



AVALON FLOORING HONORED WITH PRESTIGIOUS 2015 CONFINDUSTRIA CERAMICA NORTH AMERICAN DISTRIBUTOR AWARD

(Orlando, FL – April 2015) After carefully considering the many outstanding North America-based tile distributors, **Avalon Flooring** has been selected by **Confindustria Ceramica** (the Italian Association of Ceramics) to receive the **2015 Confindustria Ceramica North American Distributor Award**. Each year, this award is presented at **Coverings**—North America’s largest tile and stone trade show—to recognize distributors’ important contribution to the promotion of Italian tiles in the marketplace. For 50 years, Avalon Flooring has been dedicated to providing stunning, durable ceramic tile (among other flooring products) to customers at 14 locations throughout the Northeast. With an inventory of five million square feet of beautiful ceramic and porcelain tiles in varying styles, Avalon Flooring prides itself on providing warm, professional service in addition to a wide array of design options.

Founded in 1963 by John Millar, Avalon Flooring began as a single store in Avalon, NJ. After 50 years of hard work and dedication, it has expanded to include 14 showrooms throughout New Jersey and Pennsylvania. The company is family-owned and focuses on being approachable and personal in its service. With an entire section of its website dedicated to providing inspiration to customers, it is clear that Avalon Flooring seeks to provide the total package to its customers and facilitate their tile selection process. Conscious of its effect on the environment, Avalon Flooring operates its own recycling program and features green flooring in its showrooms. In addition to the sustainable qualities of its business practices, the company continues to show respect for the surrounding environment through its active role in serving the community via donations and volunteer work at local service and non-profit organizations. With a wide array of products to serve all aesthetics and project scales, Avalon Flooring shows a strong dedication to Italian tile, carrying 18 premier Italian tile brands including: **Ceramiche Brennero, Ceramiche Campogalliano, Cerdisa, Cerim, Emilceramica, Gruppo Beta Astor, Gruppo Ceramiche Ricchetti, Kale Italia, NovaBell, Piemmegres, Settecento, and Viva**. Customers can select from a great selection of beautiful and reliable Italian brands.

The selection of Avalon Flooring was decided upon by a Supervisory Committee of members of the Confindustria Ceramica Board of Directors, in collaboration with Italian tile producers. The choice was made based on the following criteria: consistent, exemplary service as an Italian tile distributor and importer; positive and upstanding corporate image and showrooms; inclination towards Ceramics of Italy products in recognition of its singular design and innovative technological practices; and fair trade practices in relation with Italian manufacturers. As

described, Avalon Flooring went above and beyond these crucial qualities as a distributor, and for that reason Confindustria Ceramica is thrilled to acknowledge them with this accolade.

The official award announcement will be made at Coverings 2015 in Orlando, FL during Ceramics of Italy's annual private cocktail party, *Aperitivo Italiano*, on **Wednesday, April 15** from **6-8pm** at the **Rosen Centre Hotel** (9840 International Drive). It will serve as the perfect occasion to recognize Avalon Flooring's achievement in front of an audience of Italian tile industry specialists and enthusiasts. The recognition will be presented by **Emilio Mussini**, vice president of promotional activities for Confindustria Ceramica, and received by the company's Vice President, **Scott Tolnai**. Avalon Flooring will also receive a complimentary trip to **Cersaie** (September 28-October 2, 2015)—the world's largest exhibition of ceramic tile and bathroom furnishings.

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Ceramics of Italy is the trademark for Italian manufacturers of ceramic tiles, sanitaryware and tableware, that are members of Confindustria Ceramica. For more information on the ceramic tile sector, visit www.italiantiles.com. For instant updates on Ceramics of Italy, follow them on Facebook (@CeramicsOfItalyNA) and Twitter, Pinterest and Instagram (@CeramicsOfItaly).

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