



NATIONAL TILING ASSOCIATION  
OF IRELAND LTD



APRIL 2024  
Newsletter

CRAFTING EXCELLENCE  
**UNITING PROFESSIONALS**

# Our Story

The National Tiling Association of Ireland Ltd (NTAI) emerged in 2017 as a beacon of support and expertise for professionals within the tile industry across Ireland. Born from a collective passion for tiling excellence, the NTAI is dedicated to fostering a community of knowledge-sharing and collaboration among its members.

Drawing upon over 30 years of firsthand experience in various facets of the tile industry – from wholesale and retail operations to hands-on tiling contracting – the NTAI brings a wealth of wisdom and insight to its members. With this extensive background, the association is uniquely positioned to offer guidance, support, and resources tailored to the diverse needs of tiling professionals throughout Ireland.

## Our Mission

Our mission is to promote excellence in the tiling and ceramic industry by creating a community of professionals who strive to continually improve themselves, share knowledge and experience and support the professional development of their members. We also wish to raise public awareness of the importance of high standards and quality in the tiling work carried out.

*Jason Pierce*  
**JASON PIERCE**  
CHAIRMAN



## Membership

Joining the National Tiling Association of Ireland offers a multitude of benefits for tilers, tile showrooms, and manufacturers alike. Members gain access to professional development opportunities, networking events, and industry resources.

For tilers, this means staying updated with the latest techniques and standards, while tile showrooms benefit from increased visibility, networking opportunities, and promotional support. Manufacturers gain valuable market insights, networking opportunities, and a platform to showcase their products. Together, members contribute to a thriving tiling community, supported by advocacy efforts and a commitment to excellence. Each member of our organisation will also participate in the annual event, which is the distribution of awards for the best results in our industry.

### Benefits of the membership & fees

#### TILERS

**Annual fee: €100 + VAT**

**Professional Development:** Access to training programs, workshops, and certification opportunities to enhance skills and stay updated with industry standards.

**Networking:** Connect with fellow tilers, share experiences, and collaborate on projects, leading to potential business opportunities and partnerships.

**Recognition:** Being part of a reputable association adds credibility to your business and can attract more clients who value professionalism and expertise.

**Resources:** Gain access to resources such as guidelines, best practices, and industry insights to improve efficiency and quality of work.

**Advocacy:** Benefit from the association's advocacy efforts, which aim to promote the interests of tilers and ensure fair treatment within the industry.

#### TILE SHOWROOMS

**Annual fee: €200 + VAT**

**Increased Visibility:** Being affiliated with the association can attract customers who prioritise working with reputable businesses.

**Networking Opportunities:** Connect with manufacturers, tilers, and other industry professionals, fostering collaborations and expanding business networks.

**Training and Education:** Access training sessions and workshops to stay informed about the latest tile trends, products, and installation techniques.

**Promotion:** Take advantage of promotional opportunities through the association's channels, such as featured listings, events, and marketing campaigns.

**Recognition:** Showcase your commitment to quality and professionalism by being associated with a respected industry organisation.

#### MANUFACTURERS/DISTRIBUTORS

**Annual fee: €400 + VAT**

**Market Insights:** Gain insights into market trends, consumer preferences, and industry developments, helping to inform product development and marketing strategies.

**Networking:** Connect with tile showrooms, tilers, and other stakeholders in the industry to forge partnerships and collaborations.

**Promotion:** Showcase products through the association's platforms, events, and marketing channels, reaching a targeted audience of industry professionals and consumers.

**Feedback Loop:** Receive feedback from members on product performance, usability, and customer satisfaction, facilitating continuous improvement and innovation.

**Advocacy:** Benefit from the association's advocacy efforts, which aim to support and promote the interests of tile manufacturers within the industry and regulatory landscape.

# What we did?

The year 2023 was very successful and busy for our association. We organised several trainings and presentations throughout Ireland and, for the first time in our history, the award ceremony in various categories for leaders associated with our organisation.



## National Tiling Association Of Ireland Awards 2023

NTAI marked a significant milestone by hosting an awards ceremony to recognise outstanding achievements within our industry in the Clanard Court Hotel in Athy on the 11th of November. For the first time, we presented awards in 20 distinct categories, with 29 finalists distinguished for their exceptional contributions and dedication.

At the heart of the event was a formal awards presentation, where each finalist was honoured with a diploma in recognition of their accomplishments. The highlight of the evening was the announcement of the winners in each category, who received a prestigious crystal statuette to commemorate their excellence.

Following the awards ceremony, attendees had the opportunity to enjoy a formal ball, providing a dignified setting for networking and celebration. Over 150 esteemed guests, including industry leaders and influencers, gathered to commemorate the occasion.

