be an integral component. There is no bigger usurper of time and money in this industry than failed installations, and showers have one of the worst raps. The integrated Schluter-Shower System has revolutionized our industry by providing reliable and comprehensive moisture management through a combination of simple-to-install products, which ensures long-term success of tiled showers. Bringing together comfort and beauty,

with the standing test of time, is really the cornerstone of the next generation bathroom, and the impetus to the Schluter-Shower System.

### Breaking Barriers

European tiled bathrooms are often distinguished by their lack of thresholds between the shower and the rest of the bathroom, an abundance of tiles, and a mortar substrate that slopes to a strategically placed floor drain. The result is a beautiful open space that is not only fashionable and desirable, but also highly functional.

Take the award-winning installation that Hugo Sanchez created (see page 3). The customer was looking for an open concept bathroom with a seamless shower and floor, and a linear drain that would blend in with the floor tile. No shower curbs, no shower doors, just an openness that would create a larger, more beautiful space. This concept is becoming more and more popular, and not just from a design perspective, but also from a functional one. For the aging population, breaking bathroom barriers provides a necessary convenience—one which accommodates walkers and wheelchairs, and does not require stepping over curbs. And parents are also turning to open concepts to create child-friendly spaces, with curb-free showers and linear drains that can be tiled over and virtually disappear.

And really, that's what next generation bathrooms are all about: beauty, durability, and functionality combined.

Attend one of our Next Generation Bathroom Seminars, and find out how to build an oasis in your next bathroom renovation. [www.schluterevents.com](http://www.schluterevents.com).



Scan this QR code with your Smartphone to watch the Next Generation Bathroom video.

# Hugo Sanchez Wins TTMAC Award for 4<sup>th</sup> Consecutive Year

Over the 30+ years, Schluter Systems has solidified many brand advocates. These advocates are firm believers in the product, and won't recommend anything else to their clients. And then, there are those select few that go beyond being Schluter supporters—and we lovingly refer to this select group as those that “bleed orange”—Hugo Sanchez is one of those people.

For the fourth consecutive year, Hugo Sanchez has attained the Hardsurface Award from the Terrazzo Tile & Marble Association of Canada (TTMAC). In 2009, Hugo received the award for best Technical Product Application for an Italian style bathroom. In 2010 he received the award for the best spa bathroom in a Residential Application. And in 2011, he was chosen among competitors across Canada for best Technical Product Application.

This year, he has done it again. “I first came to know Schluter Systems products around 12 years ago. At the time, I was looking for an innovated product, tool, or method to increase productivity and to set ourselves apart from the rest,” said Hugo, who is a second-generation tile setter with close to 25 years of experience. “It was then that I was introduced to the KERDI membrane. I knew at the time that I was in front of one of the best innovations to have reached the market

in years, because I had not only found a waterproofing membrane, but what soon became a complete waterproofing system.”

Hugo's 2012 prize-winning installation was for a master bathroom renovation, in a Beaconsfield, Quebec residence. The customer requested an open concept style, with a seamless shower and bathroom floor, without any glass doors and an efficient waterproofing and substrate system to avoid previous mildew and tile cracking issues. The shower was to be located by the middle of the bathroom with a linear drain blending with the tile floor, all with the intention to make the room look bigger. One of the other main goals was to make the entire bathroom floor waterproof.

The primary concern was to make sure that the shower would drain properly and that the bathroom floor and bathtub would not look out of level. This required an unconventional approach where



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the whole bathroom floor was evenly tilted 1/4" towards the linear drain, but with much less than the 2% slope in the wet area. With only 1/8" slope in the shower area and the usage of large 12" x 36" tiles with 1/16" grout spaces, the situation called for a perfectly even installation without the slightest lippage.

Hugo worked with a variety of Schluter Systems products. In the shower area, the KERDI membrane ensured a fully waterproof and vapor tight assembly, while the KERDI-LINE with frameless tileable grate provided a virtually invisible drainage area. The DITRA uncoupling membrane provided for a waterproof and crack-free tiled floor, and the KERDI-BAND also made the whole floor waterproof. To see pictures of the project from beginning to end, visit [www.hugoceramics.com](http://www.hugoceramics.com).

