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A.W. Viohl

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Just a Stone's Throw Away

Debuting 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**

Imperial Marble & Granite

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

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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 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

Nina Lea Photography

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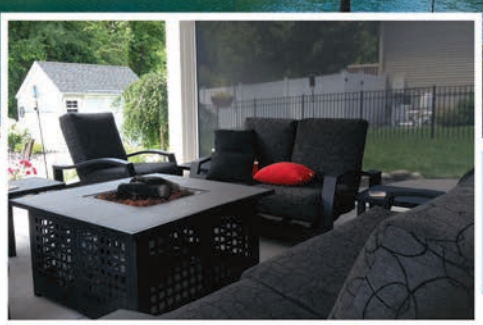


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A CONTRACTOR FOR *All Seasons*

The Delaware-based **A. W. Viohl Contracting** delivers high-quality remodeling and maintenance every month of the year, which means it's always the right time to get started on the interior or exterior project of your dreams. *by* **Madeleine Maccar**

Anyone who loves what they do will tell you that they don't do it for the awards and accolades: They do it for the personal satisfaction, like knowing that they made a difference, finding the work rewarding and fostering strong relationships along the way.

"By the time a project's over, our clients have become part of our family," says Andrew Viohl of A. W. Viohl Contracting.

Viohl founded the company that bears his name in 2008 and, since then, has diligently amassed a team of in-house professionals whose dedication to clients and a job well-done mirror his own, and whose talents come together to make the Delaware-based contractor a truly versatile, trustworthy indoor and outdoor service that can do it all.

"The guys who work with me are good buddies, we've been working together for a long time. We're like a family and we're family-oriented," Viohl explains. "We know what we're doing, and we know how to work together. We've been doing this for 20-some years, so we've pretty much seen it all."

And while Viohl appreciates the talent on his team and knows they're absolute professionals who can navigate any challenges that may arise along the way, the awards are a nice confirmation that the A. W. Viohl team is on the right track. Having been recognized as one of *House & Home* magazine's Best of the Best is one of the contractor's most recent honors.

"We're out there working as hard as we can, so it means a lot to all of us," Viohl says.

But Viohl and his team are never content to rest on their laurels. Whether it's renovating a basement, creating an addition, updating a kitchen or bathroom, repairing a deck or boosting the longevity of a roof, they aim for nothing less than the best for the homeowners who trust them with their interior and exterior remodeling goals.

"We're not rushing from one project to the next," Viohl promises. "Our focus is on you and your home, including finishing the job right."

And there's never an offseason for the year-round operation, which means they're not only scheduling projects for the spring but also breaking ground on a few now. It often comes as a pleasant surprise for clients who are planning ahead for the warmer months—or aren't about to let winter stand in the way of their renovation projects.

"I don't think you should react to a customer by saying 'Why do you want to do a deck now?' and I don't like turning down work: Whatever job people need done, we'll do it regardless of season," Viohl says. "We're always doing projects, even in January and February. On the other hand, we also have calls now to get on the books to start work three months out. That gives us time to get the production going, to get all the permits we need so come March, April or May, we're ready to go for them."

With the pandemic entering its third year and people still spending more time at home than usual, Viohl says that renovations and updates are just as in-demand as ever.

"People have these old wood decks with the boards falling through and loose railings, or they've had the deck for 15, 20 years and they're just tired of the maintenance for staining and sanding, so they want them updated with materials to achieve a maintenance-free result," he explains. "You still have to clean it because it's going to get dirty, but it's not like you'll have to power-wash it every two years or watch out for splitting wood and handrails splintering."

Viohl adds that features like composite decking boards and vinyl railings will ultimately save homeowners some money. "You won't have that extra yearly fee or every two years because you're paying someone to stain it or pressure-wash it."

The pandemic's influence on the supply chain is still causing some lingering delays, affecting the immediate availability of some materials, like grout in certain colors, cabinetry options and particularly windows. "Some windows can still take up to three months to be delivered," Viohl notes. But he says that A. W. Viohl's clients are generally understanding and realize the delays are just a part of construction right now.

Viohl diligently encourages open lines of communication, both with the homeowner and among his team. It ensures everyone is on the same page at every stage of the project while managing clients' expectations—because it is, no matter the project, always about making sure a customer is completely satisfied.

"A lot of the jobs we do are for repeat customers, so they've been there and know what to expect," he says. "They know that they're getting the quality work they're paying for. It's an honor when they hire us for repeat work, and we want to make sure they'll call us for their next job." **H&H**

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H&H STONE

Choosing the Right Stone

Trends in kitchen countertops, backsplashes and flooring.

by **Kristen Jorgensen**

THE KITCHEN IS OFTEN CONSIDERED THE HEART OF THE HOME, and choosing the right materials for countertops, backsplashes and flooring can significantly impact its aesthetic appeal and functionality. In recent years, there have been exciting trends and developments in these areas, driven by advancements in material technology, evolving design preferences and a growing emphasis on sustainability. In this article, we dive into the latest trends with insight from local experts in our area and examine whether granite still reigns supreme, what's popular in colors and patterns, the evolution of backsplash choices and the latest options in kitchen flooring.

Countertops: Is Granite Still King?

For years, granite has been the go-to material for kitchen countertops, valued for its durability, heat resistance and natural beauty. However, recent trends suggest a shift in preferences. While granite remains a popular choice, it is no longer the undisputed king. That crown now goes to quartz, and our local experts agree with the masses.

