

For immediate release

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Arizona Tile Opens New Anaheim Location, Bringing Tile & Slab Products Together Under One Roof

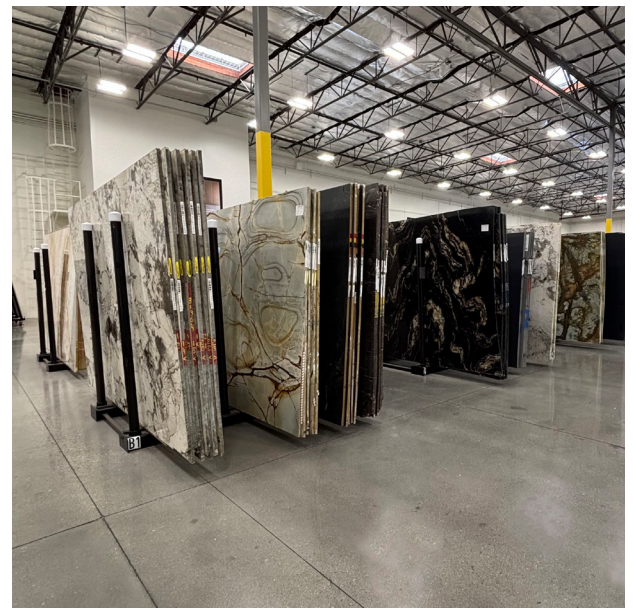


Arizona Tile Anaheim Exterior

Anaheim, CA - Arizona Tile is excited to announce the opening of its newest location in Anaheim, California, offering customers a new and convenient way to shop for both tile and slab products in one beautifully designed space. Located on La Palma Avenue, just 15 minutes from the company's existing Anaheim locations, this new showroom and slab viewing facility officially opened its doors Tuesday, September 2.

Spanning over 40,700 square feet, the new Anaheim Slab & Tile Showroom is designed with the customer experience in mind. Customers can explore Arizona Tile's full range of tile and slab offerings in a single location. The tile showroom features state-of-the-art product displays with high-quality, color-corrected lighting to help customers make confident design decisions. Visitors can also find inspiration through a variety of installation examples and use the on-site touch-screen Visualizer to see how different products might look in various settings. The showroom allows customers to comfortably view the beauty and variety of all natural stone, quartz and porcelain slabs.

Chad Raymond, Vice President, West Region and Cindy Saenz, Regional Showroom Lead, shared their thoughts on our new location.



What inspired the decision to open a third location in Anaheim, and how does it align with Arizona Tile's long-term strategic goals? Chad explained, "We wanted to enhance our customer experience to allow not only tile and slab to be selected together, but to also improve the selection process by having slabs selected indoors vs. outdoors at our prior location. That outdoor location will now be used exclusively as a distribution center, which will give us even more depth to facilitate the needs of the market." Cindy also highlighted

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that our new location provides great exposure from the freeway and easy access from both the 91 and 55 freeways.

How does this new showroom enhance the customer experience compared to our existing locations? "The customer experience is enhanced as we now have our slab and tile showrooms together inside one space. For years it has been in two separate locations and now we are a one-stop-shop. We look forward to providing our customers with this new, enhanced experience and believe the convenience of viewing all products under one roof will make it easier for them," stated Cindy.

What were some of the biggest challenges or milestones during the development of this location, and how did the team overcome them? "With any build-out of an existing facility, there are challenges to make the needed changes to meet ours and our customers' expectations. Our building team did an amazing job of keeping us on schedule and our design team did an incredible job with bringing in the newest technology and displays to bring our local customers one of, if not the best, slab and tile showroom in Southern California," expressed Chad.

What message would you like to share with our customers and partners about this expansion and what it means for the future of Arizona Tile? "This new showroom takes our customer experience and top quality products to an even higher level than before, which has not been seen in this market for many years. It allows the designers, contractors and home builders a place to maintain and elevate their buyers' appreciation for their projects by seeing top-notch design and installations, along with a wonderful place to layout their plans and finalize their finishing touches," shared Chad.

What do you hope customers will feel or experience when they walk into this new showroom for the first time? Chad suggested that "It will be about the overall experience we provide, including our professionalism, attention to detail, and the pride we take in how we present ourselves and our company. This is our chance to show customers not only what we do, but who we are. Our products are incredibly well organized, displayed and well-lit to help the customer visualize these products in their own projects. We also have multiple opportunities within the showroom to utilize our Visualizer on our touchscreen monitors to enhance their overall experience."

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Visit Us Today

Arizona Tile invites homeowners, designers, and contractors alike to explore the new Anaheim location and experience the difference. Whether you're starting a new project or simply seeking inspiration, our knowledgeable staff is ready to help.

For more information, visit www.arizonatile.com or stop by the new Anaheim Slab & Tile Showroom at 3366 E. La Palma Avenue Anaheim, CA, 92806.

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; more than 30 colors and various patterns of Della Terra® Porcelain Slabs; 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.