“Schluter Systems has always been different from other companies because of their personal approach, but mainly



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because they go out of their way to help us find solutions to specific needs,” said Hugo. “This type of support and training has contributed to our know-how and has better skilled us to confront the opposition from old school plumbers, contractors and even some architects. Today, after our fourth consecutive industry award with the KERDI system, we can definitely say that it has not only helped us to improve quality and productivity, but it has also contributed to our image and competitive advantage.”

## PRODUCT SPOTLIGHT

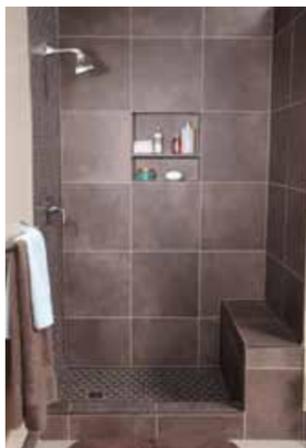
# Your Shower, Your Design

Which way will you go?



### Use the Shower Kit

Everything you need to build a watertight shower, in one convenient box. 4 tray sizes available.



### Add a bench ...

Prefabricated triangular and rectangular shower benches.



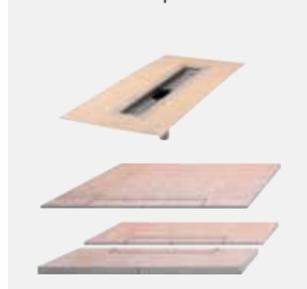
### ... Or a ramp

Prefabricated shower ramp for use in barrier-free showers.



### Install a linear drain

3 grate designs available. Plus, KERDI-LINE shower trays (with integrated KERDI waterproofing) allow for wall or center drain placement.



### Build your own design using KERDI-BOARD

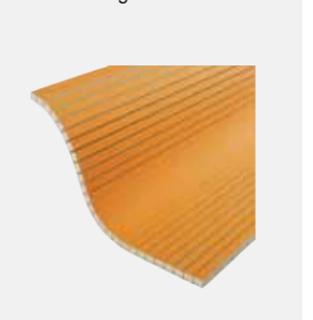
KERDI-BOARD is a waterproof, tile-ready substrate that can be used to create shower walls, benches and niches, as well as bathtub surrounds and vanities. 7 thicknesses available.

Use KERDI-BOARD in conjunction with the Shower System components to build your custom shower.



### Create curves

KERDI-BOARD-V grooved panels allow you to create beautiful rounded and curved design elements.

