

Natural Stone



Business Growth

Natural Stone represents an untapped category you can leverage to increase your sales and margins in 2013.

Stone floor and wall tile sales were \$1.1 billion dollars in 2011...that's larger than all laminate sales and close to the size of the hardwood market. This category is projected to have the largest growth of all flooring segments between now and 2015 at a estimated annual growth rate of 9.5% per year.

There is an established market and clientele that wants to purchase natural stone. With the average s/f price of \$4.55 versus ceramic tile at \$.92 s/f ; it does not take a lot of customers to provide substantial sales and profit growth.

MSI is the clear industry leader when it comes to servicing the natural stone market. Whether you are already in this category and are looking to buy more reliable, quality materials OR you are looking to get into the category and need industry leading support, tools and training, MSI is your go to source.

MSI travels the world over to bring you the most unique and quality stones like:

**Marble
Granite
Limestone**

**Travertine
Slate
Quartzite**

**Onyx
Sandstone
Adoquin**