

# ARLEY REPORT



QUARTERLY NEWSLETTER **FALL 2020**

## Letter from President > By Scott Levy

**I'm not going to start this Arley Report with "during these challenging times"...** or, "given the current public health crisis." Rather, here's a firm virtual HANDSHAKE, a smiling HELLO and boisterous "WELCOME" to the new norm... this new norm of doing business in the flooring industry!



The inevitable has happened a bit sooner than we expected. By that I mean, the name of the game in business today, now more than ever, is DIGITAL. You hear about digital landscape, digital workforce, digital marketing. To be on the top of your game today, a digital presence is the most important aspect you can have for your company. If you're not ready to jump in headfirst, you'll never see silver linings after this nightmare ends.

Bill Gates said, "If your business is not on the Internet, then your business will be out of business." Arley Wholesale has been saying this for years. The time has come where you can no longer ignore the obvious.

Digital shopping has emerged like never before, and that type of consumer experience is not going away. You, your store and your products need to be accessible via computer and mobile devices. Digital is no longer an option, it's a necessity... just like your cell phone.

If you haven't digitized your consumer experience so customers can access your products and services, it's not too late. And, Arley can help.

Online customer engagements and new ways of technology to meet customers where they are, is the new norm. Your customers want real-time insights. Virtual appointments, virtual tours and virtual reality (yes, I said that!) is the new way customers are shopping for your products.

Older ways of shopping aren't completely gone, but simply stated, the pandemic has changed the dynamics. Your customer wants to remodel his/her bathroom, but doesn't want strangers coming into their home to estimate. They need to know about latest trending color porcelain, but don't want to visit three or four showrooms. They do want to support their local

community, but now do it right from their at-home computer. Clearly, they want to work with someone knowledgeable, who provides them with immediate answers.

How to do all that? DIGITALLY!

When partnering with Arley, you will offer all of this and then some. We'll be your real partner in business, and we're here for the long haul. Here's just one way on how we can help:

COMING SOON! Arley is about to launch a new design App which will be FREE to our customers and our customers' customers,

Your Home Visualizer.

End-users can upload a picture of their room and use the application to design with tile for a highly accurate vision. Showcase products in your customers' homes with the click of a button. Minimize

return rates by letting customers ensure that products fit and match their space before personally visiting your showroom! Bottom line, Your Home Visualizer increases in-store and online closing percentages by accelerating customers' purchase decisions. They already know this is the product they want, and they know how it will look in their home. Now you just have to turn on the romance!

For information, training and other digital marketing ideas, contact your territory manager immediately. It's free and it's imperative for survival and GROWTH in this new age! We will get through this and prosper, TOGETHER.



Scott Levy

# Interview with Cengiz Elmaagacli

>CEO of Anatolia Tile & Stone

Qualis Luxury Tivoli Nero



## What are the products that Anatolia sells geared specifically for the States?

When designing products to suit consumers across North America, we take into consideration the needs and wants of Canada vs the USA, and each region within each country. Relying on feedback of a strong trade partner like Arley Wholesale gives us real time and accurate insight into what the consumer is looking for, broken down by state or sometimes, even by city. For example, with Arley's input, we developed our line of engineered stone sills and thresholds with specific profiles, meeting the needs of the US residential construction industry.

## Talk about the Qualis Luxury Collection for Arley. Sizes/Decoratives/etc.

The Qualis Luxury Collection is the largest and most well-rounded program that Anatolia has launched to date. No expense was spared to deliver the best graphics from the world's premium marble quarries,

Qualis Luxury La Marca Arabescato Polished



resulting in the ultimate porcelain tile "looks," natural variability of marble, with depth of color and shade rendition. We've partnered with Arley Wholesale to bring this program to market, and we've come up with a unique... and beautiful merchandising tool to display the entire series exclusively under the Qualis Ceramica brand.

## Tell us about your relationship with Arley and why your partnership works so well

Anatolia's relationship with Arley is a great example of an efficient

and synergetic partnership bringing great products to market. From the very beginning, Anatolia bucked the traditional distribution model accepted as the norm in North America, and offered products to domestic distributors at a price comparable to foreign factories. Arley was one of the first distributors in the US to recognize and appreciate the benefits of Anatolia's business model and as a result, partnered early. Since then, we've grown and worked together to offer high quality products and value to customers all over the US.

