



LEADING STONE AND TILE RETAILER SELECTS BANKER WIRE TO BUILD UNIQUE DISPLAYS

Bedrosians Tile and Stone Showcases Products on Banker Wire Mesh

MUKWONAGO, WI—FEBRUARY 6, 2014—One of the nation's largest independent ceramic tile and stone distributors selected Banker Wire mesh for product displays in their Scottsdale, AZ, store. Bedrosians Tile and Stone plans to use the space as a design model for other stores around the country.

Established in 1948, Bedrosians has 34 branches throughout Arizona, California, Colorado, Nevada, Utah, North Carolina and Florida. It provides tile and setting materials for commercial, institutional, industrial and residential projects to a national and international customer base. In early 2013, the chain set out to create a space that reflects its identity.

As part of their store redesign, Bedrosians sought product displays to differentiate their stores from others in the industry. They specifically wanted an alternative to the slatwall systems that tile and stone distributors often use to display samples. When they came across a box of Banker Wire samples obtained during a previous project, designers at Bedrosians were inspired to use woven wire mesh as a unique platform for their merchandise.

"When we told other mesh manufacturers our vision, they dismissed us. Banker Wire was committed to achieving our design through complete customization," says Crystal Whalen, Design and Marketing Associate at Bedrosians.

Banker Wire was so determined to meet Bedrosians' needs that they manufactured brand new tooling for the project and created a completely custom wire mesh pattern. The unique pattern consists of long, straight horizontal wires, woven together with tight groupings of three vertically oriented wires. The weave is perfectly spaced to showcase Bedrosians' display boards and offers aesthetic appeal even when not covered by merchandise. Banker Wire also engineered a custom frame system that easily attaches the displays directly to the wall.

"Banker Wire was very responsive through every step of the process, providing us with drawings as our design developed. They were easy to work with and extremely knowledgeable," says Whalen.

The Bedrosians Tile and Stone Scottsdale store was completed in November 2013. Bedrosians plans to next use the Banker Wire displays in their Santa Rosa, CA, store.

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About Banker Wire

Banker Wire is the world's leading manufacturer of woven and welded wire mesh for architectural and industrial applications. With the most modern and productive mill in the U.S., Banker Wire provides custom-woven material for any aesthetic on any scale – from intricate design highlights to expansive building facades. Founded in 1896, Banker Wire's manufacturing expertise has been refined for more than a century, bringing unmatched customization, quality, and service to customers. State-of-the-art grid welding equipment provides a wide variety of wire alloy, spacing and diameter configurations, trimmed or untrimmed. For more information visit www.bankerwire.com.

About Architectural Woven Wire Mesh

Pre-crimped woven wire mesh is constructed of individual wires that are crimped prior to being woven together on a loom. Pre-crimping the wires provides a much higher degree of control during the weaving process. This allows for far more intricate and interesting patterns, as well as unique customization, to meet the vision of the designer. Banker Wire has refined and innovated its crimping process more than any other manufacturer, delivering more than 8,000 different spacing, diameter, and crimp combinations, plus endless customization options. As a result, Banker can make any woven wire mesh pattern imaginable – manufactured to specify for any project type.

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