

Set in Stone

From Philadelphia to Pittsburgh and beyond, Colonial Marble & Granite expands its market presence and its capabilities to better serve a growing client base



by JENNIFER UPDIKE

When Colonial Marble & Granite opened the doors to its King of Prussia showroom in 2008, the company followed the example of Philadelphia-based CAVA International Marble & Granite, a premier provider of marble and granite. From service and the overall customer experience, the upstart Colonial Marble worked to emulate the regional powerhouse that CAVA had become.

Colonial Marble's plan has paid rather handsome dividends, as its business has experienced tremendous growth in the years since. While some competitors have either remained stagnant or closed their doors entirely, Colonial Marble has surged, not only by expanding its headquarters in King of Prussia and finding new ways of serving customers but also by plunging deep into new markets. Yet the most significant event in Colonial Marble's recent history hap-





opened on January 1, when it entered into a partnership with CAVA International and the Mazza family that owned it.

“CAVA has a long history of installing stone and tile products; their original owner even did work at the Vatican,” says James Freeman, COO of Colonial Marble. “They are the business we emulated, and now they have become part of our family. We’re combining their years of experience in a great location in the city, right down on Washington Avenue. This will help our customers in the Philadelphia market, as well as southern New Jersey.”

Colonial Marble’s recent growth has far exceeded its partnership with CAVA. A 15,000-square-foot showroom and design center in the heart of New Castle, Del., is now under construction. Located at the intersection of routes 13 and 40, the location will serve clients in Delaware and northeast Maryland. At the same time, Colonial is opening a new branch in Edison, N.J., right near its largest distributor, to address the needs of clients in central and northern New Jersey. The company has also worked to widen its footprint in Pennsylvania. Last year it opened a sales center in Harrisburg—“It’s a beautiful showroom with 200 stone slabs and a full slate of design options,” says Freeman—and it is also expanding in the Pittsburgh market, doing fulfillment work for the likes of Sears and Home Depot.

“We want all our clients to have the same great experience at all these locations,” Freeman says. “We have all kinds of finished products for people to see, from gorgeous stone slabs to floor tile to backsplash tile, so you can get a very real sense of what the finished product will look like in your home.”

Besides building its presence in new markets, Colonial Marble is in the process of adding to its King of Prussia showroom. An addition of more than 40,000 square feet of space will en-

able the company to showcase additional slabs and provide more room to help clients envision new home projects, from kitchens to bathrooms to other parts of the home. Along the way, they will be guided by the company’s expert staff. With a team of professionally trained design specialists and an extensive selection of products, Colonial Marble customers can rest assured that they are receiving superior service and selection.

“Making the customer happy is our No. 1 goal, and our growth will do nothing to change that; we even still have signature cookouts on Saturdays and holidays,” Freeman says. “And when people come to one of our locations, they will work closely with a sales representative for a personalized experience. Whether someone needs a full bathroom remodel with walls and showers or something much smaller, our people will take them and hold their hand through the process. Their job is not to be aggressive salespeople but to show clients the best options for what they are trying to achieve in their home.”

Unsurpassed Quality and Selection

Colonial Marble’s selection is vast. With more than 4,500 exotic stone slabs in more than 450 different colors at its King of Prussia location, the company offers options to suit even the most modest budget. In addition to natural stone, it offers a wide selection of quartz, which Freeman calls “engineered products.” This trend is becoming more prevalent, offering a classic look with a modern flair.

While Colonial Marble has built its name on the quality of its granite and marble, it also offers thousands of tile options for floors, backsplashes and other parts of the home. Along with countertops, Colonial Marble can template the project and fabricate it in its entirety at its in-house production facility. Regardless of the product, cus-

tomers have the assurance of knowing that Colonial Marble carries only top-of-the-line inventory, fabricated to the client’s precise specifications.

Beyond being a go-to resource for homeowners, Colonial Marble has also become a destination for contractors, designers and architects. In addition, the company earned a sterling reputation in the commercial sector. Area financial institutions, as well as hotels and multi-dwelling residences, have called on Colonial Marble for retrofits and redesigns.

As part of Colonial Marble’s growth, it aims to not only better service clients but also be a responsible and involved corporate citizen. The company partners with philanthropic and community organizations such as the Upper Merion Mothers Club and local youth athletic leagues, and remains an ardent supporter of the area’s professional sports teams, including the Philadelphia Flyers, Sixers and Union.

“As we have come through hard times in our industry, we continue to thrive and strive and grow and look for new avenues,” he says. “Whether it’s one of our commercial projects—athletic facilities, fitness centers, bars, banks—or the residential end of the business, we’re here to serve our clients, however they want to get to us.” ■



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