

amazing growth

Colonial Marble & Granite meets increased demand
with increased presence.



WHEN COLONIAL MARBLE & GRANITE FIRST ENTERED the marketplace in 2006, they set their sights high. They were quite familiar with the long history of Philadelphia-based CAVA Marble & Granite International and aspired to be on their same level. That goal was achieved at an extremely fast rate. Today, Colonial is seeing unprecedented growth at a time when many other businesses have slowed their pace. They're delving into new markets and once again expanding their showroom headquarters in King of Prussia. But perhaps most telling of all is the new partnership of CAVA Marble and the Mazzola family. The company that they set their sights on emulating is now part of the Colonial name.

"CAVA is one of the premier marble and granite companies in the Philadelphia region and has been in business for more than 40 years," says James Freeman, Colonial Marble's chief operating officer. "They were the business we wanted to be like. Through our growth and expansion, the CAVA name is now part of Colonial, which will provide additional resources for our

clients. It will add to the many options our clients already have."

Growth is also being seen in the company's expansion to new markets. In the beginning of the second quarter, Colonial plans to open a new location in New Castle, Del. Situated in a prime location, the new branch will help meet the needs of clients in Delaware and northeast Maryland. Colonial will also open a new location in Edison to serve the Central and North Jersey markets. And they're in the process of expanding into the Pittsburgh area.

The combination of unsurpassed customer service and competitive prices has helped Colonial grow rapidly. "Word of mouth has been a huge factor," Freeman says. "We continually get new clients from referrals."

Along with expanding into new regions, Colonial is also expanding their King of Prussia showroom once again. They'll be adding more than 40,000 square feet of space, allowing them to house additional slabs and give clients ideas for their own projects. "We're much more than just a slab yard," says Freeman.



“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.”

Meeting many needs

In addition to the residential market, Colonial has also been incredibly successful in their commercial work. They’ve done the retro-fits and re-designs for many of the area’s banks including big names like TD Bank and Republic Bank. The company has also done work on a number of multi-dwelling condos and area hotels. “We have a lot going on in the commercial market,” Freeman says. “We want the public to know that, beyond being a resource for residential clients, we can also be a resource for contractors, designers, architects, and kitchen and bath dealers. We have programs to service them and their clients.”

The selection at Colonial is impressive. With more than 4,500 slabs in more than 450 different colors, there’s something to suit every client—from residential to commercial. The company also carries a large selection of exotic stones available in price points that are often still on par with conservative budgets. But customers know that if they get a stone

from Colonial, they’re getting something top-of-the-line. “We focus on quality,” Freeman says. “We want to have the best products in the industry and we make that a priority. We’re constantly scouring the world to make sure we have the best, first-quality products coming in.”

That also includes tile. While Colonial Marble has built its name on top-of-the line granite and marble, the compa-

ny also offers thousands of tile options for floors and walls in kitchens, bathrooms and more. “We’re truly a one-stop shop,” Freeman says. “Customers can select tile for their floors or backsplashes at the same time they’re selecting their countertop material. And with countertops, we can template the project and fabricate it in its entirety at our in-house production facility. And we can remove the old countertop to install the

new one and even do plumbing re-connections. We do everything we can to simplify the process for our clients.”

Freeman says the client has always been the priority from the very first day of business. He believes it’s a key reason for the company’s success. “We do everything we can to keep the customer happy,” Freeman says. “Their needs are always our top priority.”

The positive feedback and frequent referrals the company receives are a testament to the fact that they’re succeeding in making that process easy and pleasant for the client. Homeowners and commercial clients alike continually want to align themselves with Colonial. “We’re doing business with some of the biggest builders and companies in the country,” Freeman says. “Companies like Sears or Home Depot turn to us to take advantage of our incredible service and products.”

A company that cares

As Colonial continues to grow, Freeman says they’ll be able to better serve the client with more choices and more locations. But that world-class customer service that Colonial has built a name on will not change. With a professionally trained team of industry-experienced design specialists and an extensive selection of products, Colonial Marble customers can rest assured they’re getting the best possible service and selection. And they’re getting design expertise from a company that really does care about its clientele. “Making the customer happy is our No. 1 goal,” Freeman says. “We want our customers to know that we really do care about them. Our growth will do nothing to change that.” **H&H**



Colonial Marble & Granite operates throughout Pennsylvania, New Jersey and Delaware. For more information, visit ColonialMarble.net or call (610) 994-2222 or (717) 774-2110.