

Tile Shield Named Edison Award Finalist



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Press Release: Shield Named Edison Awards Finalist

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Atlanta, Georgia, February 16, 2011 –(PR.com)– Tile Doctor Shield™, the first non-toxic antimicrobial product approved for hard surfaces that has no potential for legacy environmental concerns, has been named as a finalist by the internationally-known 2011 Edison Best New Product Awards™. Shield is a finalist in the Consumer Packaged Goods – Household category, one of twelve categories honored by the Edison Awards.

The distinguished awards symbolize the persistence and excellence personified by Thomas Alva Edison, inspiring America's drive to remain in the forefront of innovation, creativity and ingenuity in the global economy.

“This year's Awards recognize a broad array of innovations including far-reaching products, services and technologies that impact daily life,” said Edison Awards Steering Committee chair Sarah Miller Caldicott, a great grandniece of Thomas Edison. “The Awards applaud the forward-thinking innovations for which Thomas Edison remains internationally admired. It's exciting to see companies like The Tile Doctor continuing his legacy of challenging conventional thinking.”

“We are extremely honored to be a finalist for such a reputable award, we feel Shield is a game changer in the household cleaning space and this recognition reinforces our hard work and commitment to create a product that is not only effective but is also non-toxic and 100 percent safe to use in the home,” said Curt Rapp, founder and CEO of The Tile Doctor. “At The Tile Doctor our goal is to provide continuous innovation and environmentally-friendly products, and it's truly humbling for Shield to be recognized for just that.”

The ballot of nominees for the Edison Best New Product Awards™ is judged by roughly 2,000 members of the not-for-profit Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. In a comprehensive peer-review process, the nominees are judged on Marketplace Innovation, Marketplace Success, Technological Innovation, Market Structure Innovation, Societal Impact, and Design Innovation.

Winners of the Gold, Silver and Bronze awards will be announced April 5, 2011 at the historic Capitale ballroom in New York. In addition to announcing this year's Best New Product Award recipients, the evening will feature the presentation of the prestigious Edison Achievement Award to Alan Mulally, CEO of Ford Motor Company, and to John Hendricks, Founder and Chairman of Discovery Communications, both of whom have made a significant and lasting contribution to innovation throughout their careers.

The Edison Awards Steering Committee is comprised of senior executives with diverse marketing, scientific, and business backgrounds who monitor the development and successful

launch of innovative products each year. The Committee is responsible for bestowing the annual Edison Achievement Awards and serves as a guidepost in developing the list of nominees that is presented to the Edison Best New Product Award judges.

The 2011 Edison Awards are sponsored by The Nielsen Company, Discovery Channel, Science Channel, Spencer Trask and Bzz Agent. The Edison Awards are granted under the aegis of the Thomas A. Edison Papers at Rutgers University, a globally recognized research network dedicated to the study of innovation and its application in the 21st Century. For more information about the Edison Award finalists, please visit www.edisonawards.com.

About The Tile Doctor®

Founded in 1999 by tile industry veteran Curt Rapp, The Tile Doctor, TheTileDoctor.com and its line of advanced antimicrobial products focus on meeting needs of consumers and tile professionals. With tens of millions of unique visitors, The Tile Doctor website features a line of how-to information and an advanced collection of products, solutions for consumers and pros.

The company is incorporated as Tile Media Properties, a nod to the company's informational origins. Headquartered in Atlanta, the company is an active member of all major industry associations and is the founding member of Tile Partners for Humanity (www.tpfh.com).

About Tile Doctor Shield™

Shield is the first antimicrobial product approved for hard surfaces that is non-toxic and has no potential for legacy environmental concerns. Shield's active ingredients are common organic materials, carbon, nitrogen and silica or sand. Available in a three part system (Prepare, Shield, Maintain), these products enable consumers to have the benefits of bacteria, mold, fungi, mildew and algae free surfaces without the harmful effects of outdated, toxic chemicals and cleaners. For more information, visit www.powerofshield.com.

<http://www.americanconsumernews.com/2011/02/shield-named-edison-awards-finalist.html>