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Hotel Construction Getting Redi for a Good Thing

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There is a slow and very cautious growth curve in the hospitality construction sector. Key fundamentals, including demand growth, average daily rate growth, revenue growth and profit growth are several times their long-run averages, although new construction still continues to be below average. Hospitality owners which embrace green building principles, who are concerned about life-cycle savings and continual energy conservation are the ones who will come out of this agonizing stretch of years clearly in the best drivers' seats. Suppliers who also have acknowledged this, will be right alongside these people, as well.



Tile Redi

Leak-Proof Tile Ready® Shower Pans

Tile Redi®, world-leading manufacturer and marketer of pre-formed, one-piece shower pans and related accessories, looks at its business through real world lenses and as a result, has continually upgraded its product offering to be even more helpful to the hospitality industry. Perhaps that's why the firm, which offers American-made products, has shown growth every year since its inception, roughly one decade ago.

According to Farrell Gerber, Executive VP Sales of Tile Redi®, "With the changes in the economy over the last few years, clearly the mindset relative to hospitality construction, whether new building or renovation, has been to save time and energy whenever possible. We've known this since day one, in particular because our CEO spent many years working within the hotel arena, and actually predicted the downturn before it happened. He primed us for all of this. So, we have designed our products based upon what we knew was going to happen."

How do these products positively affect the hospitality construction industry? The reasons are many, but perhaps the primary one is that Tile Redi® products offer construction solutions which ensure against water intrusion. For example, the firm has not only the most comprehensive range of shower pans available anywhere, it also offers the industry's the only leak-proof shower pans.

Let's assume a hotel is undergoing a renovation, and 300 bathrooms must be re-created. The hotel has a strong occupancy rate at all times, so the construction work must be done speedily and efficiently so that there is as little "down time" as possible. Tile Redi® shower pans are one-piece units with a sloped base offering maximum water drainage. Not only are they leak-proof, but as the company's name states, they may be tiled right over so that whatever tile products and designs are used on the adjacent walls and floors, can also be perfectly installed right on the shower pan resulting in a beautiful shower base. Additionally, the time it takes to install a Tile Redi® shower pan is a fraction of what it takes a tile

contractor to build a sloping mortar "mud base" which has been the accepted process that has been used for years.

Adding to the firm's well-known line of Redi Base® leak-proof shower pans, Tile Redi® has expanded the range to include:

- Redi Trench™ shower bases, the industry's only one-piece, tile-able shower pan with an integrated linear trench drain and choice of either tile-able linear grate or designer linear grate tops. (photo included with email)
- Wonder Drain® shower pans, featuring square tile-able drain tops making the drain invisible; all one sees is a beautiful tiled shower floor. Available with single curb, double curb, triple curb or a barrier-free entrance. (photo included with email)
- Bathtub Replacement™ shower bases are designed to fit the footprint of the bathtub to be removed with a shower.
- Redi Free™ Barrier Free & ADA shower pans are available in all product lines to provide an accessible entrance for preferred shower designs. Hotel owners know about this!
- Redi Your Way™ custom shower bases in any size and drain location for all Tile Ready® brand shower pans are available for projects with an order of more than 20 pans.
- WonderFall Trench™ —The only one-piece tile-able shower pans with hidden slot trenches

Other products which are described in great detail on the firm's upgraded website include:

- Redi Niche® recessed shelves deliver streamlined, clutter-free, leak-proof showers with over 30 models to choose from.
- Redi Bench® shower seats offer a safe and beautiful place to sit in the shower with a model designed to fit every shower pan offered by Tile Redi®.
- Redi Ledge™ shaving steps offer a practical and attractive way for shaving legs easily and safely in the shower.
- Mosaic Niche Kit™ tiled recessed shelves make installing a stunning and functional mosaic accent to any room quick and easy. Each contains everything needed to create a beautiful, decorative shelf. 11 mosaic styles are offered.

"We're not trying to tell hospitality designers how to design," declared Gerber. "By all means, they know their stuff. We're offering construction solutions which expedient the building process, eradicate water intrusion which subsequently makes the hotel a safer place... and, allow the guest bathroom of any hotel chain to look as attractive and as imaginative as the designer's vision will take it. The building solutions we offer save hotel owners money and time, and in doing so, make it possible to have less guestrooms under construction at any given time. Everybody wins!"

About Tile Redi

Tile Redi's® patented and UL-listed shower pans and other innovative tile ready products are manufactured as pre-formed, one-piece shower modules. Shower pans are complete with fully integrated drains, curbs and splash walls, each leak-proof and mold free unit is pre-pitched for easy drainage and immediately ready for tile. 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

Product News

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