

MS International Opens New Facility in Orange, Calif.

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ORANGE, Calif. — With the city's mayor, several local Chamber of Commerce dignitaries, friends and family on hand, Manu Shah, chief executive of MS International, Inc., hosted a grand opening of his company's new 15,000 sq. ft. stone and tile design gallery Oct. 21 on a 23-acre lot here.

The new facility is located at MS International's corporate headquarters and was christened with a ribbon-cutting ceremony and guided tours.

On display in the new gallery was the full line of MSI's selection of granite, marble, slate, travertine, limestone, quartz, porcelain, ceramic, sinks, and glass mosaics to serve the flooring, countertop, and landscaping needs of consumers and vendors alike.

Many stone-influenced finished products, such as a large fish tank and water fountain, were also on display. In addition, the customer showroom featured an in-house café designed with stones and materials available at MSI.

The company also featured several of its newest product offerings, including approximately 20 lines of porcelain, 25 new colors of natural stone slabs, 200 new types of wall tile and mosaics, and new brands of prefabricated



Mayor Carolyn Cavecche (4th from left) performs the ceremonial ribbon-cutting with MS International CEO Manu Shah (third from left), his wife Rika Shah (second from left), and two members of the local Chamber of Commerce. (Parimal Rohit photos)

countertops and stainless steel sinks.

In all, the products available at MSI are imported from 36 different countries, a company representative stated.

Beyond the showroom, the new facility featured a large warehouse storing, according to the company, more than 1,500 containers of inventory.

"Despite a continued challenging economic environment over the last two years, MSI remains committed to investing to bring innovation and increased product choice," Shah told *India-West*. "The main goal of our new design center is to showcase these products for our wholesale customers."

Orange Mayor Carolyn Cavecche said the opening of MSI's gallery was a huge boost to the local economy and symbolic of her city's values.

MS International "is, especially with the natural stones, one of the largest players in the world. Having a company of that significance in the city of Orange is a big privilege for us," Cavecche told *India-West*.

"I think the story of their business is very inspirational. The city of Orange has a very close-knit relationship with its businesses, and the Shahs are definitely part of that family. We feel like a small-town community and we love family businesses such as this one."

The business was founded by



Café MSI, the in-house eatery within the MS International showroom and design center.

Shah in 1975 and has since grown into a major distributor of natural stone. Shah, whose brother worked in the natural stone industry in India, saw an opportunity to expand operations into the United States and started MSI with his wife Rika in the basement of their home in Fort Wayne, Indiana.

Shortly after earning a contract to provide black granite for the Vietnam Veterans Memorial in Washington, D.C., Shah decided to relocate MSI to Southern California, where he expanded the company to serve both commercial and residential markets.

In 2007, Shah was named Ernst & Young's Entrepreneur of the Year in its Distribution, Manufac-

turing and Security category. He now runs the business with his wife and two sons.

While MSI is headquartered in Orange, the company also maintains distribution centers in New Jersey, Atlanta, Boston, Chicago, Dallas, Houston, Maryland, South Florida, Northern California and Phoenix, as well as international offices in Brazil, China, India and Turkey.

The new stone and tile design gallery is located at 2095 N. Batavia in Orange, Calif. Customers or vendors may contact the headquarters and gallery by phone at (714) 685-7500, or by visiting its www.msistone.com Web site.