"Quartz countertops have gained significant traction, offering a non-porous, low-maintenance alternative to natural stone. Unlike granite, which requires periodic sealing, quartz surfaces are highly resistant to stains, scratches and bacteria," shares David Cerami, president of Home-Tech Renovations. "It also offers a uniform appearance, which appeals to those homeowners who might be looking for a sleek, modern look."

Another industry expert, Vic Fiore from Magnolia Home Remodeling Group, weighs in on the desirability of quartz. "Quartz's ability to mimic the appearance

of natural stone, combined with its practical benefits, has made it a favorite among homeowners for many different kitchen designs and styles."

Backsplashes: Elevating Kitchen Design

Backsplashes have evolved from purely functional elements to key design features in the modern kitchen. They protect walls from spills and splashes, but they also offer a canvas for creativity, allowing homeowners to express their style. With a plethora of materials, colors and patterns available, backsplashes can transform the aesthetic of a kitchen.

Subway tiles have long been a staple in kitchen design, known for their simplicity and versatility. While the classic white subway tile remains popular, new variations are emerging that breathe fresh life into this timeless choice.

"We're still seeing the use of subway tiles, but with more personality in the design," offers Cerami. "Homeowners are selecting colored grouts or opting for more adventurous patterns of installation like herringbone or a staggered design."

Another option to jazz up a standard subway tile is selecting one with a textured surface or embossed patterns, offering a modern take on this classic look. Cerami elaborates: "Think tiles with a beveled edge, a wavy texture or a patterned surface. These tiles add dimension and visual interest to the backsplash without straying too far from tradition."

Another popular choice for a backsplash is large format tiles and slabs offering homeowners a seamless and sophisticated option. These options provide a sleek, continuous look that enhances the overall aesthetic of the kitchen.

"The larger slabs are particularly appealing in minimalist and modern kitchen designs. Their clean lines and expansive surfaces contribute to a streamlined, uncluttered appearance that emphasizes simplicity and elegance," says Fiore. "And it's also great for those who want easy kitchen cleanup."

Kitchen Flooring: Trends and Considerations

When it comes to kitchen design, flooring plays a crucial role in setting the tone of the space. It's a high-traffic area that demands durability, ease of maintenance and, of course, aesthetic appeal. With myriad flooring options available, each with its own set of benefits and styles, selecting the right one for your kitchen can be both exciting and overwhelming.

Sophia Amiano, designer with Amiano & Son Design-Build, eagerly shares her insight on the latest trends within the industry.

"As a home remodeling designer, I'm thrilled to share the latest trends shaping our spaces. The design world today is all



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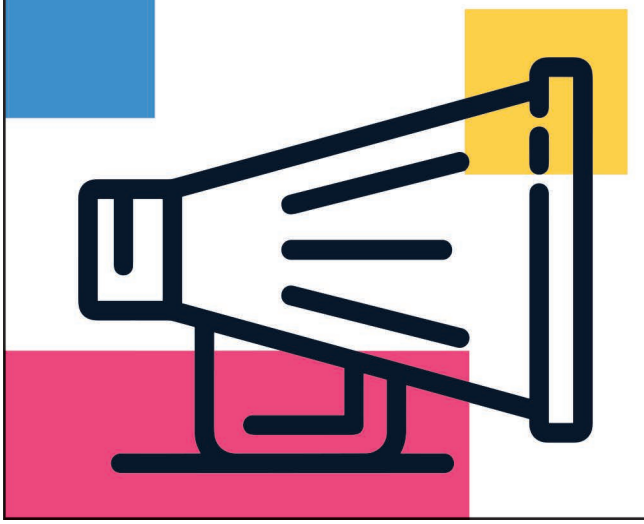
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about embracing organic materials, raw textures and calming palettes," she says. "In kitchens and bathrooms, we're seeing a surge in linen-inspired tiles, basketweave mosaics, and classic black-and-white patterns. The modern farmhouse look has made way for tailored traditional designs with a rustic twist. Think rich wood tones, moody office spaces and playful laundry rooms."

Terrazzo and concrete floors are making a comeback, particularly in modern and industrial-style kitchens. Terrazzo, with its speckled appearance and diverse color options, adds a spirited yet sophisticated touch. Concrete floors, on the other hand, provide a sleek, minimalist look that complements contemporary designs. Both materials are highly durable and can be customized with different finishes and treatments.

Engineered wood flooring is also still popular, combining the beauty of hardwood with improved durability. It consists of a top layer of real wood veneer over a plywood or high-density fiberboard (HDF) core, which makes it more stable and less prone to warping than solid wood.

"For kitchen flooring, many homeowners are choosing warm wood to extend the cozy feel throughout their most-used spaces," says Amiano. "Additionally, concrete-inspired, sleek patterned tiles are becoming a highly sought-after look in contemporary kitchens. To add a personal touch or a dash of whimsy, incorporating fun, bold colors in select areas can bring a delightful pop and invigorate the overall design, making each space uniquely yours."



In conclusion, it's safe to say that the world of kitchen design is ever-evolving, with new materials, colors and patterns continually emerging. Quartz is growing in popularity for countertops, offering unique benefits and a universally pleasing aesthetic appeal. In the realm of backsplashes, homeowners are embracing more intricate patterns, unconventional shapes and elevating the classic subway tile. For kitchen flooring, durable and stylish options like terrazzo and concrete are leading the way, with a growing emphasis on larger formats and unique patterns. Some homeowners, however, take a warmer, more traditional approach by opting for natural and engineered hardwoods.

Ultimately, choosing the right stone and flooring for your kitchen depends on your personal style, practical needs and the overall design vision for your space. By staying informed about the latest trends and innovations, you can create a kitchen that is not only functional but also a beautiful reflection of your taste and personality. H&H



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