

ARLEY REPORT



QUARTERLY NEWSLETTER **ISSUE 2, 2021**

TAKING THE FAMILY APPROACH

› By Scott Levy

It's a fact that Arley Wholesale, a family business, has grown exponentially over the years. But even though we've continually increased in size, we will always treat both employees and suppliers alike... just like family members. We believe this cornerstone philosophy strongly sets us apart from our competitors. And, that it keeps our relations very much "familial" with people such as you.



Scott Levy

We have a customer-focused mentality, which focuses upon your success. Quite frankly, we know we only succeed if you succeed. Whether a newer customer... or a very long-term one, we always have their best interests in mind and in heart. Simply stated, we are 100% vested in YOU.

To maintain strong relations such as these, we obviously cannot be lackadaisical. We must always be coming up with newer, stronger and better ideas for our customers.

As you may know, we can and will help you with websites, design applications, merchandising, training, private labeling... the list goes on. We will NEVER run out of new ideas to help our clientele succeed even more!

Immodestly, Arley has its finger on the pulse of product design and therefore, we'll constantly be showing you the newest market trends and latest product designs to which your customers will gravitate.

And by now you know, we are totally transparent, honest and direct in our dealings. We believe there's no other way to do business.

So don't forget to contact us anytime for anything. After all, it's always great to hear from family members!

Arley adds the Nepal Slate Tile Collection to its private label program, Qualis Ceramica.

Designed to replicate rugged, natural slate that's excavated from the Himalayan mountains of Nepal, in many ways these tiles represent that country's storied history. The thought-provoking rich colors and stunning textures make "Nepal" a great addition to any space. But, this item provides more than just magnificent visuals. "Nepal" is constructed with a unique glaze, 100% ideal for outdoor spaces. And not only is it rated with an R11 Anti-Slip finish, this new collection provides enhanced antibacterial properties, as well.

The Nepal Slate Collection includes 12x24" and 4x12 field tiles, 12x12 mosaics and 3x12' trims in four natural slate colors. webcatalog.arleywholesale.com/en/view-series/357.





An Interview with Bart Bettiga.

One of the top names in today's tile industry is that of is Bart Bettiga, Executive Director of the National Tile Contractors Association. The epitome of the term "True Professional," since he took that position in 2002, Bart has built his association into one of the most successful and certainly, most proactive of trade associations anywhere on this planet. Totally unassuming and 100% hands-on, his credits also include being Chairman of Coverings, the stateside-based, annual mega-expo of the entire tile industry, for three of the last 15 years. (He would have been Chairman four times, but Coverings was cancelled in 2020). We're proud to have Bart contributing to the Arley Report!



AR: Have architectural specifications for tile increased during these strange times?

BB: In the last few years, believe it or not, architects and designers have specified tile at a rate of well over 200% from previous years. Fortunately, both tile manufacturers and installation system producers are doing a good job in educating their clientele about the latest and greatest high-performance products being offered. We concentrate on educating and certifying the installer on how to offer the most professional and updated methods of tile installation. Clearly, buildings once tiled, don't want callbacks which ultimately cause loss of time and money in every way one can imagine. More and more, those contracting tile installers recognize that using an educated labor force is not only a good investment... it's really the only option they have. Arley does a great job of keeping its clientele up to date on the latest installation processes, by the way. The "bucket and trowel" tile installers who like to do things the old-fashioned way, are becoming extinct.

AR: In a nutshell, what is the major goal of the National Tile Contractors Association?

BB: That's easy to answer. Our role is to continually train tile installation contractors on how their crews can efficiently install today's newest products with today's newest methods. And in doing so, to keep the cost of labor down. We know firsthand that when customers are out looking for bids, they're more apt to invest in a known professional firm that consistently delivers highest quality, most up-to-date installations on time and on budget. Projects are more easily appointed if those bidding are well-known professionals. Cost, while always a consideration, is more and more becoming not the major one. At NTCA, all of our installers stress that quality of their work and being certified in various areas, are major items to be considered when bids are out.

AR: What about today's large format, gauged porcelain tiles? When should these be chosen instead of natural stone?

BB: In many cases, it's a designer's or end-user's call. There is no question that natural stone is beautiful... in particular, because every installation is unique in its look with colors, shadows and veining being different from slab to slab. Nowadays, so many franchised stores for example, have such a defined ongoing "look," that the designers want to control their rigid specification from installation to installation. With gauged porcelain, they can actually specify the exact swirls and shadows and colors they want... and, even do so with a book-matched stone appearance. That can be done, especially when the manufacturer can provide the exact look to replicate natural stone with thin gauged porcelain panels... and the installer is well-versed on how to perfectly and quickly install this type of product.

Arley's online "Room and Flooring Visualizer" is your sales and marketing department... made easy.



With just a few clicks, your customers can browse products, apply them to their personal rooms, see different combinations and then get product information, before they even step foot in your showroom! This is a real game-changer!

Immediate business results are within your grasp. Increased sales, larger conversion rates, spiked website traffic.... all equaling your success! It's easy to use and always updated with Arley's complete product ranges. This process offers a revolutionary new way to sell your products. It also lets you showcase products in your customers' homes with a click of a button. You'll recognize lower return rates when customers can ensure that products fit and match their spaces.

Contact your Arley Representative! See how we can help you increase in-store and online closing rates by accelerating your customers' purchase decisions.

What are you waiting for?

www.roomvo.com/my/arleywholesale?locale=en-us.



Danny Williams, Comptroller for Arley Wholesale



Danny Williams

Danny started his tenure at Arley Wholesale in 2007. A graduate of Wilkes University, he has a BS in Accounting with experience in both the public and private sectors.

When asked what he likes most about working at Arley he replied, "My co-workers and their work ethics! I take pride that they can come to me with any issues, and I can assist them in some way. I want every employee to want to come

to work each day, not because they have to."

Danny lives with his wife, Santina and their 11-year-old son, Joel. Most recently, they welcomed Adele, a sweet Aussiedoodle. When not crunching numbers at Arley or "putting out fires", Danny really does help put out fires. He is a volunteer and EMT with the local fire company in Lake Winola, often found chairing their fundraising efforts.

Arley and Salesmaster Flooring Solutions join forces

Arley Wholesale, Inc., recently entered into a highly structured strategic alliance with Salesmaster Flooring Solutions. According to Arley's President, Scott Levy, "We are excited to partner with Salesmaster. Our strength with porcelain and ceramic products in the residential market merged with Salesmaster's strength in resilient floor covering as well as their offering of substrate solutions in the commercial market make this an ideal fit." In tandem, the

companies will expand distribution throughout the East Coast with a concentrated effort for Salesmaster on commercial specifications and additional products into Arley's residential customers. In doing so, clientele will be recipients of added value via their best-in-class manufacturing partners. Each will remain independently owned with its own personnel and fleets. All decisions by each company will continue to be made independently.



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