

BY NOW, most people in the Greater Philadelphia area know the Colonial Marble & Granite name. Though it's been less than a decade since the company first entered the marketplace, opening its flagship location in King of Prussia in 2008, their unprecedented rate of growth has helped Colonial & Marble

become a household name for kitchen countertops. Today they've grown to include even more products and are also increasing their access to those outside of the Philadelphia area.

Rapid expansion

As word about Colonial Marble & Granite's quality and pricing has spread, the company has responded to consumer demand with several new locations. It started with a second office near Harrisburg, Pa., in April 2013. Last January, they opened a Philadel-

phia location that now serves as the company's Center City hub of business. Many of these clients already had experience with Colonial but now have access to a showroom in their own backyard.

In addition to these new locations, the corporate headquarters in King of Prussia has also expanded. While the location already boasted an impressive 100,000 square feet of showroom production space and a slab yard, with the expansion the location is now 150,000 square feet and able to be even more productive.

fast-tracking it

Colonial Marble & Granite may be growing rapidly but their core values have only gotten stronger.

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“As part of the remodel we also reorganized our production facilities to better prepare ourselves for the growth we’ve been experiencing as well as the growth we expect,” explains James Freeman, the company’s chief operating officer. “It’s an even more efficient model.”

The expansion of the already impressive slab yard was also a key part of the renovation. Among other changes, improved lighting—much more in line with what you’d see in a home as opposed to typical warehouse lighting—has enhanced customers’ experi-

ence when shopping for the perfect stone. This more pure, white lighting allows homeowners to better visualize what the stone would look like once it leaves the warehouse and becomes part of their home. And that’s the experience that the company is going for in all of its efforts. While they were already known as the best for showcasing product—these changes only made them better.

“We’re much more than just a slab yard,” Freeman says. “Customers get the full experience when they come here. We have a multitude of different kitchen setups for them to explore. And we house all the products they might be looking for under one roof.”

But Colonial hasn’t stopped there. The company is also now meeting brand new markets with a new location in New Castle County, Del. This 15,000-square-foot showroom has more than 200 slab colors available along with three different model kitchens and a variety of tile displays.

needs, Freeman says that the core principles in which Colonial Marble was founded will not change. It’s always been about offering world-class customer service and that only stands to improve. Freeman says that although Colonial is doing business with some of the biggest builders and companies in the country—and becoming a big name itself—that the level of service and care given to each and every customer will not change.

“We grew so rapidly because of our ability to meet clients’ needs,” Freeman says. “Our growth will only help us do a better job of that. We pride ourselves on doing everything we can to keep our customers happy.”

Colonial has also always been a company that believes in giving back to its community. As the company has expanded, those efforts have only increased as well. As a larger company they’ve been able to do even more charitable work and partner with

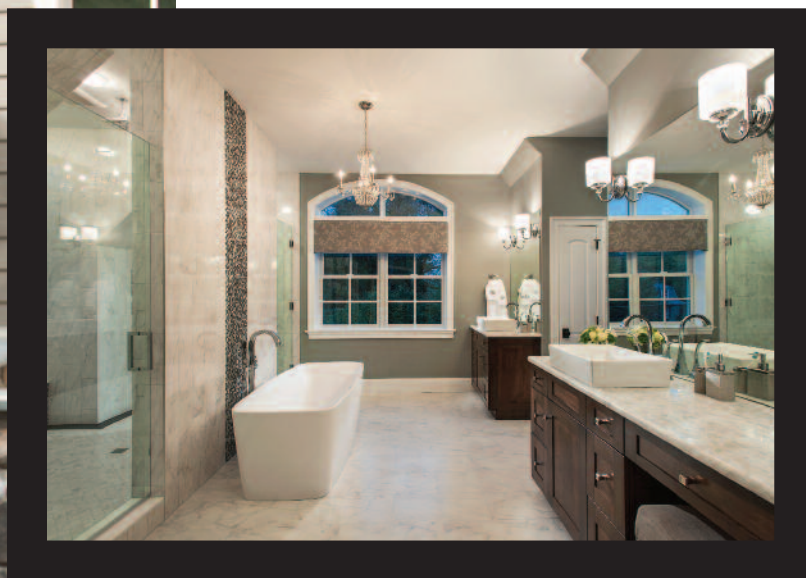
community organizations. Among those efforts has been work with Alex’s Lemonade Stand, a national nonprofit raising funds for childhood cancer. Colonial Marble recently donated one of their kitchen countertops for a silent auction during the Lemon Ball, an annual “yellow tie” gala that raised more than \$1 million for childhood cancer research.

“Going forward, we hope that we’re able to do even more in making a difference with childhood cancer,” Freeman says. “That’s a focus for us as we grow. Community outreach

has always been important to us.”

At the end of the day, the reasoning behind all of it is the same. Colonial Marble & Granite is a company that cares. They care about making sure their customers are taken care of and they care that they are making a difference within the communities where they are based.

“We want our customers to know that we really do care about them,” Freeman says. “Our growth will do nothing to change that.” **H&H**



“It’s a high-traffic location for not only those in New Castle County but is also easily accessible to all of Delaware as well as northern Maryland and even parts of New Jersey,” Freeman says. “We also anticipate being open around April 1 in our new Edison, N.J., location, further meeting the needs of our customers in that area.”

Built—and building—on reputation

While the company’s expansion is undoubtedly helping them meet more customers’

Colonial Marble & Granite *ColonialMarble.net*

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768 Corporate Circle | New Cumberland, Pa. | (717) 774-2110 | 240 S. DuPont Highway | New Castle, De. | (302) 947-3000

COMING SOON: 40 Brunswick Ave. | Edison, N.J.