

## Academy Tiles opens architectural showroom in Melbourne

Academy Tiles director  
Anthony Zeaiter

When industry major Academy Tiles decided to open an appointment only architectural showroom in Melbourne the fact that they chose to locate in Richmond amongst 30 other tile and stone suppliers was hardly surprising. As they have complete confidence in their distinct product offer and approach to the market.

With so many potential competitors nearby, providing something different in terms of product and service is essential. Being different, or should I say focused has never been a problem for Academy Tiles. The company's enviable reputation as a supplier of cutting edge products that specifiers favour, has been achieved at their base in Artarmon, Sydney, over 35 years. Over the years they have garnered a number of prestigious awards, including the recent award for Best NSW Commercial Design for supply of 1,000 square metres of Mutina's Dechirer at the Galleries Food Hall in George Street, Sydney.

With federal and state governments predicting that Melbourne's population will surpass Sydney's within 10 years the attraction is obvious. Having said

that, Academy are not exactly new kids on the block, they have developed an extensive network of clients Australia wide. They first supplied tiles for projects in Melbourne in the late nineties. Over 10,000 specifiers regularly receive their new product emails. Many of Sydney's leading architects have a presence in Melbourne and they are aware of Academy's reputation.

Director Anthony Zeaiter explained the company's focused approach, "Based on feedback from our Melbourne-based clients, the time for a physical presence in Melbourne was long overdue. We have appointed two architectural representatives to better service our many existing Melbourne clients and to develop new business. We are committed to promoting our products to architects and designers, both in their offices and

our new showroom. Here our clients receive our undivided attention while we enjoy presenting our unique product not previously seen in Melbourne. Our frequent launches of new product result from our continuous worldwide search, unmatched by any other Australian tile importer.

We continuously source and present new products and advanced ceramics to the Australian market. Recently we attended Cersaie, the international ceramic fair in Italy, and also visited Japan where we sourced new factories and many exciting new tiles to launch over the next few months."

The new showroom features a selection of the top line products that Academy have at their disposal. Visitors can scan the QR-Code on each display and instantly link to additional information regarding available sizes, colours and applications. This info can be stored. Academy have always pushed the envelope and planned developments of this exciting concept will take the art of marketing tile to new levels. Watch this space. **T**



The new 'Appointment Only' showroom displays a creative range of colourful products from 5 x 5mm mosaic to large 3 x 1.5m panels of porcelain. Scan a QR code and gain instant product information and images.

Academy Tiles, 13 Rooney Street,  
Richmond, Melbourne by Appointment Only.