

WALL-2-WALL NEWS

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Top 10 Carpet Installs for 9/13

RANK	STORE #
1	6204
2	4115
3	2557
4	4501
5	901
6	915
7	6209
8	4608
9	2623
10	4140



Great job!

Who will be in the Top 10 SQ YD report next month?

Thank you for all the hard work.

Holiday Schedule

DATE	DATES TO REMEMBER
Wednesday, November 06, 2013	Last day to order S/O carpet for Thanksgiving install
Tuesday, November 12, 2013	Last day to order In-stock Hard surface for Thanksgiving install
Thursday, November 28, 2013	ACS CLOSED THANKSGIVING
Monday, December 02, 2013	Last day to order S/O carpet for Christmas install
Thursday, December 05, 2013	Last day to order S/O carpet for New Years install
Monday, December 09, 2013	Last day to order In-stock Hard surface for Christmas install
Thursday, December 12, 2013	Last day to order In-stock Hard surface for New Years install
Tuesday, December 24, 2013	ACS CLOSED CHRISTMAS EVE
Wednesday, December 25, 2013	ACS CLOSED CHRISTMAS
Tuesday, December 31, 2013	ACS CLOSED NEW YEARS EVE
Wednesday, January 01, 2014	ACS CLOSED NEW YEARS

Buy More Save More On Installs

FREE Basic Installation on all carpet collections with 3 or more rooms. Offer valid through 11/17/2013.
 1 Room = \$97 Basic Whole Home Installation
 2 Rooms = \$47 Basic Whole Home Installation
 3 or More Rooms = Free Basic Whole Home Installation
 Room count determined by the # of unique locations identified on HDMS floor plan. No minimum square footage per room. Closets and hallway count as individual rooms and priced as such. Offer excludes glue down installations and commercial installations. See My Apron for more details!

Porcelain VS. Ceramic Tile

When talking tile, homeowners often discuss ceramic and porcelain interchangeably, as if they were one and the same. Tile shop salespeople often claim a vast world of difference between the two in order to justify porcelain's higher prices. Porcelain and ceramic tile are essentially the same, with one slight difference. Both are part of the larger category of tiles we can call *ceramic*. It is more a case of reverse-naming, whereby manufacturers take tiles that have certain qualities and then assign the *ceramic* or *porcelain* titles to them. So what's the difference?

Interior or Exterior: No Ceramic Outside- Laying porcelain or ceramic tile outside is typically not recommended. Ceramic is usually not durable enough for exterior use because it absorbs too much water. If you live in areas which freeze, your tile would likely crack on the first freezing night. Stone is a better option. Even though conventional wisdom has been to keep porcelains/ceramics away from the outside, I'm seeing more that are for exterior use. I would still recommend buying porcelain that is expressly designated for exterior use.

Density: Porcelain Denser Than Ceramic- Porcelain clays are denser and thus less porous than ceramic clays. This makes porcelain tile harder and more impervious to moisture than ceramic tile.

Durability: Porcelain Wins- Not only is porcelain tile denser than ceramic tile, but due to its through-body composition it is considered more durable and better suited for heavy usage than ceramic tile. Chip the ceramic tile and you find a different color underneath the top glaze. Chip the porcelain and the color keeps on going--the chip is nearly invisible. While both porcelain and ceramic are fired, porcelain is fired at higher temperatures for a longer time than ceramic. Also, porcelain has higher feldspar content, which makes it more durable.

Ease of Cutting: Ceramic a Softer Cut Than Porcelain- The aforementioned density has a good side and a bad side. While ceramic is less dense than porcelain, it's also a far easier material for DIY homeowners to cut--by hand, by wet tile saw, or snap tile cutter. Porcelain is more brittle and may require the experienced hand of a tile-setter to cut properly.

Cost: Ceramic Is Cheaper : All other factors as equal as possible, ceramic tile is cheaper than porcelain tile. Unless there is some anomaly in pricing, ceramic tile will *always* be cheaper than porcelain tile. But again, you need to consider other factors in your choice of tile, not solely pricing.

PEI Rating: Porcelain Higher Than Ceramic- PEI ratings for porcelain tile tend to be around 5 (heavy residential and commercial traffic). PEI ratings for ceramic tile can range anywhere from PEI 0 (no foot traffic) up to PEI 5, but with most ratings in the lower end of the scale.