TILE COUNCIL OF NORTH AMERICA, INC.

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Contact: Roxanne Morris
T: 864-646-8453

TCNA Members Donate Tiled Doghouses to Pet Alliance

(**Clemson, SC)—**Demonstrating tile's exceptional beauty, versatility, and sophistication, 11 members of the Tile Council of North America, Inc. (TCNA) donated custom, handcrafted tiled doghouses—each a unique expression of tile artistry—to support the Pet Alliance at Coverings 2025 in Orlando, FL.

The participating companies include: AlysEdwards Tile & Stone (booth #4409), American Olean (meeting suite #200), Casa Ceramic (booth #4314), Del Conca USA (booth #1730), Jeffrey Court (booth #3000), Merola Tile Distributors of America (booth #4416), Panariagroup USA (booth #2619), Portobello America (booth #2605), Roca Tile USA (booth #3225), StoneImpressions (booth #4311), and Unique Design Solutions (booth #4415).

The forms used to make the doghouses were custom manufactured and contributed by Wedi Corp. (booth #4034) using installation materials donated by LATICRETE (booth #3634).

"We are deeply honored TCNA chose Pet Alliance as a partner in this meaningful project," remarked Brandy Bennett, director of development & communications at the Pet Alliance. "Every year thousands of cats and dogs come through our doors in need of compassion, care, and a second chance. It is the generosity of community champions like TCNA that makes our mission possible. Their support helps us provide shelter, medical care, and love to these animals while they wait for the families they deserve. We are truly grateful for their unwavering commitment to pets in need."

"TCNA is very excited to bring the tiled doghouse program back to Coverings and Orlando as a creative and charitable way to support the Pet Alliance and show off tile's many attributes," said Kathy Meyer, TCNA marketing director. "We invite all show attendees and the press to stop by TCNA's booth to see these incredible creations by our members, who generously donated their time, tile, and talent to support Pet Alliance in their efforts to help pets in the local community."

During Coverings, the doghouses will be displayed in TCNA's booth #3219, where a donation ceremony will be held at 3:00 pm on Thursday, May 1st.

The following descriptions were provided by the companies/artists who tiled the doghouses:

AlysEdwards Tile & Stone (booth #4409)

AlysEdwards' doghouse was made for the free-spirited minimalist and is as emotionally rich as it is stylish.

Covering the front and back of this "SS Sit and Stay" is the Nordic Knot pattern from Nomadika, an eclectic curation of marble and limestone mosaics. Ready for the "ruff" seas, the sides and roof are tiled in the Emoceans, a 4" x 6″ deco and field tile that can be used together or on their own. A pup won't be "Making Anemones" with this collection because the pattern possibilities are endless.

Designed by the AlysEdwards team and installed by AlysEdwards' sample department, this paw-some beach retreat is for a soulful pup who's had all the emoceans.

American Olean (meeting suite #200)

American Olean's dream doghouse features a classic Mid-Century Modern visual with a whimsical touch. This year's home simply sparkles with freshness and gives Fido a pleasant space in which to relax.

Cheerful white and grey rose mosaics are a sweet welcome home after a long day of play. Contrasting dark grey side walls lend a stability to the design while allowing the lighter colors of the house to really pop, and the all-American picket fence around the bottom is a wonderfully homey touch.

Topping it all off is the purity of a soft, marble-look hexagon pattern on the roof that adds tranquility, seamlessly balancing the deep contrast of the color palette. The home's overall design will add a touch of comfort and happiness to any beloved four-legged friend's world.

The roof is comprised of Foyer in Summit, and the home exterior is Unglazed Mosaics in Black and Rosette. The fence features Historic Limestone in Legacy, and the windows are Color Appeal in Pearl and Debonair Estate in Ebony.

The doghouse was designed by American Olean's Jessica Kwak and installed by Albert Pena from Mecca Design and Production.

Casa Ceramica (booth #4314)

Casa Ceramica's "Mediterranean Doghouse" was designed and installed by their in-house team and features all handmade tiles.

The roof's handmade, textured subway tiles bring in an old-world rustic look, and the flower motif on the back enhances the house's Mediterranean look.

