

# Monthly Newsletter



March 2025



2024 was a year to remember!  
Here's a look at what happened.

Welcome to our first monthly newsletter! We are thrilled to use this as a vehicle to share the latest in company and industry developments.

First, we would like to express our gratitude to all of our customers who continued to trust us with their projects over the past year. Your partnership is important to us, and we are thankful for the referrals, positive reviews, and pats on the back you've sent our way! We're glad to have played a part in bringing your designs to life.

We hosted a Customer Appreciation Open House in December, welcoming builders, designers, architects, and slab vendors into our Austin showroom to make new connections, visit with old friends, and celebrate the holiday season. Thank you to all who attended!

We are also excited to have won an award this year for a project we're very proud of - more on that later.

*Alpha Granite*

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# Project Highlight

## Geometric Fireplace

We're thrilled to share that we've won the ISFA 2024 Excellence in Residential Projects Under \$20K Project of the Year! Our customer came to us with a sketch and a dream, and we made it happen. Major thanks to everyone on Team Alpha who brought this vision to life.

Katy Hernandez - Sales  
Gabe Poulos - Template  
Joshua McVey - CAD  
Tony Garcia & Omar Hernandez - Install  
Keziah Parker - Operations Director  
Denis & Sonia Phocas - Owners



**MATERIAL: CAESARSTONE PORCELAIN ALUMINOUS**



# Event Recap

## Customer Appreciation Open House

Our 2024 Customer Appreciation Open House was a huge success - many thanks to everyone who joined us for bites, drinks, a shop tour, and remnant sale. We got to show off our newly renovated showroom, including our Invisacook with a simmering pot of apple cider, and send everyone home with a beautiful stone party favor. For each attendee, we donated \$10 to the NARI Workforce Development Fund - that's over \$500 to help Austin area students learn about careers in the trades! If you weren't able to join us, we missed you - hope to see you in 2025!



DENIS, MINDI, SONIA, TRACY, KATY, MEGHAN



# Team Member Spotlight

## Tracy Rodriguez | Sales Manager

### How long have you been at Alpha Granite?

★ Since 2011 with a brief hiatus of about a year.

### What's your favorite natural stone?

★ I've always loved Fusion quartzite and its bright colors – if you know me, you know I have a different hair color every few weeks. Color is my thing! I have Fusion in my powder room at home.

### What makes you happy when you're working?

★ My team! By far what makes me the happiest is having my sales gals in the office with me. Background music and a Diet Coke don't hurt either.



### What do you like doing outside of work?

★ Thrifting, going to see live music, and spending time with my family and friends (and 2 dogs).



PETE AND AURORA RODRIGUEZ



# Product Knowledge

## Large Format Porcelain

Large format porcelain opens up a world of new design options, with actual images of natural stone printed onto manufactured sintered stone. These slabs are less porous than natural stone, and are also fully heat resistant, which makes them a great choice for outdoor applications. Large format porcelain is also an excellent substitute for smaller tiles in a shower, as grout and seams are minimized, making cleaning and maintenance much easier. Many large format porcelain options come in different finishes (polished, matte, etc), as well as bookmatched designs, and have multiple random faces to avoid obvious vein repetition in the layout.

Large format porcelain slabs are thinner than most natural stone and quartz slabs - 12mm is the standard thickness of porcelain slabs, although 6mm and 20mm are also common. This makes installing on vertical surfaces like walls and fireplaces much less cumbersome than thicker slabs. For countertop applications, the exposed edges are typically mitered and built up with a custom substrate to give the illusion of a thicker edge.



STRATUS PORCELAIN  
BASALTINO SLATE



CAESARSTONE PORCELAIN  
LUMENA



# Product Knowledge

## Large Format Porcelain



STRATUS PORCELAIN  
CALACATTA MICHELANGELO



MAXFINE TRAVERTINO SINK,  
PANORAMIC PORCELAIN  
CALACATTA ARIES WALL

Alpha Granite is proud to have been on the forefront of fabrication and installation of large format porcelain in Central Texas. Our state-of-the-art shop and highly-trained staff handle this material with care and expertise, guaranteeing an outstanding final result. Please reach out to us today if you would like to learn more about large format porcelain brands, color options, installation possibilities, and more!

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