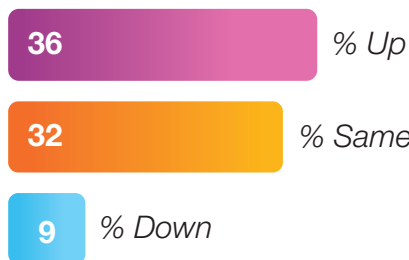


After solid 2019 sales, industry experts predict return of color, bold shapes and the use of more large format products in 2020 survey results.

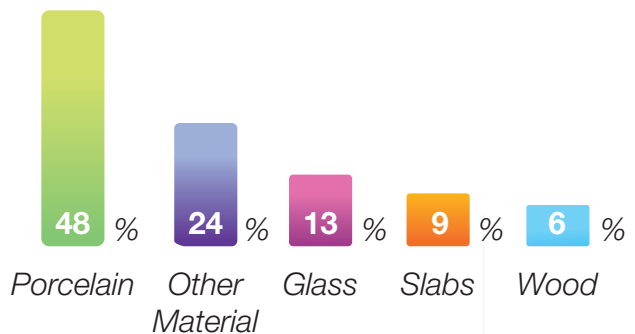
Villi USA's annual industry survey respondents say more color, more unique shapes and large format "everything" will be the hot sales trends in 2020. The survey was sent to more than 600 industry specialists across the country in all major market segments. Segments over-performing with unexpected higher sales included glass, large format tiles and LVT. The products under-performing included wood-look porcelain and mosaics of several materials.

More than 70% of Villi's responding distributors reported same or higher sales in 2019 from the previous year with porcelain, glass and other slab materials generating the most sales in their locations. A majority of the group (64%) predicted more interest in glass products in 2020 than in 2019, with more than 85% predicting glass tile and mosaic sales would increase in the coming year.

SALES FROM 2018 TO 2019



SALES IMPROVEMENT PRODUCTS



Unique product offerings led the responses to what most determines the ability to make a sale, with customer preference, cost and availability the following most mentioned responses from experts' experiences.

And in a concluding positive sign for the industry, a vast majority (89%) of respondents reported the same or better availability of qualified installation personnel in their areas from a year ago. Only 11% reported that installation resource availability had declined.

We thank everyone who responded to our survey and congratulate Hildee Reiter of Cancos Tile NYC as the winner of our survey drawing of a \$100 gift card. Thank you for your continued support of Villi!