

MosaicTileSupplies.com Introduces New Virtual Mosaic Designer that Customizes Client Color

HOUSTON, Texas – Apr. 30 (SEND2PRESS NEWSWIRE) – Mosaic Tile Supplies, LLC, a Texas-based producer and importer of high-quality mosaic tile, announces the addition of a new design tool – “The Maximizer” – an online, Flash-based application that offers customers the ability to create custom mosaic tile blends for interior design and new building projects.



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According to Haleigh Stallworth, co-owner of MosaicTileSupplies.com, until now, people interested in changing or enhancing their home or office environment had limited options.

*(Photo Caption: Sample of Mosaic Maximizer Custom Design Blend.)

“Our customers realize the importance of their living and work environments,” Haleigh explained, “and color is one of the most popular and effective ways to make a statement or a change. Our new customization service makes it easy for anyone to create the perfect blend of colors while allowing them to visualize it before purchase or installation.”

Over 400 colors and styles which include opaque, transparent, and metallic glass tiles, are accompanied by a choice of two surface finishes – gloss and matte.

The current version of “The Maximizer” allows users to choose from four different tile catalogs, arranged by size, and to combine any colors, finishes or product lines within that size category; more options are scheduled to be added in the near future.

“The Maximizer” offers a number of unique features that sets it apart from other online design tools. These features include: a user interface with drop-down panels to optimize screen area; triple zoom capability; and an easy-to-use slider bar for percentage adjustments.

Users can temporarily save thumbnail images of up to three blends or variations of a blend for comparison. Saved blends are displayed in the “My Blends” space where “The Maximizer” displays the price per sheet and calculates square footage from the user’s measurements. A “Submit” button begins the order process.

More standard options include the ability to view blends with different grout colors, and to order sample swatches of any blend for color confirmation prior to finalizing a full order.

“We first conceived of the tool in 2002,” Haleigh said. “We’ve tested the application and are now confident that it is ready to be released to the public. Due to trends in the industry and advances in technology, now is the right time.”

“The Maximizer” is the result of over 1,000 hours of combined work between Charles Deisler of Radeis Interactive, Inc. (www.radeis.com), Keith DeWald of Becoming Tile, LLC (www.BecomingTile.com), and the Stallworths (www.mosaictilesupplies.com).

Randall Stallworth, co-owner of MosaicTileSupplies.com, confirms that the on-site fabrication staff can complete custom blend orders of up to 1,500 square feet in 10-14 days, and a standard residential kitchen area in as little as two days.

“Most big-box retailers can’t offer these turnaround times, and our prices are hard to beat as well,” Randall said. “Custom blends start at less than \$7.00 per square foot.”

Since the spring of 2000, MosaicTileSupplies.com has been selling mosaic tile products via the Internet. In 2002, they began importing new lines, and their own brands were introduced one year later.

The company’s Kaleidoscope(R) Glass Mosaic Tile has been used in high-profile residential and commercial building projects, nationwide. For example, the product was used in the notable 4,300 plus square feet Wing Lung Bank Mural in Alhambra, CA, which received first place in the 2007 Spectrum Awards at the Coverings Tile and Stone Exposition; and on four episodes of Extreme Makeover: Home Edition, (Sundays on ABC), in the past six months.

For more information, visit: www.mosaictilesupplies.com, or to create a customized blend, visit: www.mosaicmaximizer.com.

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