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Avaire Porcelain Tile Heads East With JJ Haines

Omaha, Nebraska—JJ Haines & Company, Inc., headquartered in Glen Burnie, Maryland, is the latest major distributor to partner with COMC, LLC, makers of Avaire porcelain tile. With distribution points from Pennsylvania to Florida, JJ Haines will be opening up new markets for Avaire throughout the eastern seaboard.

Avaire interlocking porcelain tiles represent an exciting alternative to conventional tiles because they can be installed over existing floors without adhesive and grouted the same day due to their state-of-the-art interlocking floating non-skid base.

“There is tremendous excitement surrounding the launch of the Avaire partnership with JJ Haines. JJ Haines management, our salespeople, and our customers all see the value that the Avaire product provides,” says Richard Cutting, Ceramic Marketing Manager with JJ Haines. “Retailers who were unable to get in the ceramic business because they may not have a qualified installer can now enter the business through Avaire. And retailers that already provide ceramic tile installation see this product as a problem solver with profit potential. Avaire has commercial applications, retail/remodel applications, builder potential and it's a great DIY product.”

Cutting went on to say, “Recently we showed the Avaire program and provided product knowledge training at our JJ Haines Loyalty Club Summit meeting. The response was overwhelming. We sold a tremendous amount of displays and product, and our training session was standing room only! Our early success with Avaire is outstanding, and we expect the success to continue to grow.”

“We are extremely pleased to be associated with JJ Haines, the largest flooring distributor in the United States,” says Rob Tarver, Avaire’s vice president of sales and marketing. “They have a record of growing their business by distributing quality products, caring about their customers and generating customer loyalty. Their business philosophy matches ours exactly, and we look forward to a long and profitable association with them.”

Located in Omaha, Nebraska, COMC, LLC is the manufacturer of Avaire interlocking porcelain tiles used for both residential and commercial applications. COMC’s customers include major distributors, general contractors and flooring professionals. To learn more about Avaire, visit www.avairefloors.com.