Rope trims were used to create the lattice effect on the lateral sides, and Heather HM 6" x 6" tiles were used for the central element of the design.

The tiles used were:

- Heather HM 6" x 6", Mediterranean Collection
- Cobalt Blue rope trim, ½" x 8"
- Caper Green HM 6" x 6" cut into cabochons, Mediterranean Collection
- Antique White antique subway 2" x 8", Rustico Collection

Del Conca USA (booth #1730)

Del Conca USA's doghouse showcases their new Elements Collection, blending creativity, craftsmanship, and compassion for a great cause. Del Conca is thrilled to support TCNA's initiative to benefit local Orlando-area pets and to have their products featured in such a fun and meaningful way.

Jeffrey Court (booth #3000)

The Marble Tail of a Designer Dog Château:

The Jeffrey Court Dog Château is more than just a statement piece. The design began with inspiration for a regal canine, which drew them to choose their Chapter 15 Classic Statuario®. The refined, tranquil beauty of Classic Statuario®, Jeffrey Court's premium-grade white marble known for its soft veining and timeless appeal. The goals were to create a serene space where elegance met cozy and to provide the canine with comfort.

Using products from their Chapter 15 Classic Statuario®, Jeffrey Court found the perfect way to express their love - through timeless surfaces and thoughtful shapes that transform a simple doghouse into a work of art. When it comes to the ones who greet us at the door every day with wagging tails and joyful hearts… only the best will do.

Materials Used:

- Fluted Field 6" x 18" (15199) and 2" Square Mosaic (15171) provided an architectural detail for the entry of the Château.

- Octagon Dot w/ Botticino Mosaic (15169) and Parisian Revival Field 6" x 6" (15201) bring warmth onto the stone walls.

- Waterfall Mosaic (15189), 1" x 4" Brick Mosaic (15166), and Proper Pillar (15196) add an elegant touch.

- Dome 0.875" x 12" (15161), Crown 1.875" x 12" (15160), and Base 3.875" x 12" (15163) accent the exterior, giving more dimensional elements.

Though the palette is primarily white with a warmer bronze tone from the Parisian Revival, the textures and shapes tell a story of dimension and warmth, just like the journey of the pups coming through the Pet Alliance.

Designer: Keegan Schafer of Jeffrey Court's product development department.

Merola Tile Distributors of America (booth #4416)

Merola Tile Distributors of America's doghouse walls are adorned with Exclusive Sentier collection comprising these products:

- Sentier des Ocres Treillis Blue 7-7/8" x 7-7/8" porcelain floor and wall tile
- Sentier des Ocres Coin Blue 7-7/8" x 7-7/8" porcelain floor and wall tile
- Sentier des Ocres Deco Blue 7-7/8" x 7-7/8" porcelain floor and wall tile
- Sentier des Ocres 7-7/8" x 7-7/8" porcelain floor and wall tile

The roof and trim were created using Merola's very own Aviva Azul collection, which includes:

- Viva Azul 3" x 6" ceramic wall tile
- Viva Azul ½" x 12" ceramic wall trim
- Viva Hex Azul 5-7/8" x 6-¾" ceramic wall tile

Panariagroup USA (booth #2619)

Luxe Ensemble by Panaria Ceramica brings the timeless elegance of marble to an unexpected canvas, a doghouse, blending high design with a dash of playful charm.

Featuring the warm, romantic tones of Taj Mahal and the regal sophistication of St. Denis, these tiles elevate even the humblest of abodes with a wink of refinement.

A Lux Ingot mosaic, playfully mixing St. Denis, Taj Mahal, and the luminous Statuario, creates a delightful dance of color and texture - like a tiny palace fit for the most discerning pup.

Portobello America (booth #2605)

Portobello America's is excited to continue their cherished annual tradition of giving back by donating a luxurious doghouse, adorned with their finest tiles, to a deserving shelter pup.

This isn't just any doghouse - it's a stylish retreat featuring Portobello's American-made Artifact 2.5" x 9" wall tiles in the elegant Straw color. Adding a touch of sophistication, the design is completed with their unique, textured Artifact Deco tiles in the sleek Carbon shade.

