



PROFILE OF INNOVATION

# INNOVATION WORKSHOP

## DETROIT - MIDWEST

5801 Southfield Fwy, Detroit, MI 48228

## The Technology Behind the Tile

Join Schluter®-Systems' technical experts for a free Innovation Workshop outlining the latest state-of-the-art installation solutions for ceramic and stone tile installations and the theories behind their innovation, and share your experiences with colleagues in an informative, energetic atmosphere.



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## 2-day course consists of both classroom and hands-on instruction



### TOPICS COVERED INCLUDE:

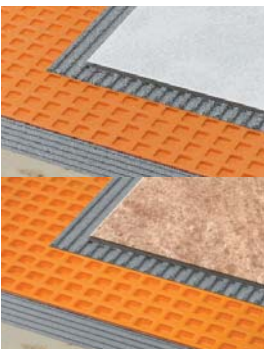
#### Shower System

Waterproofing is the foundation of a successful tiled bathroom. Moisture-sensitive construction materials must be protected from water and vapor penetration to prevent damage, and the growth of mold. Learn about the Schluter®-Shower System – an integrated family of products that create fully waterproof and vaportight enclosures for tiled showers, steam showers, and bathtub surrounds.



#### DITRA & DITRA-XL

Learn how a multi-functional underlayment produces tiled floors that will last a lifetime. Specifically designed for ceramic and stone tile, Schluter®-DITRA and DITRA-XL provide uncoupling, waterproofing, vapor management and load support – the 4 essential functions for a successful installation.



#### KERDI-BOARD

Whether you work with mosaics or large-format tiles, an absolutely flat substrate with straight and precisely aligned inside and outside corners is essential for creating a perfect tile covering - which tile installers can now achieve on their own, using Schluter®-KERDI-BOARD. KERDI-BOARD is waterproof and dimensionally stable, as well as lightweight and easy to work with. Substrate, building panel, bonded waterproofing... discover the possibilities!



#### Profiles

Discover how profiles both protect and beautify tile installations. Protect tile edges and create smooth transitions on tiled floors; finish and protect tile edges on walls; see how profiles allow you create beautiful, functional tiled countertops – without the need for ceramic trim pieces; create safe and durable tiled stairs; and learn about proper use of movement joints.



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## HOTEL & WORKSHOP

### Doubletree Hotel Dearborn

5801 Southfield Fwy, Detroit, MI 48228  
1-313-336-3340

While in Detroit, contact **Phil Woodruff** at **1-517-416-1007**.

Reservations will be provided at the Doubletree Hotel. Schluter®-Systems is happy to provide your accommodations for the night preceding and following the first day of the workshop.

## DIRECTIONS - AIRPORTS

### Detroit Metropolitan Wayne County

NE on Wm. G. Rogell Dr. towards E Service Rd. Wm. G. Rogell Dr. becomes Merriman Rd. Merge onto I-94 E towards Detroit. M-39/Southfield Fwy/Pelham Rd. exit. Merge onto M-39 N/Southfield Fwy. towards Ford Rd (Exit 7) west, 2nd light, right.

### Detroit City Airport

SE on Conner St. towards Glenfield St. rt. onto Gratiot Ave., I-94 W, Addison Ave. exit rt. onto Addison St., left onto McGraw St. McGraw St. becomes Ford Rd, ramp towards N/Southfield Fwy, left on Paul St., left on Southfield Fwy.

## DIRECTIONS BY CAR

### From the West

I-94 East to M-39 North (Southfield Freeway) to Ford Rd. (Exit 7) West. Once on Ford Rd. West, at 1st light turn right.

### From the West

I-96 East to M-39 South (Southfield Freeway) to Ford Rd. (Exit 7) West. Once on Ford Rd. West, at 1st light turn right.

### From the East

I-94 West to M-39 North (Southfield Freeway) to Ford Rd. (Exit 7) West. Once on Ford Rd. West, at 1st light

