

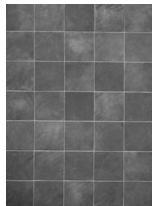
Decorator's Notebook

Become A Floor Show-Off



Porcelain stone tile is stronger than granite and easier to maintain. Here, Crossville's Manor Stone tile is used to create an "area rug" with border.

(NAPSA)—Porcelain stone tile, once earmarked for kitchens and baths, is producing exciting "floor shows" in the main living areas of today's homes. Turning the design community upside down, tile is running inside and out—of homes, that is—showing up in entrance halls, living rooms and dining rooms, and outside on patios and walkways.



New Aurora tile mimics slate for use outdoors or in.

Thanks to modern technology, manufacturers can replicate virtually any natural stone look, including polished and unpolished marble, terra cotta, terrazzo and slate.

Such porcelain stone look-alikes, which are 30 percent tougher than granite, easier to maintain and less costly, have become a popular choice among homeowners. In fact, man-made

porcelain stone tile is the country's fastest-growing floor covering—jumping from 4 percent of the total floor tile market in 1997 to a projected 10 percent in 2003.

One tile, called Manor Stone, is designed to resemble tumbled marble and is increasingly being used to decorate entire rooms, from floor to fireplace.

Manor Stone is manufactured by Crossville Porcelain Stone/USA, the largest manufacturer of porcelain tile in the U.S.

The company also offers a tile called Aurora, a product that mimics randomly colored slate. Offered in two different finishes—a tough, frost/slip-resistant outdoor surface and a smoother, easy-to-clean indoor surface—Aurora's colorful slate-like look can start in the kitchen or family room and run right out to the patio or pool.

For more information, visit www.crossville-ceramics.com or call (800) 221-9093.