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BEHIND THE STONE

How **Colonial Marble & Granite** makes high-end design accessible to all.

by **LEIGH STUART** | photos by **JEFF ANDERSON**

Homeowners in the Philadelphia area have come to rely on Colonial Marble & Granite for exquisite stone countertops, among other aspects of a seamless home renovation. But how did the King of Prussia-based company rise to such a level? For starters, Colonial Marble & Granite built its success on a rock-hard foundation: quality, variety, and impeccable craftsmanship, as well as the collaboration and creativity of its talented team.

"When people think of Colonial Marble & Granite, they often picture polished showrooms and elegant stone, but what makes us truly special is what happens behind the scenes," says Adel Attar, the company's senior vice president of purchasing, procurements, and vendor relationships. "I'm deeply grateful for our entire team: the designers, fabricators, processors, templators, installers, and retail staff who work hard to deliver high standards every single day. This business only runs because of them, and we never take that for granted."

Laura Attar, a controller on the financial side of the business who has been with Colonial Marble & Granite for a decade, agrees that the company's greatest strength is its people. It's more than a team in her eyes; it's a family.

"Each of us brings something unique to the table, coming from different backgrounds and parts of the world," she says. "Just like our diverse stone selection, our differences come together to create something truly special. It's this blend of cultures, talents, and perspectives that makes Colonial such a beautiful place to work—and what truly sets us apart from everyone else."

This harmonious blend of exceptional people and top-shelf product is just one reason Colonial Marble & Granite stands above others in their field.

"At Colonial, clients can walk into one showroom and explore the best the world has to offer, from Italian marble to ultra-durable quartz, from entry-level packages to one-of-a-kind masterpieces," Adel says. "Whether you're a homeowner, a designer, or a fabricator working with us, our goal is to make the selection process simple, exciting, and seamless. We don't just sell stone; we curate possibilities."

EVER EVOLVING

While natural stones such as marble and granite take millions of years to form, Colonial Marble & Granite cannot afford to move at such a relaxed pace. Behind the showroom's smooth operations, Adel shares, is "a massive, fast-moving machine."

"We process thousands of slabs across multiple facilities, with CNC [computer numerical control] machines, digital templating, and specialized teams handling everything from design to installation," he says. "We have one of the largest stone inventories in the country, with materials from all over the world ready for immediate delivery."

"Colonial moves fast, with large inventories and ongoing installations," Laura adds. "From a financial standpoint, that's a big challenge. The stone industry requires significant capital because we're managing thousands of pounds of inventory, coordinating daily schedules, and investing in equipment, staff, and space. While we grow quickly, we do it smartly, always staying ahead of our commitments."

Since its founding in 2006, Colonial Marble & Granite has visited more than 400,000 homes and moved in excess of 15 million square feet of stone—the equivalent of paving 260 football fields with stone, according to Laura's estimate. None of this would be possible without the dedication of its installation crews and fabricators, whose hard work and



Whether a client is remodeling a small kitchen or building a custom dream home, Colonial Marble & Granite strives to treat them equally—high-quality materials, professional design and fabrication, and white-glove service.

expertise transform unfinished stone into beautiful showpieces akin to works of art.

An operation of this scale, when combined with a personalized and hands-on approach, results in an experience that's very difficult for Colonial Marble & Granite's peers to duplicate. As Adel says, "You'll get global product reach, but you'll also get someone who knows your name, understands your vision, and makes sure it's done right."

LUXURY FOR ALL

The leadership of Colonial Marble & Granite believes that luxury should never feel out of reach. Whether someone needs an elegant kitchen countertop or a full-home renovation, the company offers flexible financing options. Laura says the company will come up with a schedule of manageable monthly payments to help homeowners turn their dream projects into reality, "no matter the size of the investment."

"Whether a client is remodeling a small kitchen or building a custom dream home, we treat them with the same care and

attention," Adel adds. "Our \$1,999 kitchen packages, for example, give customers access to real, high-quality quartz with professional design and fabrication the same level of service we offer on our most premium projects.

"We believe luxury is in the experience—how you're treated, how well the details are handled, and how confident you feel through the process," he continues. "At Colonial, that experience is never reserved for just the few. It's for everyone." ■

PARTNERS IN STONE

Colonial Marble & Granite believes in offering the widest and finest selection in the industry, "all under one roof," Adel Attar says. "That's why we've built strategic partnerships with the leading surface brands, offering everything from world-renowned luxury stone to cutting-edge engineered materials."

Some of Colonial's partners are global icons in luxury stone that represent the pinnacle of natural beauty and craftsmanship. Others are growing names in the industry that offer stunning natural and quartz colors with full-body printing and a contemporary edge. Some are American-made purveyors known for their bold, luxurious patterns and outstanding dura-

bility, while others offer boundary-pushing ultra-compact surfaces and bold textures, ideal for clients who want modern European design.

No matter the need, size, or style, Colonial Marble & Granite's partnerships run the gamut—from industry powerhouses that deliver extensive options in quartz, granite, and porcelain, among others, with colors and styles to suit every budget, to leaders in tile and other accents, offering everything from durable porcelain to stylish mosaics. In other words, close partnerships enable Colonial to help clients complete their design vision from countertop to backsplash to flooring and just about everything else.



Colonial Marble & Granite has "one of the largest stone inventories in the country," according to Adel Attar, with materials harvested from all over the world ready for immediate delivery.

Colonial Marble & Granite

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