

Monthly Newsletter



April 2025



2025 is off to a great start!

Thanks to our customers who have helped kick off our 2025 with a bang! Our sales team had a near-record month of January, and we're looking forward to seeing all of these projects come to fruition. Please follow us on Instagram and Facebook to keep an eye on our installation progress!

Q1 also brought an exciting change to our team - our Template Specialist Bruno transitioned to a new position as Sales Executive! Bruno's wealth of knowledge is already proving to be an asset to his customers and the sales team. We can't wait to watch him succeed in this new role!

Alpha Granite

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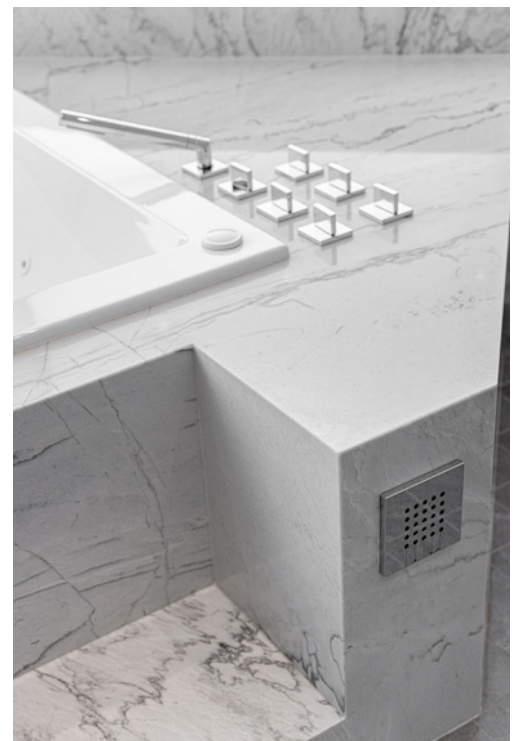
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Project Highlight

Quartzite Wet Room

We're immensely proud of this project - what started as a non-descript, dated bathroom became a stone-wrapped dream with no detail overlooked. This wet room is clad with over 500 square feet of Calacatta Quartzite, including the window surrounds each installed in one piece! The space also features precise mitering, meticulous vein matching, and minimal joints, all resulting in a stunning room to be enjoyed for years to come.





Team Member Spotlight

Chris Ortiz | Production Coordinator



What's your favorite natural stone?

★ I didn't know much about the stone industry before AG, but I love looking up all the materials our customers are using when I start their project. I've discovered that Mont Blanc Quartzite is a great balance of warm tones and durability, and I love a honed finish. I'm also really drawn to a dark Soapstone because it's eco-friendly and complements lots of design styles.

How long have you been at Alpha?

★ I just marked my 3 year anniversary.

What makes you happy when you're working?

★ I like being efficient, so when things are running according to plan, it feels great! I also thrive on solving problems, so when things get off track, I'm happy to figure out a solution with my great colleagues (and listening to my Vibing playlist doesn't hurt either).

What do you like doing outside of work?

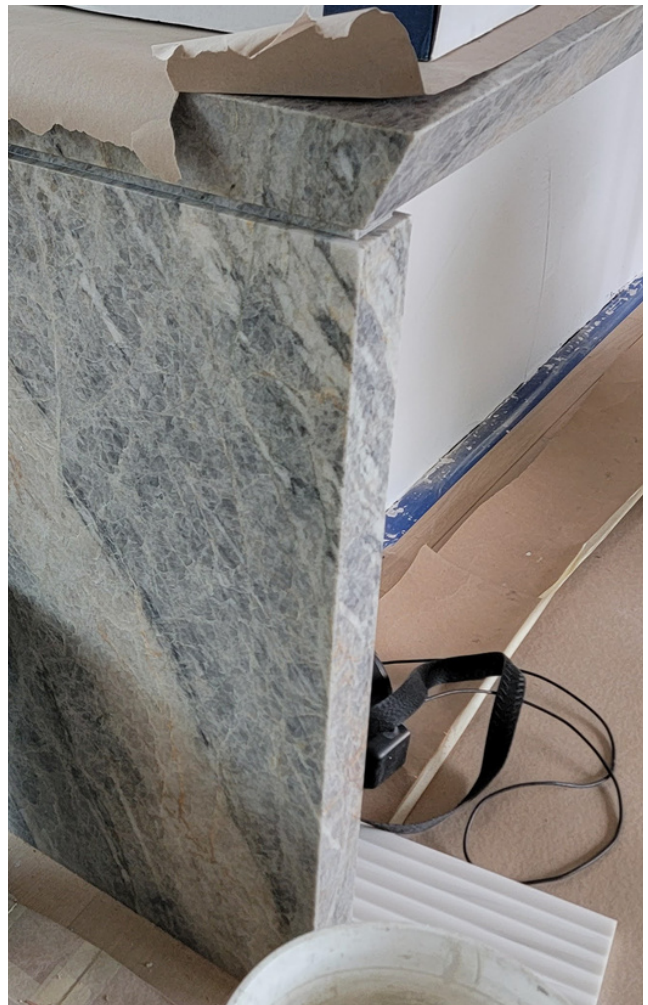
★ I enjoy being outside, whether it's hiking, light "birding," or jogging when I can...except during the Texas summers, which I've learned can be brutal as an east coast transplant! I also love reading (or listening to audio books while walking), crafting, going to concerts, and traveling.



Product Knowledge

Specialty Edge Profiles

While a flat, eased edge profile is still a tried and true selection for many designers and homeowners, the possibilities are nearly endless when it comes to specialty edge profiles. We offer a number of edge profiles that are included in our standard fabrication cost, as well as several upgraded edge options. We have even created new edges based on sketches or renderings, and have also stacked many different combinations of edges. The sky is truly the limit when it comes to the edges of your new countertops!



ANGLED MITERED EDGE WITH STONE REGLET DETAIL



Product Knowledge

Specialty Edge Profiles



TRIPLE-STACKED FULL BULLNOSE



CUSTOM STACKED EDGE



STACKED OGEE OVER FLAT



CUSTOM DECORATIVE EDGE

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