Find more information about Ceramica Qualis Luxury: <https://webcatalog.arleywholesale.com/en/view-series/347>

# Partnering with Arley Wholesale

## Introducing Qualis Ceramica Timber Ridge Collection SPC Waterproof Flooring

> Phil Reifinger, Owner, CEO and Doug Robinson, VP Sales & Marketing of Generations Group based in Chattanooga, TN



**Phil :** SPC is an acronym, which stands for Stone Plastic Composite. Known for being not only 100% waterproof, the product line offered unmatched durability. And now, Arley, via its Qualis private label program, is offering these unique, engineered luxury vinyl planks that replicate the look of natural wood at remarkably reasonable pricing. SPC is known for its rigid core, which is practically indestructible... making each unit of flooring an ideal choice for high-traffic commercial projects.

"Our hard surface, plastic-based rigid core results in each LV unit being denser and more forgiving with indentation resistance. The format is inexpensive, very easy to install and very easy to maintain. Retailers like the product because it gives their customers good value. They don't have trouble with this product... basically, it's problem-free.

"The Qualis Timber Ridge Line is produced with actual embossing.

It is beautifully textured and follows the wood grain pattern for a more realistic look and feel. And, it's not just for bathrooms anymore. Your customers can use this product throughout their entire house.

**Doug:** "We spent beaucoup time in Arley's showrooms to develop ideas as to what would be ideal for them. We wanted the color of the display to really stand out, drawing the eye of the consumer the moment they walked into a dealer's door. Ultimately, we went with white versus usual black. The branding system is ideal, being clean and precise, high-gloss edge-to-edge. The sample boards feature an oversized room scene with less focus on technical data and more on the romance and beauty of the product. The display boards are not overly large, and are easy to handle.

"The Qualis Timber Ridge Line also offers matching trim pieces to provide customers with a more complete

package. Instead of trying to "match" up with another product; customers have the option to choose an exact match such as stairnose, bullnose and more."

**Phil:** "We first met the Arley team at Surfaces in January of 2020. They were looking for a product such as ours... and, a manufacturer they could trust, one with a deep understanding of the industry. Right away, we knew that Arley was a demanding company; they wanted a manufacturer that could keep up with their capacity parameters. We could support those, which included training, marketing, quality products and more.

"Arley is also a very professional company, an organization that always is on the lookout for style and design. It's our job to stay cutting-edge, and provide Arley with what they want. We look forward to a very long-term, highly successful relationship with our new partners at Arley Wholesale."

Find more information about Ceramica Qualis Timber Ridge: <https://webcatalog.arleywholesale.com/en/view-series/343>

# Don't be Afraid to explore the digital world



**Things have changed significantly in our country and in our world. The old way of doing business is just that... the old way!** Fundamentals of relying on strong relationships have not been forgotten... but, they just need to be strengthened a different way. ONLINE!

The demand for a digital presence is stronger than ever before, and we at Arley Wholesale are here to help you navigate this new world.

Our pledge to every customer is 'we are here for you'. Our vision moving through this new world together is to be the best for our clients and for our client's clients.

At Arley, we are seeking out the most innovative digital marketing opportunities for you and your business. Our team offers help with website creation, merchandising, private labeling and so much more. Just ask. We have already done this for many of you and are about to release an enhancement that will be even more interactive!

Old ways of shopping have not been forgotten, but the demand for a digital presence is stronger than ever before. If you aren't digital, you simply

are walking away from a large and quickly growing portion of your revenue. Covid-19 has accelerated the transition to part of your business being a digital business and ignoring it is no longer an option.

Your clients are looking for virtual tours, online product information and design ideas they can play with right in their own homes. Stores have to be more aggressive (online) than ever before. It'll never be the same. You can choose to change with the times, take advantage of new opportunities in our industry and grow your business. Or you can fight the changes, refuse to adapt, and watch your business likely perish.

"Life is change. If you aren't growing and evolving, you're standing still, and the rest of the world is surging ahead." – Louise Penny, Author

## **Contact your Arley territory manager today. Help us to help you.**

- > Arley will send samples to your customers on your behalf. Free of Charge
- > Our updated Design App can be linked to your website; let potential customers design their own room before they even make an appointment to visit your showroom.
- > They should walk into your showroom already knowing what they want. They already have a purpose. You have the information, now you just must romance them and close the deal.

Not everyone will capitalize on these opportunities... will you?

Click on the icons to connect with us.

