



West Allis, WI The Tile Shop gets a makeover with new vignettes, more design space and energy-efficient lighting

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The 18,622-square-foot store has been remodeled to display brand new products and designs

MINNEAPOLIS, April 03, 2018 (GLOBE NEWSWIRE) -- The Tile Shop (NASDAQ:TTS), a specialty retailer of natural stone and man-made tiles, has opened the doors of their newly-remodeled West Allis, WI store, continuing the rollout of a series of nationwide remodels featuring new products and designs.



Black and white hexagons create a bold, geometric pattern. Visit www.tileshop.com or call Customer Service at (888) 398-6595 for more.



Firenze Calacatta marble brightens up this relaxing retreat. Visit www.tileshop.com or call Customer Service at (888) 398-6595 for more.



Unique shapes and sizes keep a monochromatic look interesting. Visit www.tileshop.com or call Customer Service at (888) 398-6595 for more.



Framed accent tile completes a feminine bathroom. Visit www.tileshop.com or call Customer Service at (888) 398-6595 for more.

Reflecting the tastes and demands of the Southeastern Wisconsin customer, the 18,622-square-foot store, which first opened in 1999, has been fully overhauled. 30 inspiring vignettes have been remodeled with new tile designs, displaying some of the hundreds of products new to The Tile Shop. The remodel also includes energy-efficient LED lighting, allowing customers to better see products in optimal lighting while decreasing energy use.

Customers are invited to visit the store and tactically engage with the remodeled vignettes, featuring marble, natural stone, porcelain, ceramic, outdoor tiles and more. Popular home décor trends and color palettes have been incorporated into the designs to ensure that the vignettes represent the best and newest styles and products The Tile Shop offers. Hundreds of other new products and designs to inspire ideas can be found on tileshop.com.

"I know homeowners and trade professionals alike will be better served with the recent changes at The Tile Shop in West Allis," says Leigh Behrman, Vice President of Construction and Facilities at The Tile Shop. "The hundreds of new products will wow and delight homeowners, and the reliable customer service and store support that Pros know and love will remain."

Homeowners can schedule a design consultation appointment online ahead to reserve time to speak one-on-one to an expert associate who will help them match tiles, design a space and make their ideas reality.

Trade professionals will find a unique tool display with accessories, installation materials specified to industry standards and the best professional brands, like Superior, Wedi, Lackmond, Dural, Blanke and Raimondi. The Tile Shop features local trade professionals in their marketing and offers educational and networking opportunities in store, furthering a community connection.

The Tile Shop has been part of the Milwaukee community for over 19 years, and the recent remodel will better serve and inspire the entire community and their tiling projects. There are three stores located in Wisconsin, two of which are in the Milwaukee area.

The Tile Shop in West Allis is located at 1701 South 108th Street, West Allis, WI; call (414) 257-2233.

For more information or to get started on a dream design, please visit www.tileshop.com; stop by a [retail showroom](#); or call Customer Service at 888-398-6595.

About The Tile Shop

The Tile Shop (NASDAQ:TTS) is a leading specialty retailer of natural stone and man-made tiles, setting and maintenance materials and related accessories in the United States. The Company offers a wide selection of high-quality products, exclusive designs, knowledgeable staff and exceptional customer service in an extensive showroom environment with up to 50 full-room tiled displays which are enhanced by the complimentary Design Studio, a collaborative platform to create customized 3-D design renderings to scale, allowing customers to bring their design ideas to life. The Tile Shop currently operates 140 stores in 31 states and the District of Columbia, with an average size of 20,300 square feet and sells products online at www.tileshop.com.

The Tile Shop is a proud member of the American Society of Interior Designers (ASID), National Association of Homebuilders (NAHB), National Kitchen and Bath Association (NKBA) and the National Tile Contractors Association (NTCA). Visit www.tileshop.com. Join The Tile Shop (#thetileshop) on Facebook, Instagram, Pinterest and Twitter.

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Source: Tile Shop Holdings, Inc.