

## **Resumen ponencia n° 129**

Qualicer 2010 proposal:

### **THE TIPPING POINT**

Looking back at the major technological inventions and breakthroughs that have occurred within the last 15 years, we might wonder whether the pace can be maintained for the next 15. Rest assured, the answer is Yes, to the nth degree.

The ceramic tile industry has introduced: ventilated facades; elevated floors; catalytic glaze formulas; dry-set installation systems; integrated photovoltaic solutions; dimensionally thin ceramic units and comprehensive universal design programs. One of these innovations may provide the industry with the momentum to tip us over the edge and gain a new level of acceptance within the architectural, design and consumer community.

Commitment to innovation requires investment, imagination, vision and most of all patience. The introduction of new technologies can be met with skepticism at first. Most of us would agree that once we have become acclimated to technology, or a new way of thinking, new is not quite so daunting. In fact, one technology and the skills and knowledge acquired make the transition to other technologies easier. The acceptance and learning curve is greatly shortened.

Continuous research and development have already opened new horizons and current studies in the sector hold incredible promise for future growth. Is the ceramic tile industry at a decisive Tipping Point? A strategic examination of our strengths; weaknesses; challenges and opportunities can provide the sector with a viable plan of action and the motivation to take the industry to the next level of excellence.

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