



ARIZONA TILE PRESS RELEASE **FOR IMMEDIATE RELEASE**

Personalized Remodeling on a Budget

TEMPE, Arizona (February 19, 2009) – Most homeowners today are going the route of remodeling their existing spaces instead of buying a new home. New trends in home design are tied into remodeling instead of building a new space. Due to this, the elements of design combine current trends with the existing features of the home.

A popular trend in remodeling is focusing on a particular space instead of the whole home. Concentration on one area creates an effective and creative remodel, especially when on a budget.

People are spending more time at home and are using the primary entertaining areas as focal points for remodeling. Favorite retreats or leisure spots outside of the home are mimicked inside the home property (indoor and outdoor) to create a vacation or leisure-like setting, in order to create a “staycation” environment. People are using their set-aside vacation budgets for home remodeling as staying-at-home for vacations has become more common.

In today’s remodeling pattern, the term “resale” or “resale value” is not an issue when choosing how to remodel. Personalization and customization are used when remodeling spaces. People are utilizing their creativity and feel more comfortable taking a prominent role in the designing of their own projects.

Recently, Arizona Tile launched several new product lines, one of which is the Manhattan Collection. The Manhattan Collection carries the white marble look with some updated twists—unique patterns, shapes and sizes. What also makes it appealing to the consumer is that it is stocked and ready for installation. It carries a customized look at an affordable price. Arizona Tile has also seen a popular demand for the Skylights Glass Collection. The clean, sharp designs and monochromatic hues make Skylights Glass a popular choice in remodeling. Both the Manhattan and Skylights Collection carry one thing in common—affordability.

Arizona Tile showroom consultants and sales representatives are happy to offer guidance when making tile and stone choices for remodeling or any kind of design project. Their expertise is invaluable when deciding which products are suitable for a particular application.

For more information about Arizona Tile and a complete look at the entire product collection, visit www.arizonatile.com.

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