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Volume 23, Issue 1

AAA Hellenic Marble

Expert guidance to find the perfect stone products for your next project *page 11*



INSIDE:
ANNUAL KITCHEN
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*A look at the latest trends in kitchen
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Imperial Marble & Granite

Providing dedicated customer service
and exclusive products to more
Pennsylvania homeowners *page 13*



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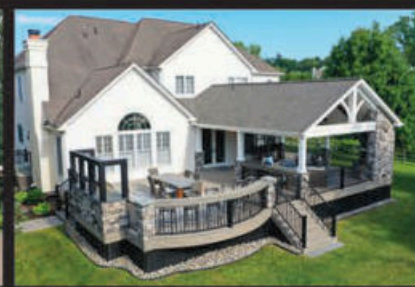
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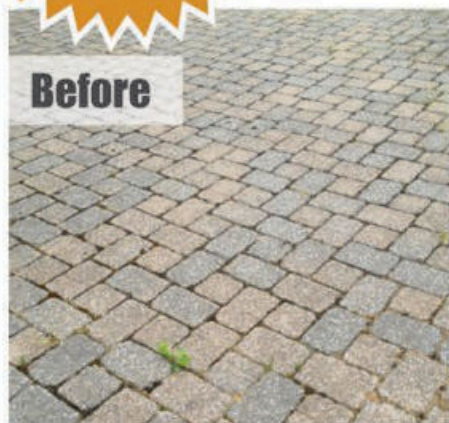
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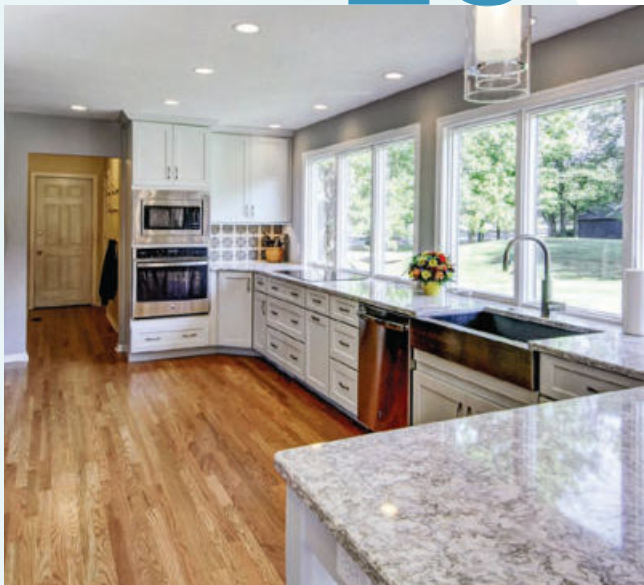
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ask the expert
by Liz Hunter

AAA Hellenic

STONE MATERIALS ARE ESSENTIALLY THE ICING OF ANY KITCHEN OR BATHROOM PROJECT, PROVIDING BOTH THE FUNCTIONAL VALUE OF PULLING THE ROOM'S COMPONENTS TOGETHER AND SOMETHING PLEASING FOR THE EYE.

Choosing the perfect stone takes careful consideration, and the guidance of someone who knows the product. At AAA Hellenic, customers can turn to professionals who have decades of experience designing and installing stone in kitchens, bathrooms, foyers, fireplaces and even in outdoor living spaces. Mike Werner, sales manager, is one such expert who has been with the family-focused company for more than 10 years.

House & Home spoke with Werner about how new products from Silestone and Dekton are giving people the high-end looks they've wanted at a more reasonable price.

WHEN YOU MEET WITH CLIENTS, WHAT ARE SOME THINGS YOU NEED TO KNOW ABOUT THEIR LIFESTYLE TO GUIDE THEIR SELECTION?

Most individuals typically have saved pictures they found online or in magazines to establish an idea of their design preferences. We also want to know about what's going on in the space where the stone will be used. Every household is different. Materials they might like or find attractive might not be the best choice for their home. Granite is very dense and durable. It is heat resistant and scratch resistant, with minimal maintenance. Marble is a classic choice with unrivaled beauty and gives you a timeless look. It may be a little softer than granite, but will still give you a very durable surface.



Mike Werner,
sales manager

materials are temperamental and require a high level of care and precision, which Hellenic excels and specializes in.

