

## MARKETING COPYWRITING

### Health and Safety Update

During this uncertain time, your health and safety is our top priority. We are staying up-to-date on the latest CDC regulations and are doing everything we can to prevent the spread of Covid-19.

In the meantime, we're available for virtual assistance and conference calls during this period. We're also shipping samples to our customers for increased access during these extenuating circumstances. Last but not least, we aim to provide digital events, virtual product training and other customer service support until it is safe to reopen. You've stood by our side as loyal and valued customers for many years and we fully intend to return the favor.

Thank you for your patience and understanding during these trying times. We greatly appreciate your business and look forward to ongoing collaboration.

### FAQs

**Q.** How do I know which tile to choose for my home?

**A.** In order to choose the right tile for your home, you'll need to consider technical and aesthetic requirements.

Technical requirements refer to structure, uniformity, mass features (the weight to be placed on the tiles), surface features (anticipated wear and tear, scratch resistance, etc.), chemical features (resistance to stains and household products) and safety features (risks related to accidents or sanitation). Aesthetic requirements refer to the style or pattern you'd prefer for your home.

**Q.** What is a tile's surface finish?

**A.** A tile surface is finished as matte, semi-polished, bush-hammered or textured. The style you choose depends on where the tile will be used and your own finish preference. For example, a matte finish is considered universal and is also very versatile in nature whereas a semi-polished finish is shiny and elegant. Bush-hammering has a rustic look and feel while textured surfaces are useful in slippery areas for added traction and stability.

**Q.** What does quality grade mean?

**A.** A tile's quality grade refers to standards applied to a certain number of tiles. For example, no more than five out of one hundred tiles may have visual defects in order to meet the top quality grade. Lower quality grades (second, third, commercial, etc.) do not meet the same standards which means they have a higher percentage of defects.