

Tamarian Launches Revamped Website

Powerful filtering and search tools are added for more efficient curation of the newly added available inventory.

Baltimore, MD— July 2020 — Tamarian has launched the latest version of their powerful website tamarian.com with enhanced features to manage the addition of hundreds of in-stock “Ready-ship” items from their prolific inventory. Already lauded for having real-time inventory “ETA’s” online that allow customers to better anticipate installation target dates, the additional filtering and search tools make for a fast and efficient experience at a time where the industry needs more support than ever from their partners.

“Your website is the MOST trafficked showroom you have.” said Ned Baker, Marketing Director at Tamarian. “Not only do we meet new audiences online, but our showroom partners rely on the site to convey the depth of selection we offer.” Baker suggests that the current pandemic situation has made it even more paramount to upgrade online features and give visitors to the site the best experience possible.

Embracing Technology to Communicate “Real” Info

Tamarian has a history of leading the rug industry with technological innovations such as the use of “QR” coding on labels to convey imagery and information about a given product. But what makes this and other tech tools work so well for their customers is that the information conveyed is correct. This reflects Tamarian’s commitment to transparency and good communication as a cornerstone of their business values.

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