ARTISAN ADDENDA

February 1996
Issue #13

Polishing our Stone

"NOTHING EVER PASSES QUITE AS FAST AS ..... LAST YEAR!"

In a very personal message to our fellow employees, John Sekora and his Artisan staff share their thoughts into the new year...

TROWELS AND TRIBULATIONS

UNIONS

In 1995 Artisan contributed nearly 25% of the NJ Local #77 total revenue in benefits, yet ATM still put nearly 65 million dollars in bids into the dead file-- mostly lost to non union firms... the union's internal problems, both locally and in Washington, aren't helping the rank and file or the union tile contractor...

Matt Sekora tabulated, with ATM's computer bidding program, that in 1995 we lost work to 150 other firms--- only 15 where signed up as union tile contractors!

COMPETITION

IT SEEMS MORE UNION TILE CONTRACTORS HAVE GONE CHAPTER 11 THEN EVER BEFORE...

IN AN EFFORT TO SET US APART FROM OUR COMPETITION, NANCY (SEKORA) CZARKOWSKI IS WORKING ON AN ARTISAN EVALUATION REPORT TO BE GIVEN TO EACH GC WE WORK FOR....

LAST YEAR WE WORKED FOR 250 GC'S. THERE ARE 700 NON-UNION TILE CONTRACTORS LISTED IN THE NJ YELLOW PAGES ---- ALTHOUGH SOME ARE NO LONGER IN BUSINESS.... THERE ARE ONLY 20 UNION TILERS.

ARTISAN'S MARBLE / STONE DIVISION, THANKS TO PAUL VIGNA, SHOWED OUR COMPETITION THAT WE ARE THE FUTURE IN STONE TOO!! ARTISAN WBE CONTINUES TO GROW...

MORE RUNNING AROUND--
LESS WORK, FEWER JOBS, LESS PROFIT--
THAT SEEMS TO SUM UP '95 IN A NUTSHELL...

TROWELS AND JUBILATIONS

'96 AN OUTLOOK

In driving around New Jersey, Frank Rutkowski reports he still doesn't see any construction cranes--indicating NO NEW CONSTRUCTION WORK...

Michael Kearns (ATM's V.P. of Construction) although reporting this winter was one of ATM's slowest--- optimistically believes that a stronger cooperative between employer and employee will turn things around for both!

MARYANN CAMPOS, THAT BUBBLY VOICE THAT ANSWERS ATM'S PHONES SAYS THAT THE MOVE TO OUR LARGER NEW BUILDING WILL START A WHOLE NEW CHAPTER IN ARTISAN'S 32 YEAR HISTORY. ARTISAN HAS PURCHASED 3.3 ACRES AND A NEW 17,000 SF OFFICE \ WAREHOUSE IN FRANKLIN. WE WILL BE MOVING BETWEEN FEBRUARY 15TH AND 29TH TO 468 ELIZABETH AVE. FRANKLIN, NJ.

EXCITING NEWS FOR '96

To help stimulate this stagnant economy, on March 22 - 24, a tile convention will be held at the Marriott Seaview Resort on Route 9 in Absecon, NJ, just outside Atlantic City. Conceived by John Sekora and sponsored by the NJ Tile Council Promotion Fund----

You are ALL invited!

(formal invitation will be forthcoming)

"SUCCESS IS A JOURNEY, NOT A DESTINATION"

TROWELS AND EXPECTATIONS.....

SOME PROJECTS WE CURRENTLY HAVE ON THE BOOKS

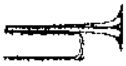
A.P.C/NEWARK UNITED AIRLINES
BELCOR/NEWARK SCHOOL
BRIAD/TGI FRIDAYS
HALL/ JERSEY CITY BUS GARAGE
DOUG HUNT/WHIPPANY LONE STAR STEAK
JACOBELLI/ NEWARK CHURCH
KOWALCHICK/ FREEHOLD CENTRA-STATE
MERIDIAN/ RANDOLPH AQUATIC
MUSCARELLE/ NEWARK HERTZ
PAUL OTTO / NEWARK NJ TURNPIKE
PRISMATIC/ NEWARK YOUTH HOUSE
RREEF FUNDS/ HACKENSACK CONT. PLAZA
STONYBROOK/ LAWRENCEVILLE LIBRARY
ACC/ WASHINGTON TWP. SR. COMPLEX
BARCLAY-WHITE / SOMERVILLE J AND J
BELLEMEAD / PATHMARK
CONSTR. TECH / CALDWELL COLLEGE
CONTROLLED/ FRANKLIN LK MID SCHL.
GREEK / SO. RIVER POST OFFICE
HENDERSON / N. BRUNS BRISTOL MYERS
HUBER, HUNT,NICHOLS / LAWRENCE ETS
INFANTE/ HUDSON GRILL
KASLOW AND JEFFRIES/ MORRIS MEWS
LEHRER MCG/ LAWRENCE LIBRARY
NORWOOD / LIBERTY CRNR FELLOWSHIP
PALENT / LIVINGSTON HEBREW ACADEMY
RIESZ / CARTERET LINCOLN SCHOOL
VANAS / FRANKLIN LAKES ELEM SCHL
VLB/ BERGEN CO. 3 COMFORT STATION
WHITING TURNER / W.O. GREEN HILL
CONOVER AND BREM/SOMERVILLE J AND J
TRI-CON/ BROOKLYN LATTER-DAY SAINTS
BENMOORE/ NEWARK TERMINAL A
DELGUERCIO / B.O.C.

