



## Important Press Release

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### WarmlyYours Introduces Innovative Tile Estimator Project Tool

WarmlyYours the electric floor warming industry's leading product and support service innovator today announced the introduction of its new highly interactive "Tile Estimator" project tool.

The Tile Estimator, available at [www.TileEstimator.com](http://www.TileEstimator.com), allows homeowners and designers to accurately calculate the amount of tile, grout and thinset cement required to complete a flooring project. The tool also provides an instant estimate of the additional cost for including a floor warming system with the homeowner's floor covering purchase.

The Tile Estimator is part of the WarmlyYours Project Planner technology, a family of online tools made available to manufacturers and dealers in the ceramic tile industry. Already the Tile Estimator received a warm welcome from the tile community.

Bart Bettiga, executive director at the National Tile Contractors Association (NTCA), stated "The Tile Estimator is easy to navigate and can serve as a useful tool to supply to the subcontractor for a quick estimate, as they can see what the layout and size of the material request is."

Sean Boyle, Director of Business Development at Laticrete International, Inc. installation systems said the Tile Estimator offers a "fast and easy way for consumers and designers to accurately estimate what they need in terms of tile or stone, as well as accompanying adhesive and grout."

"Because it's so easy to operate," said Boyle, "it allows designers the ability to manipulate layouts for the best design option of a given room."

"In many ways, the Tile Estimator is an extension of our business philosophy of providing dealers and end customers with highly personalized support services linked to our core business of floor warming and personal comfort," commented Julia Stalfort WarmlyYours co-owner and Operations Manager. "While obviously targeted at exposing homeowners and designers undertaking a tile or stone installation project to the benefits of adding electric floor warming, the Tile Estimator simplifies the budgeting and purchasing process by allowing for highly accurate project materials forecasting. The Estimator virtually eliminates over and under purchases, and helps to avoid project delays caused by material shortages and returns."

For additional information about the Tile Estimator technology, contact Nicolas Mottet, Marketing Communications Manager, WarmlyYours Floor Warming, Buffalo Grove, IL; Tel: 800/875-5285, ext. 813; E-mail: [nmottet@warmlyyours.com](mailto:nmottet@warmlyyours.com); Website: [www.TileEstimator.com](http://www.TileEstimator.com).