WHAT ARE THE NEWEST MATERIALS ON THE MARKET AND WHERE ARE THEY BEST USED IN THE HOME?

We're really excited about the design potential with products from Silestone and Dekton in shower wall and bathroom applications. People have been longing for a solid-slab, seamless look on their shower walls—nobody likes grout joints—but this comes with additional labor to get these large slabs into tight shower spaces. These new products are more durable and thinner, making them easier to transport and install. Silestone is engineered quartz and in particular has some nice combinations of

natural stone-looking materials, as well as muted patterns for the monochromatic look people want. Dekton is a porcelain and glass hybrid with quartz that is more durable and still gives that desirable natural stone look. This is something that we are specializing in.

HOW CAN CUSTOMERS ARRANGE TO VISIT YOUR SLAB YARD TO SEE THEIR OPTIONS?

Our slab yard is open by appointment so we can control the amount of people in the building at a time, everything is spaced out and we also have outdoor inventory available weather permitting. We have implemented additional safety measures, including UV light systems and UV air purifiers to reduce airborne contaminants and provide more peace of mind for customers. We also offer virtual appointments.

Our inventory of marble, granite, soapstone and quartzite is very strong right now, we've added a lot of new products for people. We have about 200 different colors on display, and our stones are directly imported from places like Italy, Brazil and Africa. It's always beneficial to walk through and see the stone in different lighting, and more often than not, people find something they never expected. **H&H**

CAN YOU TALK ABOUT THE EMERGING POPULARITY OF NATURAL STONE QUARTZITE AND YOUR KNOWLEDGE OF IT?

Engineered quartz has gained popularity over the past couple of years, but natural stone is still the most requested for its beauty and durability. Natural stone quartzite is an especially good choice for kitchens. Everyone likes the look of marble, but it's softer and more porous. Quartzite is a dense stone that can handle the impact and functionality in a kitchen, and it's not as porous.

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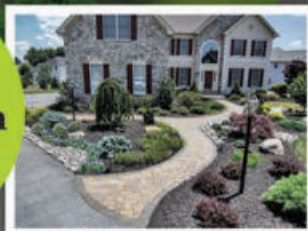
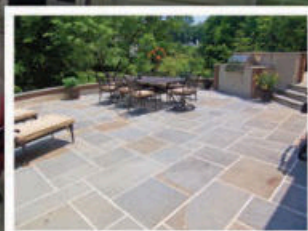
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Just a Stone's

Debating a West Chester showroom earlier this year has helped **Imperial Marble & Granite** bring its dedicated customer service and exclusive products to even more Pennsylvania homeowners. *by Madeleine Maccar*

Throw Away

Since 2004, Imperial Marble & Granite has been working with clients from all over eastern Pennsylvania to design, fabricate and install uniquely stunning natural stone and quartz furnishings, from residential kitchens and bathrooms to retail establishments' reception spaces and dining areas.

But owner Albert Kzelian noticed a worrisome decline in clients from Exton, Malvern, King of Prussia, West Chester and other areas for whom Imperial's Essington location was just a little too far away.

So, just like with every job Imperial puts its name on, Kzelian came up with a solution that prioritizes his customers' needs: establishing a showroom closer to them.

"I said, 'OK, if you guys don't want to come to us, we'll come to you,'" he begins. "An opportunity came up at this location in West Chester and I could not resist. We built a 4,000-square-foot, beautiful showroom, and it's right on West Chester Pike."

The result was a wide-open, thoughtfully designed space. Open since April, that West Chester showroom is already a resoundingly well-received success.

One of the most striking features of the Imperial showroom is that there are no tiny samples trying to approximate the full extent of all the colors and natural beauty that exist in one piece of marble or granite: The entire slab is available for client scrutiny, which Kzelian

says is crucial in helping them fully assess a stone they're considering for their home.

"The sample certainly doesn't justify what the slab looks like," he explains. "The slabs have so many variations that a sample that's just six or 12 inches isn't going to tell you about the entire piece because that piece has gold, gray, white, beige, all these different colors that a sample can't show you. So when the customer sees the whole entire piece, they're like, 'Oh my God, this is beautiful!' or 'Wow, this is not what I was expecting, it's too busy.'"

But the showroom, Kzelian points out, "is not just for countertops." It's also where you can find an array of ceramic and marble tile, vanities, faucets and sinks, knobs, kitchen cabinetry, lighting and even sound systems. Imperial also outsources appliances so "we can give everything to the customer looking for a complete kitchen."

