

MONEYMAKERS

Product facts, updates, and ideas to help increase sales.

April 8, 2002

Volume 6

Pottery 101

THAT IS TERRAZZO?

Terrazzo dates back to the early 20th century Italy where it was used primarily as flooring material. It consists of chips of marble or granite set in concrete and polished to give it a smooth surface. Today's terrazzo is still made as it has been for centuries, chips of stone set in concrete formed into many shapes. Terrazzo is frost resistant, durable and hard to chip.

WHAT IS TERRACOTTA?

Terracotta is typically unglazed brownish-red earthenware used chiefly for ornamental building material, statues and pottery. Dating back to early 18th century Italy it loosely translates "baked earth".

Terracotta varies greatly in quality and color. Cheap pots tend to be made from red clay that is not frost resistant even if fired at a high temperature. Most of the terra cotta pottery on the market, including virtually all of the pottery from China, Malaysia and Mexico, and much of the pottery from Italy, is made of cheap red clay and isn't frost resistant. The best pots tend to have a white patina. Our pottery from Vietnam and Italy has the white patina and is high fired to make it frost resistant and durable.

WHAT IS STONEWARE?

Stoneware is a type of pottery (vases, pots, bowls, etc.) shaped from moist clay that is partly vitrified. In other words, the surface is converted into a glass-like substance from heat. Our stoneware is heavy, durable and frost resistant. As with terracotta, most of the stoneware on the market from Asia and Mexico is not nearly as heavy and is not frost resistant. The best stoneware in the world now comes from Vietnam and that is all we sell.

Stoneware colors are limited due to the natural ash used to create the colors from the high heat. Royal blue and jade green stoneware, and many other colors, are widely available from Vietnam and are sold for the lowest price as a pure commodity product. We sell these colors in our price -competitive pallets

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Our factory also makes several proprietary colors, including the existing sand and lava colors and new yellow, green, blue and red. These colors command a premium because they are proprietary and in most cases are more expensive to produce. For example, nearly all kilns in Vietnam are fired by rice husks, available at no cost, but our oxblood red must be cooked in gas ovens, increasing the cost by about 30%.

WHAT IS SLIP CAST? Slip casting is the manufacturing of ceramic ware by pouring “slip” into a mold to solidify. Slip is a mixture of clay and water. Slip cast products are thin walled therefore easy to crack, chip and break and they are not frost resistant. Slip cast products are very economical and have unlimited color ranges.

