



**TILE EASY**  
INTERLOCKING CERAMIC FLOOR TILES

## **The History of ceramic floating floors and the birth of Tile Easy Australia P/L**

Cel McCuskey, the CEO who heads up Tile Easy Australia P/L, boldly declares, 'Tile Easy interlocking flooring tile is a game changer,' challenging the turbulent history of floating ceramic tile floors. With countless failures plaguing the past, particularly in the USA, stories of products just not performing he says litter online searches, leaving behind defunct companies and disillusioned consumers not to mention the flooring market as a whole.

In the face of justified scepticism within the ceramic flooring industry, Cel acknowledges the superiority of concrete-adhered ceramic or porcelain floors. However, he also recognizes a niche for a floating tile flooring system, provided it meets consumer expectations.

Years of research and development culminate in the making of Tile Easy's ceramic interlocking floating flooring tile system.

Understanding the root causes of previous failures was paramount for Cel, Cel identified two critical issues: poor-quality tiles and inadequate reinforcement.

With this knowledge, he found a solution comprising high-grade porcelain tiles, a unique composite reinforcement sheet for the tile, with a patented interlocking plastic tray.

The results speak volumes, with the new Tile Easy product it impresses even the harshest critics. Rigorous testing, including MOR deflection tests, conducted by NATA approved laboratories, showcases its unparalleled strength and durability.

With a point load bearing of 330kg and an average of 5.5mm deflection before cracking it even exceeded Cel expectations.

Cel unwavering belief in his product is evident as he says the last frontier in floating floors has been achieved—a floating laminate porcelain flooring system that meets consumer standards.

With porcelain floors hailed as the pinnacle of flooring, Tile Easy emerges as a real alternative for the flooring market.

Acknowledging the inevitability of tiles do crack if incorrectly installed, Cel emphasizes the undeniable advantages of Tile Easy interlocking flooring tile for both retailers and consumers. If a tile does get damaged it's so easy to change and no professional is needed. Unlike traditional tiles if they get damaged, they are slow and costly to fix.

**But what sets Tile Easy apart are its exceptional features and benefits:**

- They are the ultimate DIY flooring product, boasting fast and easy installation. Cel believes the fastest system in the world in just two steps: Click and Grout.
- No adhesive is required a huge point of difference compared to traditional tiling of floors
- Suitable for installation over most level existing floors, ensuring perfect alignment every time.
- With high impact resistance and porcelain tile quality, it's a breeze to clean and stainproof.
- The system will not crack if the subfloor cracks, no expansion joints are needed offering unparalleled durability.
- Versatility can be installed over contaminated floors, existing vinyl or tile floors, timber floors, timber decking, and even in alfresco areas.
- Ideal for commercial projects with fast installation and no downtime.
- Achieves the highest ACCC acoustic reading of 6 stars, great for high-rise building apartments.
- The innovative grouting system ensures a seamless finish with narrow grout lines.
- A wide range of designs and colours cater to diverse aesthetic preferences.
- Eco-friendly and 100% recyclable, it's as easy to remove as it is to install at the end of its decor life.
- Potential the only ceramic floor tile that has a resale value at the end of décor life, a first in the world maybe Cel says!!
- Tile Shops added value income stream; their tile, our system.

In summary, Tile Easy interlocking floating laminate porcelain tile floor is not just a product—it's a testament to Cel's inheritance of the Australian never-give-up mentality, perseverance, and innovation.

**Tile Easy...tiling made easy is a ceramic floating floor that defies simplicity.**