

### ■ Henderson Report

Wow we've really had a busy few months in Henderson. Since extending our Tilers Express Trade Area and holding a really successful Trade Night – things have been rocking "out West". This is due to a closely networked team of installers (thanks for your support) and our hard working staff, not to mention the odd "traitor" that has visited us when working in the area from those far away Eastern and Northern suburbs of Auckland – always great to see you!

Promotions continue to roll our way with winners of the latest TV being AJ Kelly, the Pizza oven was proudly taken home by Chong and the coffee is brewing well at Eoin Killeen's place.

It's great to see continued support of ASA and newly developing support of Mapei in Henderson, plus support for our range of Raimondi wetsaws and tools. Also not wanting to forget the other awesome suppliers that visit us regularly – not just for our coffee!

Several casual fishing trips have been held out this way. We head out to the Kaipara Harbour in 4x4 wagons, have a great socially relaxed time, oh and we do catch some fish too! Have a word to me if you are interested in joining us next time we go. Thanks to all the guys who supported the Henderson Team fishing trip out on the Auckland Harbour. Next one's planned for November – where will you be then?

World Cup BBQ was great fun, the result was quite unexpected. This was clearly not what Marcel (Dutch supporter) was expecting judging by the look on his face, as Spain romped to a convincing win – same place in 4 years mate, hope the outcome will be more favourable for you.

The date is now set for our next BIG Trade Night in Henderson, keep November 4 free and maybe the 5th for recovery!

– Joe, Shane, Dannell, Jocelyn and Diane

### PRODUCT FOCUS:

#### Raimondi Tiling Machines & Tools for Professionals



Heritage is privileged to be able to offer Raimondi Italian tiling products to the New Zealand market, due to their quality and pedigree. We're very excited about their latest innovation the RLS Raimondi Levelling Spaces. Here are some details on this great supplier:

The history of Raimondi dates back to almost one century ago. In the early 1900's the Raimondi family entered the Tile industry in Italy, initially as installers. In 1960, Mirco Raimondi started producing machines designed to improve job quality and productivity. Raimondi's have always focused its product research on the end user: Every single item, from the simplest tool to the most complicated machine, is developed according to the needs of the professional, aiming at three targets: to improve the quality of the finished work, to increase productivity, and to reduce operator fatigue. This quality is fully guaranteed by Raimondi, and they monitor all of their products through the development, design, and assembly stages, which are then carefully checked again at the end of each production cycle.

From its beginning, Raimondi has promoted, built, and maintained direct contact with the end users of its products: the tile installer. Raimondi offers its own methods and products, to professionals in Italy and abroad through demonstrations, meetings, open houses, and the publication of a company newsletter. It is a mutually beneficial and steady exchange of opinions, ideas, and information, indispensable in maintaining the necessary contact with the user and judge of their products. Raimondi understands that the success of their products relies on the satisfaction of the user.

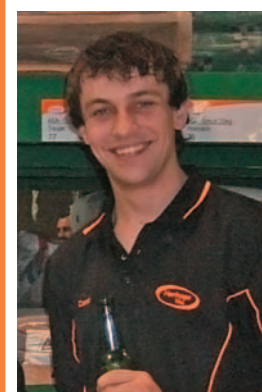
See [www.raimondiutensili.it](http://www.raimondiutensili.it) for more details.

You'll find some great videos on their site.

### ■ Takapuna Trade Expo

Approximately 150 people showed up for a night of good food, drink, good networking, information and lots of prizes at the Takapuna Trade Night on Thursday 26th August. Congratulations to Mark Westerkamp who won the sea kayak, Ben from Speed Tiling who won the Stihl Wet Vacuum, and the many others who won prizes at the Trade Night!

Many thanks also to our trade suppliers and sponsors for generously offering these prizes and everyone for making it an awesome night.



#### Introducing CALEB WALDING, New Trade Staff Member

Hi, I'm Caleb. I enjoy candle lit dinners and sunset walks on the beach and steak!

I used to be an electronics expert, so if you want to buy a TV, I'm still your man.

Now I'm going to be a Tile Trade Pro. I've had a very busy and interesting couple of months at the world famous Takapuna branch, learning from the Best (Dave & Rick) and looking forward to learning more.

See you soon at Takapuna!

– Caleb

#### ASA Coffee Machine Draw

Congratulations to the winners of the ASA Coffee Machine Draw:

- Steven Duinkerke, Euro Tilers (Whangaparaoa)
- Stewart Shanks (Takapuna)
- Eoin Killeen (Henderson)
- Evergreen Building Services (Ellerslie)



#### Heritage 21st Birthday Tile Sale

We've turned 21!

To celebrate, we're having a Birthday Tile Sale with savings of **up to 40% off**.

Share this deal with your customers and earn referral points!

