

# ARLEY REPORT



## *University of Scranton gets educated in tile*

Sometimes, great architectural projects pop up right in our own back yard.

St. Thomas Hall was built in 1962 and was the primary classroom, faculty and administrative building of the university for about 20 years. While it still supports its initial mission, the University of Scranton has added a number of buildings to address a continually growing need for classrooms, faculty and administrative offices.

While the original tile on the corridor walls served the university well and was regularly maintained, the image it imparted became dated and looked more like a high school's interior than that of a university. The opportunity to update some of the corridor and stair finishes presented itself when two administrative departments in St. Thomas Hall were to be renovated.

The project began after University of Scranton's commencement in late May of 2013, and the work continued throughout the summer, progressing almost right up until students began moving in for the fall semester.

Ragno Eternal Limestone (12" x 24") was the tile used for this project. The product was selected by the architects, Hemmler + Camayd, approved by the university and supplied by Arley Wholesale. The construction manager, Quandel Construction, also holding office in Scranton, PA, coordinated the installation.

The change has been both dramatic and well-received. The corridors and stairs now present an image that is fresh, yet restrained. The material has a timeless quality that is not ostentatious. Most importantly, St. Thomas Hall now has a beautiful new look that will last for years.

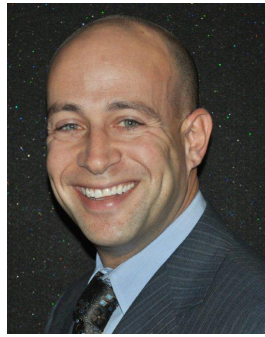


*"Before" shot of the above installation*



# Tile Talk

After visiting our factories around Europe, Arley made its way to Cersaie, which is always a great time to meet with suppliers and find out the latest and greatest information regarding European, Russian and Middle Eastern markets. Many worldwide companies have a presence at Cersaie, but those most important to Arley have their factories design products specifically for the US, using the aesthetic of the American marketplace. We saw a lot of wood looks again this year, with planks as long as 40 or 48 inches.



Scott Levy

At the show, we got a chance to check up on our custom lines. We worked with our suppliers to create proprietary blends and looks, and we had a chance to see lines we have been involved in that have been tweaked, changed and perfected with our input. They all look great! The designers have a clear idea of where the trends are headed, and we are eager to get moving forward. While the European market is flatter than it could be, everyone is working to develop smart products, those which are right for the United States' marketplace.

Arley is making sure to invest in the right places with the proper inventory. It's our responsibility to customers, to ensure we provide the product that our suppliers will be able to move through the rigorous cycle of selling and producing.

One shining star of the show was a product featured in the previous edition (Summer 2013) of the Arley Report, Cisa's Vintage line. We were pleased to see the response to this hand scraped, reclaimed-wood, large format tile. It's exploding! We were also very excited to see the line Sintesi Taormina for the first time, which we designed and you will be seeing soon!

Thank you for the opportunity to earn your business!  
Best regards,



# Arley Articulates

## Introducing the Arley App

People who buy ceramic tile for their home generally don't buy tile everyday and, as we all know, things change rapidly. Today, it's harder buying and committing to anything, because customers have questions with how these materials would look in their own house. Arley Wholesale developed the Arley App to help close sales faster, to show customers what can be done with their selections... and, to have fun with an otherwise demanding purchase.



Easy to Use on your iPad!

The app itself, available for iPad, is an extremely professional design tool to help customers visualize a potential tile installation; it works not unlike a virtual, customizable showroom. It offers a design simulation of different SKUs and selections, different room scenes such as kitchen, hotel lobby, hallway and bathroom. Users can search by "look," by factory and by size of tile, as well being able to choose a grout color and other components of the room such as countertops and walls.

*(continued on back page)*



Norman, Arlene  
and Bruce Gevanthor

Front: Mike Tabone  
back l-r: Barb Admire,  
Debbie Dees,  
Eileen Carra (retired),  
Pam Capp  
and Diane Ogonosky

Sharon, Scott  
and Saul Levy

Lisa Mulholland  
and Terry Ford

ARLEY EPISODES



# Supplier Statements:



Close up of Milstone Lava Stone Mosaic  
(see product description below!)

The foundation for Arley's collaboration with Milstone was set in place during Coverings 2004, when Arley discovered a whole new range of products, mainly originating from Jerusalem stone.

The Arley team, impressed by Milstone's Tower Display Stand (which incorporated the Biblical Grand Chateau and Gold Grey floors) instantly established business relations with Milstone. However, it was the creation of our mutual Display Tower that truly bonded us. After an intensive year of joint efforts, designing and adorning the tower with over 130 items including mosaics, decors, moldings and tiles, we finally launched it in June 2005, offering a totally unique, impactful new presentation of products.



YOAV RON  
Export Manager, Milstone

Since that time, the Arley-Milstone collaboration has been based on sincere partnership, mutual trust, uncompromising professionalism and a constant open line of communication between all parties. With a current range of over 150 attractive products and annual business increases and inventories over the last three years, we are grateful of this cooperation and, as always with this extremely creative partner, we look forward to new ways of nourishing and expanding our common success, with Arley and its retail partners.