## Categories and finalists

### BEST TILE RETAIL

- Best tile shop in hardware setting**  
Stakelums Home & Hardware / Thurles /
- Best customer service**  
BTW / Waterford /
- Best wall tile display in retail setting**  
National Tile Ltd / Dundalk /
- Best floor tile display in retail setting**  
BTW / Waterford /
- Best architectural area in a tile shop**  
Carlanto Luxury Tiles / Belfast /
- Best external tile display area**  
Tile N Style / Carlow /
- Best tile shop under 300m<sup>2</sup>**  
Tile N Style / Carlow /
- Best tile shop over 300m<sup>2</sup>**  
Project Tiles & Wood Flooring / Dublin /

### BEST TILE WHOLESALE & DISTRIBUTOR

- Best tile wholesaler**  
Tileanna / Naas /
- Best accessory and tool supplier**  
Tiling Tools Ireland / Cork /
- Company representative of the year**  
John Henihen / Larsen /
- Best innovative product**  
Peel N Stick Wetroom System / Bostik /
- Best environmental initiative**  
National Tile Ltd / Dundalk /
- Excellence in marketing**  
BOBF Ltd / Clonmel /

### GENERAL INDUSTRY

- Lifetime achievement award**  
Tony O'Leary
- Young tiler of the year**  
Liam Carroll / Dublin /
- Best tiling project small under 200m<sup>2</sup>**  
Brian Kennedy / Wexford /
- Best tiling project large over 200m<sup>2</sup>**  
Artisan Marble / Dublin /
- Best use of tile in a residential setting**  
James Kehoe / Galway /
- Promotion of Wall and Floor Tiling Education**  
Education Training Board / Cavan /
- Promotion of Wall and Floor Tiling Education**  
RIBH Training / Castleblayney /



Liam Carroll - Young Tiler of the Year and Minister of State at Department of Agriculture Food and the Marine - Martin Heydon



Guest speaker - Tony O'Leary - Lifetime Achievement Award.



The award ceremony and Gala Dinner in accompanied by the band - Live Wire



## Hosting the EUF AGM in Cork

We had the pleasure of hosting the Annual General Meeting of the European Union of National Tile Associations (EUF) in Cork, led by Dominic Ryan and Jason Pierce, who went the extra mile to make this meeting a great success.

Together we were able to adopt the new statutes of the EUF and sign them afterwards, as well as freshly elect the Executive Board and the Advisory Board. Together we approved the revision of the EUF guideline on XXL formats, which had been discussed for several years, and we created the conditions for putting the work in technology and the cooperation in vocational training on a new basis. We also have created a new category of membership for educational organisations with a regional / supra-regional educational mandate in the tile sector, in order to be able to exchange with each other even better.

## Presentations, seminars and workshops

Throughout 2023, the National Tiling Association of Ireland orchestrated a series of events tailored to the diverse needs of tilers, tile distributors, and manufacturers within the industry. These gatherings served as invaluable platforms for professional development, knowledge-sharing, and networking opportunities.

NTAI curated a lineup of presentations delivered by industry experts. Covering a wide range of topics such as emerging trends, innovative techniques, and best practices, these presentations provided attendees with valuable insights to stay ahead in a rapidly evolving industry.

In addition to presentations, the association hosted seminars aimed at addressing specific challenges and opportunities facing tilers, tile distributors, and manufacturers. From discussions on regulatory changes to strategies for business growth and sustainability, these seminars offered a wealth of practical information and guidance.

Hands-on workshops were organised to provide practical training and skill development opportunities for attendees. Led by experienced professionals, these workshops covered a variety of topics ranging from advanced tiling techniques to product demonstrations and installations. Participants had the opportunity to enhance their skills, expand their knowledge, and gain valuable hands-on experience.



## Upcoming events

In 2024 we are not going to slow down and we are going to once again organize many interesting and useful events, thanks to which you will be able to improve your skills, exchange experiences and make contacts. To stay up to date visit our website, social media and subscribe to our newsletter.

### Launch Of The National School Of Tiling in Athy, Kildare

### National Tiling Association Of Ireland Awards 2024

#### Tradeshow & Demonstration Evening

9th April 2024  
Oranmore Lodge Hotel, Galway



**Oranmore Lodge Hotel**  
GALWAY

#### Tradeshow & Demonstration Evening

14th May 2024  
International Hotel, Cork



**CORK INTERNATIONAL HOTEL**

#### Tradeshow & Demonstration Evening

11th June 2024  
Clanree Hotel, Letterkenny, Donegal



**HOTELS  
CLANREE**



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