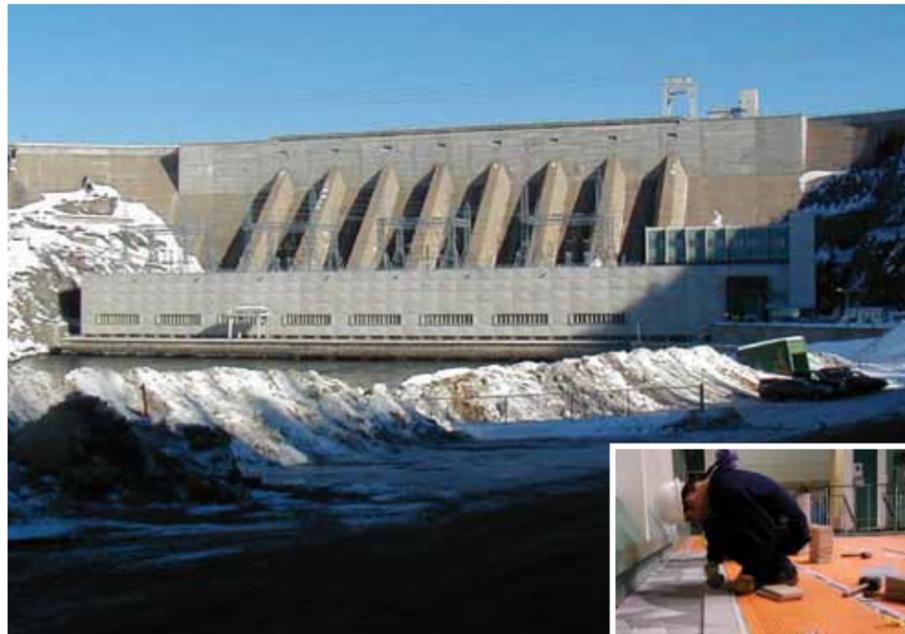


# DITRA Case Studies: Proven Performance

To celebrate 25 years of DITRA, we take a look back at two success stories that have stood the test of time over the years. Make sure to submit your DITRA success story at [www.DITRA25.com](http://www.DITRA25.com) to enter our contest for your chance to win a trip to Montreal, Canada!

## Case Study 1

Hydro Quebec's Hydroelectric Dam | Baie-Comeau, Quebec, Canada



### Analysis:

Huge volumes of water and heavy vibrations caused extremely high stresses on the original tile installation. This resulted in cracked and loose tile and grout, which increased the rate of water and salt passage through the tile covering. This caused major damage, including corrosion of the rebar within the concrete. Left unrepaired, the damage could have threatened the stability of the structure and created more complex and expensive repairs in the future.

### Problem:

The tiles were bonded directly to the substrate, which allowed movement stresses from the vibrating machinery to transfer directly to the tile covering. Since no waterproofing membrane was incorporated in the assembly, water was free to infiltrate the substrate below.

### Solution:

Hydro Quebec installed 20,000 square feet of Schluter Systems' DITRA underlayment. The DITRA provided (1) uncoupling to prevent the vibrations from the water hitting the hydroelectric turbine blades from creating damaging stresses in the tiles, (2) waterproofing to protect the floor, rebar, and concrete (3) vapor management to allow subfloor moisture to escape, and (4) support / load distribution for the heavy loads.

### Result:

The project was successfully completed in 2002. Now 10 years later, none of the problems with water infiltration and tile damage have returned.

## Case Study 2

Phoenix Plaza | Oakland, California, USA



### Analysis:

The Phoenix Plaza was built in early 1989, consisting of three floors of condos and retail properties on the ground floor. The architect specified the installation of the DITRA uncoupling membrane for the tiled floors in the public areas on the ground level. The DITRA was installed on post-tensioned concrete over a parking garage.

### Problem:

The Loma Prieta earthquake occurred in the fall of 1989, less than one year after the installation was complete. The earthquake measured 7.1 on the Richter scale, and was the strongest earthquake in the San Francisco Bay Area since the San Francisco earthquake of 1906. The earthquake caused extensive damage to nearby buildings and the collapse of the Cypress Street Viaduct elevated freeway two blocks away.

### Solution:

The earthquake created a tremendous amount of stress on the buildings and other structures in the area. DITRA's main function is to provide uncoupling, which allowed the tile covering to move independently from the substrate, thereby preventing the damage that may have otherwise occurred to the floor.

### Result:

Today, over 23 years later, the tile covering at the Phoenix Plaza remains in excellent condition.



## DESIGNER'S CORNER

### What's the latest trend in bathroom design?

"This year, bathroom tiles are standing out by reinterpreting wood, stone, and concrete textures. Demand is also becoming greater for mineral textures such as marble Calacatta, Palissandro, and Paonazetto in the I Bianchi collection (*photo*). These beautiful reproductions do not have the constraints that may be present in their natural stone counterparts. Many finishes are available, but semi-polished and glossy are trending right now. The Tabula collection is a beautiful example of the wood look. Its finish, colors, and 6" x 36" size make it a very popular choice. Matching your grout to your tile is highly recommended.

Available formats for tiles continue to expand. The 12" x 24" size is the most common, yet the 24" x 24" (Valmalenco collection) and 18" x 36" (Re-use collection) formats are definitely gaining ground with consumers. Insofar as shower floors, it is no longer necessary to install small-size ceramics as the KERDI-LINE drain accommodates large-format tiles, with the added advantage being a uniform floor. With a move towards a European style, the bathroom is definitely taking on a very contemporary look."

**Karla Sepulveda**  
Centura, [www.centura.ca](http://www.centura.ca)