## Featured Product



### Milstone Lava Stone Mosaic

Originating from lava stone, this unique raw material is fireproof, enabling us to expose it to extremely high temperatures during the manufacturing process.

After a long search and subsequent research & development programs, we found the perfect Lava Stone in China. In order to create the Lava Mosaic, the stone goes through an innovative, totally handmade process exposing it twice to fire at 1050 degrees (C). For the first stage, it is fired in order to prepare it for color absorption.

The second stage is for fixing the dye on the stone's surface. The final product combines the colorful qualities and variety of ceramics with properties of natural stone such as strength, moisture resistance and thermal insulation.

#### Amazing Glazing

The high quality glazes are mixed with special color stains, chosen after 18 months of experimenting and testing. Some of the glazes are produced specially for our request - enabling remarkable results!

#### What makes it so attractive?

During the unique Double- Firing process, the raw Lava Stone meets the glaze in extreme heat, creating the special multi- color effect. Maintaining the original pits and cracks of the raw material, while producing some during the firing process, gives the Lava Mosaic its special, unexpected "polished raw" look, which makes it even more demanding!



# Guest Columnist

## Ceramic growth supported by style

Ceramic tile is enjoying solid growth as the floor covering industry regains its strength and begins to grow again. The category grew 6.2 percent in 2012, according to Catalina Research, to \$2.35 billion — its share of the flooring business grew to 12.5 percent — as hard surface flooring, in general, continues to outpace soft surface growth.

Tile's dollar value is not, of course, at the level it was back in 2008, but it posted its highest number since then. And while pricing dipped during the recession, prices are trending back up.

Imports continue to grow and in 2012, they rose 5.8 percent in volume. Indeed, hard surface, tile included, is catching consumer attention. In tile's case, its performance, durability and beauty are key factors. Style and trend-right product are fueling market growth.

Larger formats and lean profiles in porcelain are another key direction -- for both commercial and residential installations. A number of companies have gone bigger and thinner and grown business by providing product that can be put on walls.

When it comes to design, tile has a lot to offer in color, texture and format. Back in March of this year, Cevisama in Spain reinforced looks on trend here in the States and revealed new directions sure to make their mark. Reclaimed wood, for example, is already trending here and has for a number of years in both residential and commercial installations. But at Cevisama, color was added, a fresh twist on a look that has penetrated the market.

Wood grain visuals offer the consumer a warm look coupled with a durability and maintenance story. Nearly every supplier has something to offer the market.

Precious metal looks of gold, silver and copper are on the horizon. In fact, all natural looks are getting attention, be it wood, stone or concrete.

Another growing movement in tile is sustainability. Suppliers are working at becoming more "green" focusing on reducing water usage. Recycling of fired tile is now possible. Over the last several

years, Floor Covering Weekly (FCW) has been able to shine a light on these notable achievements through its annual GreenStep program.

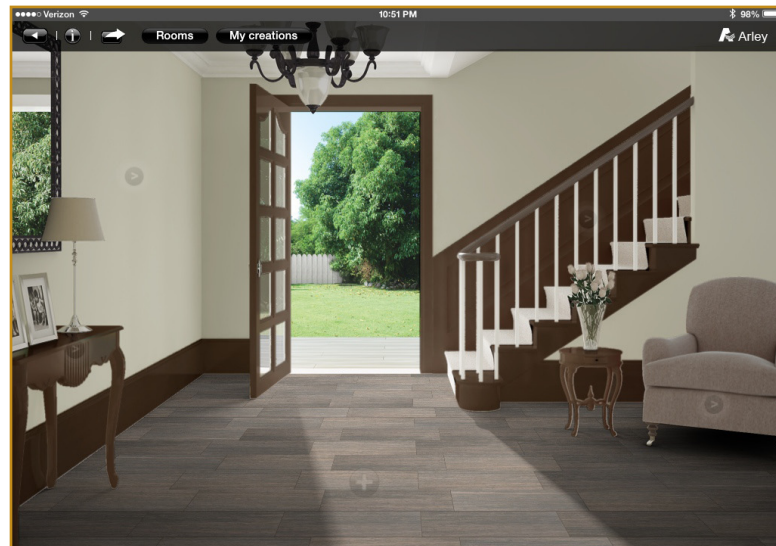
Natural stone is a great opportunity for flooring dealers and one that they haven't yet fully capitalized on. Stone market sales for 2012 stood at \$1.1 billion. With proper product education, stone can prove to be an important revenue center. Note that, according to Catalina as reported by FCW the average value per square foot value of stone is \$4.01 compared to \$1.06 for ceramic tile in 2012.



Amy Joyce Rush

While average square foot pricing of all tile and stone products decreased during the recession, the trend, according to Catalina, is looking up with price per square foot values increasing. Good news all around as tile continues to present opportunity and grab flooring market share.

### *(Arley App - continued from page two)*



*(above and below) screenshots of the App's interface... and potential*

Using the Arley App, designers can work with a customer to personalize any living space.

The app is not available via the iPad General App store - it's only offered to Arley customers. It is so advanced, it even offers the option to save the creations, and to list all SKUs used, as well as to provide close-up views. After first being unveiled at this year's Arley



Classic, we are pleased to announce its official launch in late 2013. Let's all get amped about our App!

Amy Joyce Rush is the Managing Editor  
of Floor Covering Weekly