

For immediate release

Media Contact:
Angie Orr
602-412-1456
aorr@arizonatile.com

Arizona Tile Celebrates Opening of New Location in Reno, NV

Arizona Tile opened its doors to one of its newest locations in Reno, Nevada, in May of 2022. Approximately 48,000 square feet, the site is home to a state-of-the-art showroom, slab viewing gallery, and order desk. Inspiration can be found perusing the wide variety of installation examples throughout the showroom as well as visualizing different product selections in various environments by use of a Visualizer on the on-site touch-screen. And of course the knowledgeable and friendly staff of tile and stone experts are there to help with any questions.



Arizona Tile Reno Exterior



Arizona Tile Reno Showroom



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The new location is managed by Jeffery Rice. With past roles such as Tile Installer, Slab Fabrication Shop Manager, and Retail Showroom Owner under his belt, Jeffery's skill set has been invaluable in his current role. Having served the Greater Reno/Tahoe area for over 25 years with expertise in both tile and slab, he is able to provide some insight on the new location, and how its presence stacks up against the competition.

How does our new location differ from our competitors in the area? Our Showroom displays the product beautifully. It's strategically laid out to function as a tool, and we have qualified staff that know exactly how to use it. The vignettes and floor layout allow the customer to better visualize the product in their space, while the sample room also allows them to take a piece home. We offer a wide selection of Della Terra® Quartz and stone slab offerings, with extensive stock committed to the market. We also feel that our amazing offerings of porcelain tiles with a matching R11 Anti-Slip Finish will offer customers multiple options that will carry from inside to out without the fear of frost and freeze that the area experiences.



Arizona Tile Reno Slab Warehouse



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What about Arizona Tile as a company makes us unique in Reno? Our large indoor showroom for slabs allows us to show over 75 different colors of natural stone. And our slab racks allow us to display and view entire bundles without having to move the slabs. Our business relationship with local dealers and fabricators allows them to have more control over the project. Lastly, Arizona Tile has the most quartz in stock in the entire region, stocking all of the Della Terra® Quartz we offer.

What types of materials do you anticipate will do best in this market? We expect that our extensive Della Terra® Quartz line and our natural stone slabs, particularly quartzite, will do well in Reno. Additionally, our breadth of porcelain tile options, including large format sizes and R11 Anti-Slip Finish, are already being well-received in this market.

Is there anything the Reno Team is doing at the local level to drive traffic to the showroom? We are working with various organizations within the Reno market such as NKBA, CATT, NTCA, and others to encourage local builders and designers to come in. This in turn encourages them to send their customers in to see us, where they can experience the hands-down best customer service in Reno!

What would you like everyone to know about your select group of employees? The Reno team is rounded out by strong intercompany transfers and friendly locals with years of experience in design, fabrication, and installation between them. Our Outside Sales Representative, Amanda White, has also worked her way up through the industry. She began in the showroom, and then grew from an Account Manager role into her current position, nurturing relationships along the way.

About Arizona Tile

Founded in 1977 in San Diego, California, Arizona Tile has grown into a nationally recognized commercial and residential distributor in 10 Western states. Arizona Tile distributes more than 300 varieties of granite, marble, quartzite, limestone and travertine slabs and tile, over 60 colors of Della Terra® Quartz, and over 60 series of porcelain, ceramic and glass tile. Founded by John Huarte, former NFL player and Heisman Trophy winner, the company is still family-owned after more than 45 years.