

# ARIZONA TILE



## **Arizona Tile: Usage Trends of Tile and Stone and Its Relation to Home Improvement**

When it comes to the idea of home design, individuality plays an integral part on the outcome of home design projects. For 30 years, Arizona Tile representatives have seen many trends and habits of users of natural stone and tile.

With fashion trends ever-changing, individuality has a big influence on the way people represent themselves through any kind of design—clothes or home design. People are confident in their design tastes and not afraid to express. People enjoy color, texture, patterns and size-variety.

Arizona Tile representatives have continued to see a trend where people are comfortable with hard, natural surfaces, such as granite. Consumers are more exposed to the natural tile and stone industry than ever before. Understanding the options of ceramic, stone, glass, and travertine, for example, help form opinions of what homeowners prefer and not prefer. Such products give the impression of reliable, dependable, and durable, which makes for a promised products to consumers.

Men are more involved in the purchase decision for home design products than ever before. Arizona Tile representatives believe this is true for two reasons. 1. Men are better educated on design and are not afraid to have their own opinions (or share them). They know what they like/do not like and want to make sure their home reflects their tastes, in addition to their spouse's. 2. Often the purchase decision involves higher ticket items, which typically requires the involvement of both spouses.

Master baths are designed more custom than in the past. Personalities tend to shine more in secondary baths as well. This all could be due to the way everyone in the household utilizes the bath areas in the home and is secondary to the kitchen area. Kitchens continue to be a main gathering in the home among the household.

In outdoor spaces, people are using more stone and in a greater variety of colors. Again, they understand the high level of durability of natural products, particularly in an outdoor setting.

For home improvement, exposure is important to the home owner, from what Arizona Tile representatives have seen. Homes are important to people. Design decisions are of great value to home owners and they take the time to make it their haven.

Arizona Tile has served the west for 30 years, with natural stone and tile products through stellar customer service. Arizona Tile, being the leading importer of natural stone and tile, has helped set a trend with the use of such products. Bottom line: people take pride and prefer natural stone products when it comes to furnishing their homes.

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