### From the South

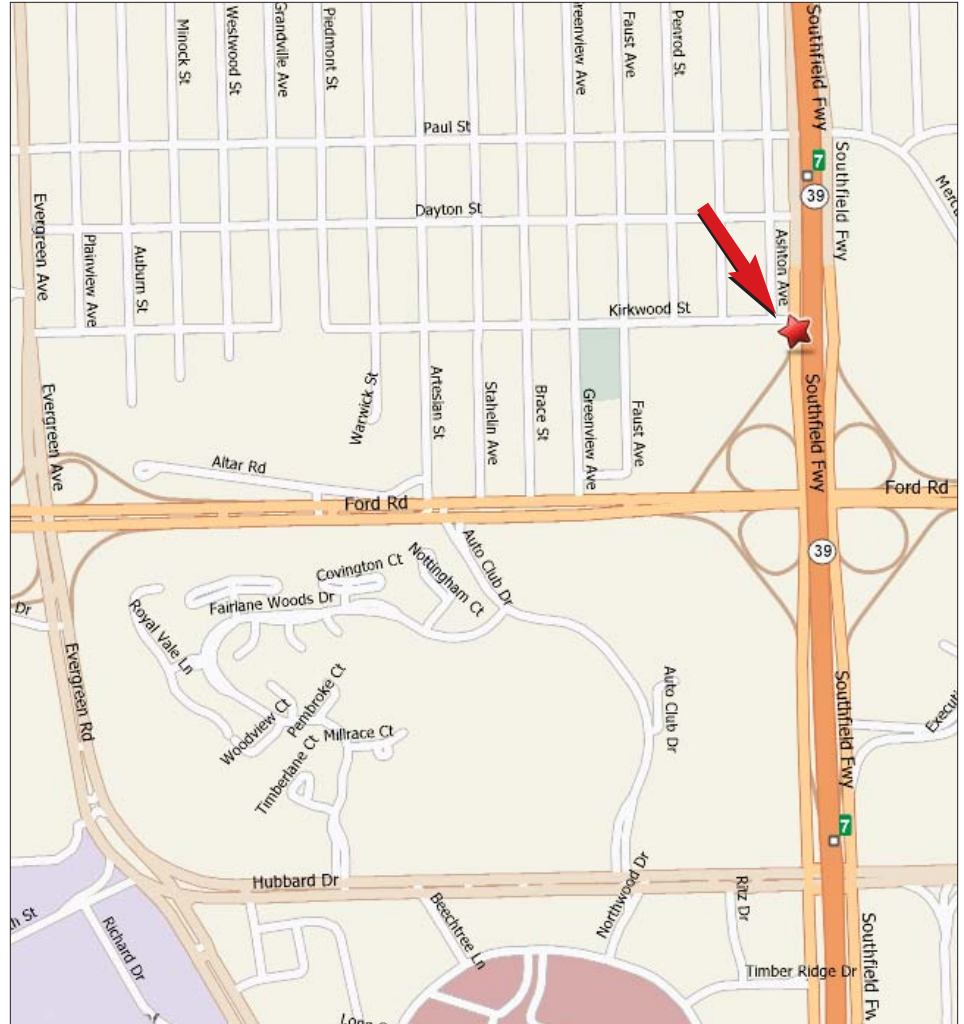
I-75 North to M-39 North (Southfield Freeway) to Ford Rd. (Exit 7) West. Once on Ford Rd. West, at 2nd light turn right.

### From the South

US-24 (Telegraph Rd) to Ford Rd. East (Right Turn), travel approx. 3 mi., turn left just before Southfield Freeway entrance.

### From the North

I-75 South to I-696 West to M-39 South (Southfield Freeway) to Ford Rd. (Exit 7) West. Once on Ford Rd. West, at 2nd light turn right.



## ITINERARY

### Day 1

- 7:00 a.m.**  
Breakfast (compliments of Schluter®-Systems)
- 8:00 a.m.**  
Workshop begins
- 11:45 a.m. - 12:30 p.m.**  
Lunch served on location (compliments of Schluter®-Systems)
- 5:00 p.m.**  
Class ends
- 6:30 p.m.**  
Dinner - local restaurant (compliments of Schluter®-Systems)

### Day 2

- 7:00 a.m.**  
Checkout, breakfast (compliments of Schluter®-Systems)
- 8:00 a.m.**  
Workshop begins
- 12:00 p.m. - 12:30 p.m.**  
Lunch served on location (compliments of Schluter®-Systems)
- 3:00 p.m.**  
Conclusion of workshop



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### REGISTRATION

To register, please fax this form to Marci LaPier at 1-800-477-9783. For more information, you may telephone (or e-mail) Ms. LaPier at 1-800-472-4588, ext. 4118 (mlapier@schluter.com) or contact your local Schluter®-Systems Territory Manager.

**Attendee Name :**

Sales person     Designer     Architect  
 Owner     Installer     Manager  
 Contractor (type) \_\_\_\_\_  
 Other (type) \_\_\_\_\_

Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Tel.: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Referred by: \_\_\_\_\_

**Company Name :**

Tile contractor     Tile dealer     Home center  
 Distributor     Flooring retailer     Building supply  
 Contractor (type) \_\_\_\_\_  
 Other (type) \_\_\_\_\_

Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Tel.: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

*Please take note that the accommodations are only provided for those living an hour and a half or more away from the workshop location.*

**Hotel :**     Yes     No  
If sharing room, with whom:  
\_\_\_\_\_

**Please select the date you wish to attend\*:**

- March 24 & 25, 2010
- June 29 & 30, 2010
- October 20 & 21, 2010

\* Cut-off for registration is 2 weeks before the Workshop or the first 50 registered applicants.

Schluter®-Systems have reserved a limited number of rooms at the Doubletree Hotel with the group rate. Schluter® will be happy to provide you with accommodations during the workshop, at the Doubletree Hotel. **The Hotel and Schluter®-Systems require a credit card to secure your hotel reservation for your accommodations.** No charges will be applied to your credit card, except for your selected incidentals (i.e. room service, etc.), provided you check into the hotel and attend the workshop *or if the Hotel and Schluter®-Systems receives your cancellation no later than 72 hours prior to check-in.* If you do not show up as scheduled and your reservation was not appropriately cancelled, you will incur charges for your reservations.

**Please fill out the following:**

MasterCard     Visa     Other: \_\_\_\_\_

Card No.: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Name of Cardholder: \_\_\_\_\_  
Signature of Cardholder: \_\_\_\_\_