

PORCEMALL USA CORP

Setting New Standards in Florida's Flooring Systems Space

In the flooring systems market, customers face a landscape dominated by long-standing distributors. These established players offer familiarity and reliability but fall short in terms of innovative pricing, flexible service models, and fresh market perspectives.

Enter Porcemall Usa Corp—a company redefining the customer experience in Florida. By prioritizing customer needs and preferences, Porcemall Usa Corp has quickly become a leader in the industry. It offers not only high-quality flooring solutions but also tailored pricing, diverse product options, and exceptional service. Its approach goes beyond mere distribution, focusing on creating value through strategic partnerships, an extensive product portfolio, and a commitment to customer satisfaction.

In a market where the big players often set the rules, Porcemall Usa Corp is setting new standards, making it easier for customers to find the perfect flooring solutions that meet their needs and exceed their expectations.

“We have stumped our competition with a well-defined strategy focused on competitive pricing, astute purchasing, a carefully curated product portfolio, and strategic alliances with logistics companies,” says Mayra Viloria, Country Manager of Porcemall Usa Corp.

As a distributor of imported floor and wall tiles, Porcemall Usa Corp's reach extends to more than 500 authorized stores across Florida. The company sources its products from top manufacturers in Spain, Italy, Türkiye, China, and Malaysia, with a keen focus on meeting the specific demands of its clients. Each product is selected to resonate with local tastes and preferences, ensuring that the offerings are high-quality, relevant, and desirable to the target audience.

The company's sales strategy is another pillar of its success. Porcemall Usa Corp's sales force plays a crucial role in its operations, placing samples of its exclusive models in stores across the state. These representatives do not merely drop off products; they foster relationships with each store, updating them on new models, providing promotional materials, and maintaining a consistent and supportive presence. This approach ensures that Porcemall Usa Corp's products remain front and center in the minds of retailers and, by extension, their customers.

A key aspect of Porcemall Usa Corp's approach is its respect for the traditional market distribution chain. Unlike some distributors that might bypass intermediaries to reach end

customers directly, the company honors the relationships between retailers and their customers. This respect is crucial, as it reassures store owners that their partnership with Porcemall Usa Corp is both safe and beneficial. Retailers know they can rely on the company's showroom, sales consultants, technical specialists, and delivery systems to enhance their service without undermining their own business relationships.

This commitment to the distribution chain is further strengthened by Porcemall Usa Corp's consultative sales approach. Rather than adopting a purely transactional model, the company invests in training its sales force to provide value-added consulting. This includes educating clients about the latest technological and technical standards in flooring products, empowering retailers to offer informed advice to their customers, which leads to increased satisfaction and loyalty.



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The story of Porcemall Usa Corp's success cannot be told without acknowledging the experience and vision of its founder & global CEO, Jon Ander De Iribar. With over 24 years of experience in the field, he has been instrumental in shaping the company's strategy and growth. His deep industry knowledge and well-established relationships have been pivotal in guiding Porcemall Usa Corp to its current position of strength in such a short period.

Under his leadership, the company addresses the unique challenges of the flooring systems industry with a thoughtful and forward-thinking approach. Porcemall Usa Corp has established itself as a leader in Florida and set new benchmarks for what a flooring distributor can achieve. As the company continues to grow and evolve, it is poised to further solidify its position as a market leader, driving change and setting trends in the flooring systems space. 