"We have a variety of different things," Kzelian says. "A homeowner could come in and purchase pretty much everything for every room all at once."

The Imperial team stays on top of current trends and client-demographic preferences—Kzelian notes that customers under 40 tend to gravitate to the manmade quartz but those 40 and older still prefer more natural stone like

Imperial Marble & Granite

Main location: 200 Old Tincum Island Road, H Complex, Essington, Pa. (610) 521-0130

Showroom: 1311 West Chester Pike, West Chester, Pa. (610) 738-5277 | IMGStone.net

granite and marble, while neutral colors are staging a comeback in demand across the board—that guide their offerings.

And for much of those in-stock options, Kzelian adds that Imperial is the only place in the state where they can be purchased. "There are specific products or colors that we're the exclusive dealers of in Pennsylvania. Nobody else carries them or has them."

While the West Chester showroom gives clients a chance to get an up-close, hands-on look at all the pieces Imperial has in stock, one of the biggest advantages to them is the cost savings that comes with making a purchase directly with Imperial.

But what really differentiates Imperial from the rest is the kind of dedicated, attentive client support that drove Kzelian to open up a showroom to better assist his customers in the first place.

"Customer service is No. 1, No. 2 is craftsmanship and No.3—which is the most important thing—is turnaround," he says. "From template to install, it's a 10-day turnaround. We have the technology and machinery to back us up. Everything is done by digital measurements and laser measurements, so that helps us make things more precise and accurate."



It is that determination to deliver high-quality, skilled and minimally intrusive work to clients that Kzelian believes will ensure that Imperial keeps growing so it can keep finding new ways to ensure all their clients' needs are met.

"We started out in 2004 with six employees and now have 43," says Kzelian. "Our second location is helping us to continue helping clients with a warehouse experience that has all the beautiful lights and design of a showroom." **H&H**



EXPERTS

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IN THE WORLD OF HOME IMPROVEMENT, kitchens and baths continue to reign supreme. Survey after survey shows that these spaces can add the most value in a home. Homeowners who are ready to make the investment in upgrading their kitchen or bath can simply look on the following pages to find qualified professionals in various specialties from marble and granite and cabinetry to remodelers and designers. With the help of this *House & Home* Directory, we hope the design of your dreams can soon become a reality.

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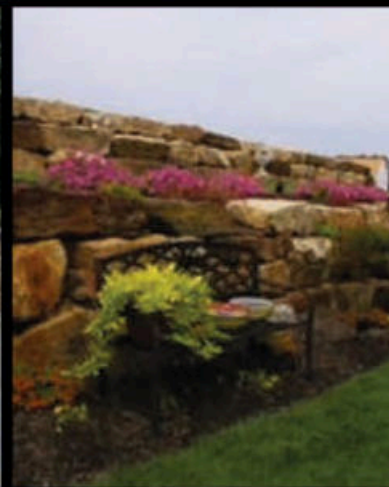
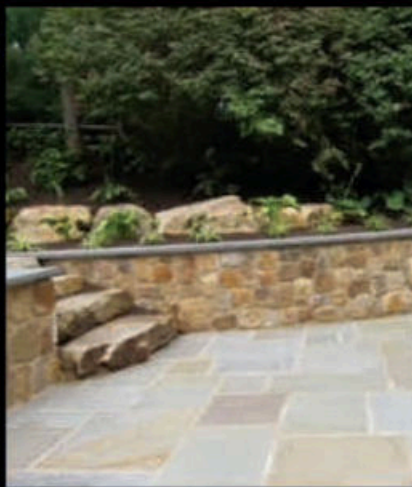
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A photograph of a large, covered outdoor patio. In the foreground, there are several lounge chairs and a large, square fire pit with a fire burning in it. The patio is surrounded by a lush green lawn and a line of trees with vibrant autumn foliage in shades of orange and yellow. The sky is clear and blue. The overall atmosphere is warm and inviting, perfect for a fall evening.

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Gehman Design Remodeling

After removing a wall in between the kitchen and dining room to create more of an open floor plan, the team at Gehman added new red oak wood flooring and toothed it into the existing hardwood floor in the dining room. Finishing touches included new paint, a backsplash and LED lights under the cabinets.

