

A Week of Promotion in Florida

Summer may be officially over with the kids back at school, but the Florida market is heating up.

Next week, Triarch will be engaged in promotional activities in North & South Florida. Starting Monday on the upper west coast in Sarasota, followed by HD Boutique in Miami.

HD Boutique has always been a strong draw for specifiers. Relatively quick travel times along the eastern corridor and the attraction of Miami has allowed the show expand it's appeal to include specifiers from Boston to Nashville.

HD Boutique Exposition & Conference (**HD Boutique**)
September 13-14, 2011
Miami Beach Convention Center

Triarch booth # 1826

Duroplex®
Duroplex Dimensional Metals 2®
Granite™
Plexture®
Spatula Stuhli®
Klondike™
Collection of Joy™

Triarch has always had a strong presence in Florida, but here are some projects local to Miami

- ⇒ Miami Beach Convention Center (convention site)
- ⇒ Cosmopolitan Condo
- ⇒ Murano Grande Lobby
- ⇒ Trump Royale
- ⇒ Eden Roc Hotel
- ⇒ VA Hospital
- ⇒ Holy Cross Hospital
- ⇒ South Beach Marriott Courtyard
- ⇒ Neiman Marcus

Sarasota Showroom
Open House



One of the showroom's featured kitchens in Duroplex Antigua DS II

Showroom wall with
Spirito Libero™ with Silver



On Monday, September 12th, the Cucine Lube Showroom will host the monthly Sarasota Chamber of Commerce meeting. Approximately 80-100 local business owners will in attendance. The showroom has partnered with local restaurants to provide catering and door prizes.

Over the past year, the showroom has hosted several AIA and ASID chapter meetings, private client showings for developers, builders and end users.

Another Granyte™ Success

HKS Orlando was looking to upgrade the interior lobby areas for client South Lake Hospital located just 25 miles west of Orlando in Clermont, FL.

Granyte in color Raw Silk #154



Quick considerations:

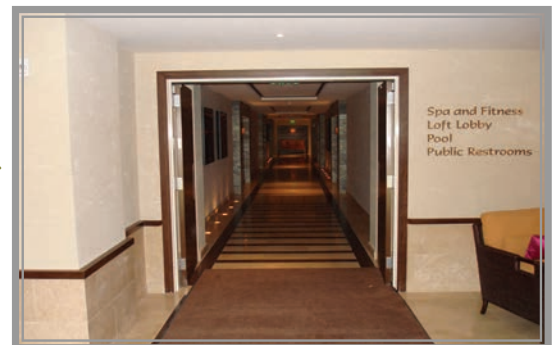
- *There is never a shortage of good horse sense on this planet. Of course, it's mostly the horses that have it.*
- *A learned blockhead is a greater blockhead than an ignorant one.*
- *Whether a glass is half full or half empty depends upon if you are drinkin' or pourin'.*



MEi Tower Condos - Duroplex Wash DS II

MEi, which is Mandarin for beauty and femininity, is a 22-story oceanfront condo with units ranging from just under 900 to 1900 square feet at an average price of \$1.3 million. There are 36 two-story townhomes from 2,000 to 4,000 square feet as well. In addition to the 135 units in the building, the development has 10 condo cabanas on the beach plus a 3,000 to 4,000-square-foot private spa.

Hirsch Bedner of Atlanta created the design package of the MEi condos, relying on *Duroplex Wash DS II* to create a raw silk effect throughout the substantial public areas. The building is decorated with a very elegant Asian touch, similar to the Mandarin Oriental hotel. It can be credited with contributing to the up-



scale ambiance of Collins Avenue, once known as "Millionaires' Row".

See our website under [Notable Projects](#) for more information on this project and others.

Loews Miami Beach - A short walk from HD Boutique!

When the Loews Miami Beach Hotel was built in the mid-1990s, it was the largest hotel to be constructed on South Beach in 30 years. The main part of the hotel is located in an 18-story tower, but 100 additional rooms are located in the former St. Moritz Hotel, an Art Deco landmark originally constructed in 1939.

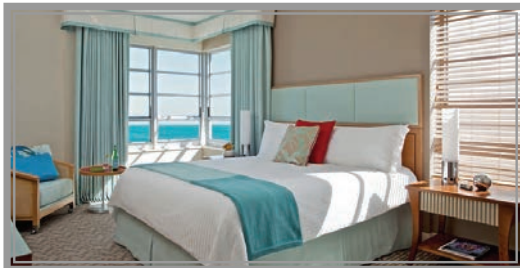
When originally opened, the Loews installed 5 different Duroplex finishes over some 100,000 square feet of wall area in the public areas and meeting rooms. Finishes included Duroplex: Ancient Stone™ DS II, Rainstone™ DS II, Tuscany™ DS II, Antigua™ DS II and Wash™ DS II. The long term success of the Duroplex in handling the continual stream of tourists, conventioners, and super bowl goers convinced the management that Duroplex was the correct solution for all 850 guest rooms. In 2009 a fast paced complete room renovation swept through the hotel floor by floor. A continual rotation of 3-4 floors at a time were removed from service, completely remodeled and returned to service as another series were decommissioned for renovation. The steady flow of guests were not inconvenienced or disturbed by this project of approximately 600,000 square feet of Duroplex work and FF&E work.



Exterior at twilight from Collins Ave



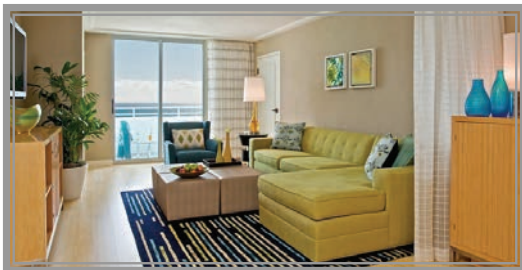
Duroplex Ancient Stone DS II
— from mezzanine



Typical guest room with
Duroplex Textured Float™
Color = BM HC-83



Ante area of typical ball-
room. Duroplex Ancient
Stone and Antigua DS II



More guest rooms with Duroplex Textured Float



TRIARCH
Architectural Finishes

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At right: Jackie Gleason Performing Arts Center — Miami Beach

Products installed: Duroplex, Duroplex DDM 2™, and Spatula Stuhli.



Two different Klondike colors on a residential project



A few key questions associated with finding work outside of the hospitality market are:

1. Are you working on projects that are federally funded?
2. Are you working on any projects for the military?
3. Are you working on school projects?
4. Are you working on projects that will be built with concrete masonry units (CMU)?
5. Are you working on projects that will have indoor swimming pools?



Turnberry Isle Resort—
(Miami)
Spatula Stuhli® brand
Venetian Plaster