Combining beauty and durability, this doghouse offers a cozy, artistic haven for a lucky four-legged friend to call home.

Roca Tile USA (booth #3225)

Roca Tile's doghouse was inspired by the idea of blending craftsmanship with creativity, giving a furry friend a space that feels both cozy and uniquely special.

The soft tones of DUNE Pietrasanta Grey, with the cream tones of Maiolica Crackled Biscuit, and CC Mosaics + Sky Blue Penny Rounds were chosen to create a calming, modern palette that reflects personality and artistic flair.

At the heart of the design is a playful mosaic dog paw on the back wall featuring CC Mosaics + Cream Penny Rounds - a loving symbol of a pet's presence and personality. Each tile was placed with care, turning a simple shelter into a charming little home that celebrates the joy and companionship dogs bring into our lives.

The front and side walls feature DUNE Pietrasanta Grey 3" x 11". The back wall showcases CC Mosaics + Sky Blue Penny Rounds and CC Mosaics + Cream Penny Rounds, and the roof was made from Maiolica Crackled Biscuit 3" x 12".

StoneImpressions (booth #4311)

StoneImpressions' artful doghouse, adorned with their bespoke tiles, is a sculptural ode to Mother Nature - gracefully inspired by the delicate beauty of springtime blossoms.

Drawing from vintage European architecture, the piece blends classical elegance with organic charm, creating a romantic, gallery-worthy statement for our four-legged companions.

The structure is clad in lustered limestone tiles, creating clean, architectural lines softened by the lush floral imagery on every surface.

The walls feature the Camellia mural from StoneImpressions' limited Regency Tile collection, rendered in the Parisian Blue colorway.

A rich, earthy bronze envelops the roof panels, offering a warm, dramatic contrast to the soft, painterly blues below.

The doghouse was designed by Elaine Hingle, senior designer at StoneImpressions.

Unique Design Solutions (booth #4415)

The inspiration for Unique Design Solutions' doghouse came from the Arizona wildlife and plant life. The doghouse features multiple designs and materials, including:

- Roof: brick set (2" x 6") and alternating brick set (2.5" x 5"; 4" x 5"; 5" x 6") using their Metro Black porcelain tile cut to size, half bullnosed, and mitered
- Custom designer diamond: glass rounds (20 mm) in the colors Avid Apricot, Red Cent, Mudslide, and Titanium
- Framing and faultline pattern: Stone Onyx

A stainless-steel liner provides crisp edges to the designs and gives a good transition between the doghouse roof and body. The doghouse was designed by Amelia Wells and installed by Ted Cartmel, Sr.

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PHOTOS of each doghouse are available here:

https://www.dropbox.com/scl/fo/s7fgd7zxhkhc95zfzhp8c/AAbicNJWpw0J_4eZnXp0ZyA?rlkey=lk7qs1ilabi0kja7vchsmcli9&dl=0

About the Pet Alliance

The Pet Alliance is dedicated to creating more caring communities by promoting happier, healthier pets through their educational, sheltering, and placement services, along with providing compassionate, responsible veterinarian care maintained to the highest professional standards. For more information, please visit https://petallianceorlando.org.

TILE COUNCIL OF NORTH AMERICA, INC.

About Tile Council of North America (TCNA)

TCNA is a trade association representing manufacturers of ceramic tile, tile installation materials, tile equipment, raw materials and other tile-related products. Established in 1945 as the Tile Council of America (TCA), it became the Tile Council of North America (TCNA) in 2005, reflecting its membership expansion to all of North America.

The Tile Council is recognized for its leadership role in facilitating the development of North American and international industry quality standards to benefit tile consumers. Additionally, TCNA regularly conducts independent research and product testing, works with regulatory, trade, and other government agencies, and publishes installation guidelines, tile standards, economic reports, and promotional literature.

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TILE COUNCIL OF NORTH AMERICA, INC.
100 Clemson Research Boulevard. Anderson, South Carolina 29625 Phone: 864-646-8453 Fax: 864-646-2821

www.tcnatile.com **Literature Orders:** literature@tcnatile.com **Testing Services:** www.ipalaboratories.com