



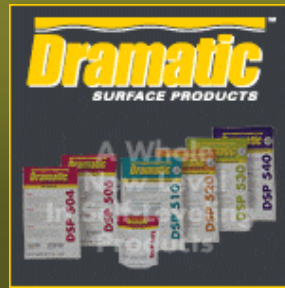
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Custom Tile Redi® Shower Pans for New Harrah's Cherokee Casino
 Article Number: 5538

Tile Redi®, the leading manufacturer of pre-formed, one-piece shower pans for time and labor saving leak-proof installations, supplied the fourth-generation family-run commercial contractor R. Bratti Associates with 450 custom fabricated Tile Redi® shower pans for the \$633 million expansion of Harrah's Cherokee Hotel & Casino in Cherokee, North Carolina.

The actual shower installation piece of the project was awarded to Dana Vanderhoff and Specialized Tile & Marble based in Charlotte, North Carolina. For Vanderhoff, owner of Specialized Tile & Marble, the specification of the Tile Redi system of pre-formed, pre-pitched shower pans provided a win-win for everyone involved with the high-profile expansion project.

"This was the first time we had used Tile Redi shower pans and I'm very impressed with the product," Vanderhoff said. "So far I think it's the best product or system to come along, especially for the commercial building industry. The Tile Redi system is great for the contractor and the installer. The guarantee is a huge benefit. And I think it's ultimately great for the owner since there will never be any leaking problems or need to address the showers. There is nothing really that could go wrong. Compared to other more traditional systems and methods there is no comparison to what Tile Redi offers. The most difficult aspect of commercial shower installations is making the floor drain, making sure the shower drains properly. Tile Redi shower pans come pre-pitched, everything is pre-formed. It makes the process a lot easier and cuts down on time tremendously."

Tile Redi® manufactures 70 different shower pan models, including the world's largest selection of ADA-compliant, barrier-free options, but created and fabricated a unique model with a special drain location for the prestigious new 21-story third tower on the 37-acre Harrah's Cherokee Hotel & Casino property. Based in Alexandria, Virginia, R. Bratti Associates has earned a national reputation as one of the top commercial stone contractors. The company greatly benefited from the time and labor saving advantages associated with Specialized Tile & Marble installing 450



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showers with Tile Redi® shower pans in the new towers 533 spacious rooms and luxury suites. The Tile Redi specification helped to keep the largest hospitality expansion project in the Southeast and one of the largest in the country on track for its scheduled completion. Tile Redi® shower pans are delivered as pre-formed, one-piece modules, pre-pitched ¼" per industry standards with fully integrated drains, curbs and splash walls that eliminate the threat of water intrusion and inhibit the growth of mold and mildew. Based on this same type of innovation, Tile Redi® has developed the Redi Niche® product of pre-formed shampoo and soap niches to further increase productivity and minimize the labor cost presented when having to create each niche individually with timely cuts and adjustments to the cement backer board or drywall structure.

Drawing over 3.5 million gamblers each year largely from Atlanta, as well as Asheville, NC, Charlotte, NC, and Knoxville, Tennessee, the Eastern Band of the Cherokee Indian tribe has aggressively positioned itself as one of the premier destinations in the Southeast by expanding to include the new tower, dubbed the "Masterpiece in the Mountains."

Tile Redi patented and UL-listed shower pans are manufactured as pre-formed, one-piece shower modules. Complete with fully integrated drains, curbs and splash walls, each leak-proof unit is pre-pitched for easy drainage. By solving water intrusion problems, Tile Redi shower pans inhibit the growth of mold and mildew.

For more information, please contact: Tile Redi, 4450 NW 126th Avenue, Suite 101, Coral Springs, FL 33065. Call 800-232-6156. www.tileredi.com.

For More Information

<http://www.tileredi.com>

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