ARTISAN'S ASSETS

Ken Sekora and his lovely wife Kim gave John a new grand-daughter---Samantha...

John was elected to the Board of Directors of the Tile Contractors of America...

PEGGY CLARK (JOHN'S ASSISTANT) CELEBRATES 10 YEARS WITH HER ARTISAN FAMILY...



Jim Sickoria (John's cousin) was named Artisan's new PRESIDENT....
...and turned the BIG 4-0 last month!!!

DORIS BADER AND JOHN SEKORA WERE WED IN LAS VEGAS ON APRIL FIRST... AND YES ELVIS GAVE AWAY THE BRIDE...

...THE TIMES ARE A CHANGIN'...

JOHN J. SEKORA, CEO

JAMES SICKORIA, PRESIDENT

KENNETH SEKORA, VICE PRESIDENT

NANCY CZARKOWSKI, SECRETARY

MATTHEW SEKORA, TRESURER

TECHNICAL SUPPORT

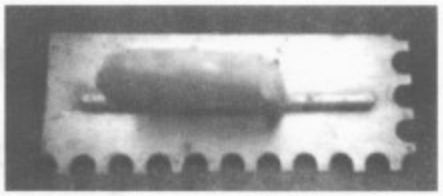
ALWAYS LOOKING FOR NEW AND BETTER WAYS TO INSTALL TILE, WE WOULD LIKE TO SHARE THE ATTACHED WITH YOU...

Q. What is the proper technique for setting large tile (10" x 10" or larger)? Give us some guidelines!

A. These are frequently asked questions. As discussed, the era of the 8" x 8" floor tile is over. Driven strongly by imports and faux marble, 12" x 12" or larger dominates floor tile size today. The average individual floor tile has increased in size by 80 square inches or 125%. How do you effectively set and beat-in such large tiles? Setting materials, tools and technique must all change to correspond with the dramatic change in tile size.

First—the most commonly used material for setting tile today is thin set mortar. Medium bed mortars or non-sag mortars are better suited for large tile installation. However, thin set still continues as the material of choice.

Second—something more easily changed is trowel size. The larger the tile the larger the trowel makes sense to most people. A 1/2" round or U-notch trowel is becoming common. Tile Contractors Association has concluded that a rounded ridge of mortar compresses and spreads across the back of large tile more effectively than the traditional square ridge of mortar.



Above: A 1/2 inch U-notch, or half moon trowel is increasingly being used for setting large tile with medium bed mortars.

Third—change in technique is critical! In order to maximize coverage to large tiles, the mortar should be combed one direction rather than swirling the mortar in a random fashion. After combing the mortar in one direction, the tiles can be set into the mortar perpendicular to the mortar ridges. Use a "push-pull" method that forces the mortar ridges to grow together and maximize mortar coverage. When mortar ridges are combed all one direction , it allows the uniform escape of pockets of air that can be trapped between large tiles and mortar ridges combed in a swirled pattern.

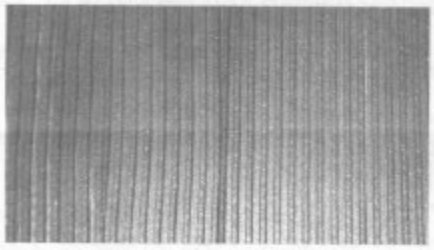
Achieve 100% Coverage Without Backbuttering

I recently saw the NTCA method for achieving 100% coverage without back buttering demonstrated This simple process provides the contractor with a superior installation.

The demonstration was performed with two 12" x 12" pieces of plexiglass so everyone could see the effect on coverage as they were placed...Something very simple, but with dramatic results.

NTCA METHOD

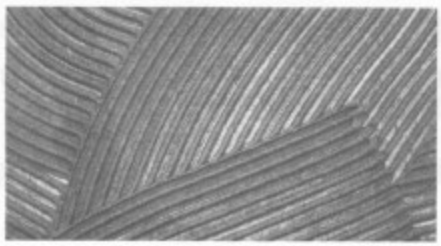
When the square is combed in one direction like this...



...a tile adjusted with slight pressure in a perpendicular direction will achieve virtually 100% coverage.

TRADITIONAL METHOD

Once chalk lines are snapped, the contractor spreads thin set —without paying attention to the comb marks. (See below)



When the tile is placed into the thin set where comb marks are going in different directions, no matter how the tile is adjusted, 100% coverage is not accomplished.

recycled paper