

Floor Covering Media

Your Gateway to the Floor Covering Industry

WOW Design

WOW COLLECTION



WOW HEADQUARTERS

Polígono Pont

12180 Cabanes (Castellón), España

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WOW Design is a supplier of specialty ceramic tile based in Spain with a pair of locations. There is their headquarters on Cabanes and the logistics center on Sant Joan de Moro, each of which are located in the province of Castellon; a popular city located in the eastern part of the country. It is the Valencian part of the community. Tourists are drawn in by the breathtaking views within the center of town. Of particular interest is the Gothic-style Concatedral (Cathedral) de Santa Maria with an octagonal bell tower; a historical landmark (El Fadrí). There is the modernist Museu de Belles Arts with a collection of Valencian ceramics. Nearby, there is Costa Azahar with Pinar Beach; known for its beach sports and pine forest. The Columbretes Islands are a nesting place for rare birds. With such surroundings, there's usually great inspiration!

WOW LOGISTICS CENTER
Ctra Castellon-Alcora CV-16, km 8
12130 Sant Joan de Moro,
Castellón. Spain
(+34) 964 331 910
(+34) 964 331 911

Behind each new product innovation are the people in this part of the world; inspired by their surroundings. It's likely one of the many reasons that there is a surging demand for their brand abroad within the United States of America.

WOW USA, Inc.
9408 Gunston Cove Rd. Unit C-D
Lorton VA 22079 United States
(703) 910-6162

So the company expanded where the demand for their tile was the strongest.

WOW USA, Inc. CA
Distribution Center & Customer Service
1550 S State College Blvd
Anaheim CA 92806
(714) 940-0705

They continued to expand with locations; first in the east and then in the west.

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WOW USA, Inc. TX

12855 South Kirkwood Road Suite 100

Stafford TX 77477 United States

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Not so surprisingly, further expansion is necessary in order to fulfill demand in the south and central part of the US. Lorton supplies the eastern areas. Anaheim supplies the west coast. Stafford supplies the central and southern areas. These distribution hubs continue to supply demand as it expands. It is a strategic business decision that increases storage capacity, reduces delivery times and improves logistical services. It is truly the trifecta of operational efficiency. The Stafford facilities offers 12,00 square feet of space (1,200 square meters), which allows for a more diverse inventory of products.



The warehouse has seven storage levels. Its equipped with loading and unloading technology that includes 24 platforms. 12 of these 24 platforms are equipped with dock levelers designed for those demanding dock operations. It also includes an office on two levels with a showroom on the upper floor. Inventory management technology includes an advanced management system based on RF devices, scanners and tablets, which ensure accurate and efficient stock management. It is a key part of the concerted effort to optimize its position in the US. This is an organization with upward mobility.

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This new investment raises its strategic position in the USA: its top market, accounting for 30% of all the company's sales. The new warehouse is likely to reduce delivery times, while improving the company's service and efficiency of operations moving forward. WOW serves 76 countries around the world with 20 years' experience in tiles for its distributors and materials specifiers.

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This tile supplier earned almost 53 million euros (~58,162,465 dollars), it provides stable employment to 300 people. Their specialty is signature tiles, designing and developing unique tiles, which are customized to meet the needs of specific projects and professionals in architecture and interior design. This makes it uniquely qualified to serve the needs of its customers.



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Press Release

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Flooring Network

For those in the market and those that serve it

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a social media network.

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