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Beaver Tile & Stone Launches Redesigned Website

Beaver Tile & Stone Launches New Site Designed to Enhance Customer Experience

Farmington Hills, MI – JUNE 2020 -- [Beaver Tile & Stone](https://www.beavertile.com) (Beaver Tile) is pleased to launch its redesigned website on its new domain, www.beavertile.com. The new site features updated, searchable product information, an intuitive layout for a better user experience, free design and tile resources, branch location and events pages, and installation photo galleries. The brand new My Projects feature allows homeowners, designers, and tile professionals to save their favorite collections and add notes to personalized project folders. Projects can then be printed and/or shared via email.

The updated product information includes product pages for each collection offered by Beaver Tile. Visitors can find information on available sizes, colors and finishes, lead times, usage, as well as beautiful installation imagery and related looks. Improved search functions allow site visitors to browse by category, style, finish, color, shape, usage, and availability.

“The website refresh has been long in the making, but I’m very pleased with the end result,” said Morgan Laidlaw, Marketing Manager for Beaver Tile. “The new website is both robust and flexible. It will become a very important part of how we do business in the future, I think. It meets and exceeds all our current demands, and has plenty of room for new features, some of which we already have in the works. It’s definitely worth keeping an eye on!”

About Beaver Tile & Stone: [Beaver Tile & Stone](https://www.beavertile.com), a member of the Olympia Tile Group, provides homeowners, builders, contractors, designers, and architects with a wide selection of porcelain, ceramic, glass, and natural stone tile from around the world, as well as the installation and finishing tools and materials. With five showrooms across Michigan, Beaver Tile & Stone’s friendly and knowledgeable staff can help at any step of the building or renovation process.

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