Need more referral cards? Email your loyalty code to [info@tile.co.nz](mailto:info@tile.co.nz)

## Design with Richard from Form Bathrooms [www.formbathrooms.co.nz](http://www.formbathrooms.co.nz)

Is it just me, or do the words 'current economic climate' roll off the tongue like a well worn car tyre? Whilst no one will dispute it has put a serious dent in the frivolity of days past not all is doom and gloom in our industry. In fact you could say it's paradoxical.

During the heady pre-recession days where money appeared to flow like tap water there was a borderline unhealthy obsession with hard-edged minimalism and dreary grey tones. Less is more was the adage the masses abided by with almost religious fervour. Colour was out, texture was out, you could even go so far as to say 'personality was out'.

Compare that with current trends and you can see a definite paradigm shift towards everything that minimalism isn't. Colourful mosaics, soft organic shapes and an increasingly non-conformist approach are becoming more prevalent in modern design. There is a definite sense we are more comfortable in expressing our individuality. No longer are we afraid to exhibit a little nostalgic indulgence or playfulness in our creations, it's as if we have all adopted a devil-may-care attitude towards the economic pressures many are experiencing. Yes it is indeed an exciting time as we farewell our stuffy minimalist in-laws and welcome a new age of design with personality. Viva la revolution!



## Great Marketing Tool: NoCowboys.co.nz

People visit NoCowboys and NoCowboys Jobs to find reputable tradespeople and businesses to get the job done right.

They choose to use tradespeople and businesses from NoCowboys because of the feedback listed. As the feedback is from previous customers of the business/tradesperson, it is highly effective and regarded as trustworthy because potential new customers see NoCowboys as objective and the feedback as more reliable.

As a business or tradesperson, your own individual NoCowboys profile page is designed to permanently capture and leverage that feedback. Customers contact you directly via your NoCowboys profile, and NoCowboys Jobs sends you an email notifying you of a new job suited to your category and area.

Having a page is usually \$189 +GST for 12 months, **but mention Heritage Tiles and pay only \$159 +GST.**

Contact the registration team on [registrationteam@nocowboys.co.nz](mailto:registrationteam@nocowboys.co.nz) or 0800 NOCOWBOYS (0800 662 692) to register for your page.



## Priming Newline Foam Shower Trays Prior to Waterproofing

Newline foam shower trays are manufactured from rigid polyurethane and come with a 20 year warranty if protected from water by an approved waterproof membrane applied by an approved waterproofing applicator. It is essential that the tray be primed prior to waterproofing as the foam tray is considered to be a non-porous substrate and the priming of the surface ensures that the membrane adheres to it.



Heritage Tile stores stock two brands of waterproofing material and primer which are approved by Newline for their products. These are as follows:

Bostik/ASA: Dampfix 2, Dampfix 3, Dampfix PU or Dampfix Gold, Prime substrate with Epoxy Prime 2 parts.

Mapei: Mapegum WPS or Mapelastix Prime substrate with Primer S. Dilute 1 to 1 with water.

The use of the materials above will ensure the membrane performs the job correctly and guarantees that the manufacturer's warranty applies to the installation of the tray.

Adhesives for both systems are available at all stores.

## Tecnisal Silicone Promotion

Buy 1 box of Tecnisal silicone (20 tubes) at **only \$11+gst per tube** and get a Caulking gun worth \$30 for **FREE**.

Caulking Gun stocks are limited. So hurry in now!



**FREE  
Caulking  
Gun!**

## NOW INSTORE!

## Raimondi Leveling Spacers

Starter Kit – **\$117.61 +gst**

Clip Consumable cost per m<sup>2</sup> for 600x600 tiles – **\$2.20 + gst per m<sup>2</sup>**

Check out <http://bit.ly/HeritageTilesRLS> to watch a video on this great product!

## Mastik and Megalastic Special!

### Mastik

Was \$99 +gst

**NOW \$85 +gst**

### Megalastic 20 Litre

Was \$131 +gst

**NOW \$105 +gst**

Offer ends 31st October.



## LIMITED TIME ONLY!

## Buy 5 bags of Conflex or Megafix & get 1 bag FREE!

Due to popular demand, we've brought back this great deal on Conflex and Megafix.

Offer only goes till 31st October.

Don't miss out!



## Just Landed!

### Raimondi Wet-saws – ZOE 105 and 130

- 3hp Motor
- 360mm diameter Blade
- Perfect cutting Porcelain, Ceramics, Marble, Granite, Stone and Bricks
- Straight, 45° Bevel and Plunge cuts
- Removable Aluminium Tables
- Adjustable Guide and 45/90° Square
- Folding Legs
- Heavy Duty Water Pump

**Zoe 105 (1050mm)**

**Only \$3575 +gst**

**Zoe 130 (1300mm)**

**Only \$4100 +gst**