Harlyesville, Pa.
(215) 513-0300
GehmanRemodeling.com



Amiano & Son

After eliminating an original load-bearing wall as well as a foyer coat closet, the idea was to create a room where everything works together flawlessly. This was achieved by seamlessly integrating the kitchen into the rest of the house using natural wood tones from floating shelf decorations and the luxury vinyl plank flooring.

Southampton Township, N.J.
(609) 268-5923
AmianoAndSon.com



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Kitchen Tune-Up Mainline

The work on this kitchen started with a cabinet refacing project where designers looked to make a statement by adding dark color cabinetry on the bottom to contrast the lighter colored upper cabinets. A new subway tile backsplash and fresh hardware further added to the sleek new look.

Exton, Pa.
(484) 435-7430
KitchenTuneUpMainline.com



Kitchen Magic

This kitchen was designed to not only be beautiful, but to function for family use. That started with stone countertops and super-sized appliances, but also with the addition of a big island that encourages entertaining. These changes along with refined touches throughout and a thoughtful color scheme helped take this kitchen from traditional to transitional.

Deptford, N.J.
(866) 525-7999
KitchenMagic.com



 **Magnolia Home Remodeling Group**
 In creating this masterful kitchen, the folks at Magnolia Home Remodeling Group pulled out all the stops. After removing a wall and installing a structural beam, some of the other enhancements include white oak wide plank flooring, custom cabinetry, large windows and doors for natural light, quartz countertops with a waterfall edge on the island, a porcelain subway backsplash and high-end appliances.
 Union, N.J. | (855) 624-6655 | MagnoliaHomeRemodeling.com

 **Dente Trading Co., Inc.**
 This kitchen was created using Arabescato Vagli marble from Italy, which is beautifully showcased on a waterfall island, the full-height backsplash by the range and the perimeter countertops. Dente Trading Co. supplied these stone slabs to the vendors who installed them into the kitchen and the homeowners couldn't be happier with their selection.
 Cedar Grove, N.J. | (973) 857-4050 | DenteTrading.com

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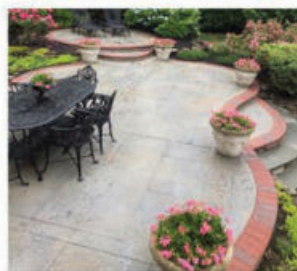
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Prime Kitchen Bath

This stunning kitchen wows on several levels, from the design detail, custom cabinetry, millwork and more. The modern flair aside, the room is an extension of the rest of the home, creating a cohesive element of beauty and functionality. And for more than a decade, the folks at Prime Kitchen Bath have been not only meeting client expectations, but exceeding them.

Cherry Hill, N.J. | (856) 484-3003 | PrimeKitchenDesign.com

Fascella Construction Corp.

For any project they touch, the experts at Fascella Construction Corp. make it their goal to bring luxury and comfort into the home, and this kitchen makeover was no different. From the first consultation to the finished product, the end result is to create a space in the home that welcomes you upon your arrival.

Upper Black Eddy, Pa. | (610) 847-6862 | FascellaCorp.com



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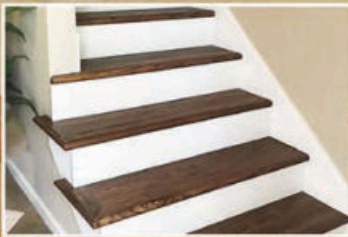


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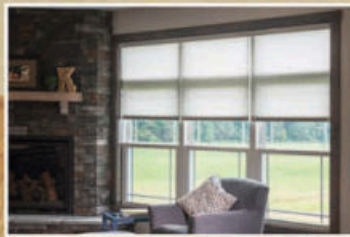
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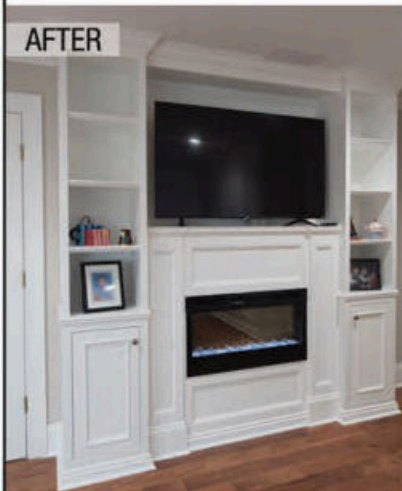
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