

Why Ceramic Tile Installation Certification?

Certification identifies an installer as being a dedicated and knowledgeable professional whose competence in installing tile has been verified to meet specific tile industry standards.

In the case of the Ceramic Tile Education Foundation (CTEF), the [Certified Tile Installer \(CTI\) program](#) is a rigorous program that tests expertise, how well the installer keeps up with the fast-changing world of tile - from thin tile to very large-sized tile to new installation materials and tools - and how knowledgeable he or she is about tile installation best practices.

The [Advanced Tile Installer Certifications \(ACT\)](#) take tile installation expertise and knowledge to an even higher level.

Both certifications help separate talented and expert tile installers from those who create the type of situations described in [How Not to Install Tile on Floors, Walls and in Showers](#).

These **Quality Tile installers** - as a result of their professional certifications and affiliations - know where to find the best tile industry resources, have open-line access to industry experts, stay up-to-date with the latest methods, materials and best practices. and regularly refer to the following guides:

- The TCNA *Handbook* for Ceramic Tile Installation
- The American National Standard Specifications for the Installation of Ceramic Tile, also called the ANSI standards
- The National Tile Contractors (NTCA) Reference Manual

Why Tile Installation Certification Matters to a Homeowner

To a homeowner, hiring a certified tile installer means peace-of-mind that an elegant bathroom wall or sophisticated kitchen backsplash with wood-look floor tile installation will be done right the first time and looks spectacular for years to come.

Quality installers document their commitment to quality installations. Not only with they control site conditions and properly prepare the surface before tiling, but they make sure to verify their methods and standards with the TCNA *Handbook*.

Why It Matters to an Architect or Designer

For an architect or designer, having a certified tile installer execute your vision for a ceramic tiled space means that the vision will not only come true, but it will also have structural integrity and function as a testament to your expertise and design sensibility.

How good the finished installation looks, how well it performs, and how long it lasts are all in the hands of the installer. Because tile is a permanent finish, the lowest bid should not be the driving factor, but rather **who is the most qualified to perform the scope of the work specified.**

Why a Dealer or Distributor Should Care about Certified Tile Installers

For a dealer or distributor, a tile installation certification program such as the CTI means that you have available talented tile contractors who can properly install the tile you sell. That ensures that your homeowner customers are delighted for many years to come.

After all, installation problems can cost you hundreds of thousands of dollars every year in lost time, resources and consumer confidence. Why take that chance? Use qualified labor instead.

Furthermore, **dealers and distributors are an important resource for architects, designers, general contractors, and consumers.** Helping these clients understand how methods and standards have changed due to tile industry technology advancements and the vast array of tile sizes and materials – as well as the role of qualified labor in successful installations of these new and evolving products – will reinforce to them that you are a trusted resource.

Why Tile Contractors Care About Ceramic Tile Installation Certification

For a tile contractor to successfully complete the Certified Tile Installer and become a CTI means having a tile industry endorsed third-party validation that proves to homeowners, architects and designers that you offer true craftsmanship and the ability to perform something that will last a lifetime.

Not only does it mean the opportunity to work on the best and most interesting tile installation projects available, but by becoming a Certified Tile Installer you also:

- Distinguish yourself from your competitors. This gets you more business.
- Obtain independent confirmation of your skills. This gives you more confidence.
- Have the credibility of tile industry manufacturers behind your work because they endorse these programs. This gives you more leverage.
- Set yourself apart as “**qualified labor**” meeting the specification. This allows you to bid and win more high-quality jobs.
- Get included on the distributors list of Local Certified Installers. This gives you local credibility.

*Information Provided by Ceramic Tile Education Foundation (CTEF).
www.CeramicTileFoundation.org*