

PRESS RELEASE



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Contact: Amy Zywoot-Slagen
(518) 713-5367
azywoot@creativematerialscorporation.com

PORCELAIN TILE ONLINE CATEGORY SEARCH PROVIDES INCREASED EFFICIENCY FOR ARCHITECTS AND INTERIOR DESIGNERS OF COMMERCIAL PROJECTS

CATEGORY SEARCH OFFERED AT WWW.PORCELAINTILE.COM

(Albany, NY) – Creative Materials Corporation, a nationwide distributor of porcelain tile to some of the USA’s largest restaurant chains, hospitality companies, and auto dealers, including Dunkin’ Donuts, Marriott, and BMW, recently launched a porcelain tile category search feature on its website to serve design professionals looking for the ideal tile product for commercial projects.

The new website feature offers over 100 tile products categorized into major looks including concrete and cement, glass mosaics, wood, metal, natural stone, textures and more. This new online category database helps design professionals, together with a sales representative or on their own, easily identify and select tile that suits their projects. The category search tool is located in the products section of <http://www.porcelaintile.com>

“When we reached out to our design professional clients, asking how Creative Materials Corporation could support their efforts in commercial project design using our Web Site, many of them expressed interest in an easy to search database based on various types and styles of porcelain tile looks. This new category search feature, combined with our large design resource center, enables our team of representatives to access a virtually unlimited selection of tile options,” noted Greg Travis, Director of Sales and Marketing for Creative Materials Corporation. In addition to its corporate headquarters in Albany, New York, Creative Materials maintains six distribution centers throughout the country to quickly deliver products to construction sites.

Unlike US-based tile manufacturers who are limited to offer only products they make, Creative Materials Corporation distinguishes itself as an independent distributor with global access to nearly 100 tile manufacturers. Designers and architects have a virtually limitless resource for tile products. Creative Materials Corporation’s consultative approach to sales means its representatives will personally present sample selections and cost-savings calculations at a client’s location.

Creative Materials Corporation specializes in the supply of the world's best porcelain tile to commercial clients with multiple-location facilities in North America, delivering tile with an “on time, every time” promise. It represents many product lines from leading European manufacturers, including Iris Ceramica, Edilcuoghi, Mirage and Ceramiche COEM. Creative Materials Corporation’s national Web site serves the National Accounts market, at www.porcelaintile.com.

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