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May 19, 2008

ROCA TILE GROUP OPENS BRAND NEW CORPORATE SHOWROOM

Uniquely Designed High End Showroom Opens to Public

Miami, Fl – Roca Tile Group has transformed what it means to shop for ceramic tile. Rich with history and experience in Europe and around the World, Roca brings the flair of European merchandising to the US, but adapts it to American needs.

The transformation takes the showroom from a typical tile store with rack after rack of loose tiles, and creates a dramatic showroom that will give life to the tile. Roca creates an atmosphere of “selling design, not tile”. The shoppers will have an “experience” while shopping.

The products are designed with attributes that make them desirable, such as pattern and color variation, unique color combinations, multiple formats and multiples shades. These are design attributes that cannot be shown in a single tile, they require merchandising that will truly show the style. Roca covers all styles from design, color and price point, ranging from high-end to entry level products.

Throughout the showroom, products are also grouped by like products, i.e. porcelain tile, polished, etc. It makes it easier to the shoppers to compare like products, rather than have them spread out in different areas of the showroom.

The products can be found on the floor, in displays and even on the walls. The wall displays are not typical either; rather they mimic a product catalog. You will find all colors, sizes and large printed room scene for any collection showcased on the wall.

Large displays also showcase certain products in grouted panels, its like seeing the product in a real life installation. There is up to 20sqft of grouted product (multiple colors, layout, decorative pieces) found on each of these boards, again providing real life visuals for the shopper.

Roca has numerous showrooms throughout the US and they will all be modeled after this concept. The concept has been well received by homeowners and designers.



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Finally, Roca's commitment to the environment is not only evident throughout the design of the showroom, but also in the products. Roca products contribute to LEED® and Roca is a proud member of the US Green Building council.

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