

## Superior Methodology

The quality of their products and the caliber of their service are all in the name.

BY JENNIFER SWANSON PHOTOGRAPHY BY NAT REA

"EVERY SINGLE GRANITE fabricator buys stone from the same distributors; what a company does with that material is what really sets them apart," says Charlene Sousa of Countertops by Superior.

And all that Superior does to stand out from the pack is working. Over the past decade they've come to be recognized as New England's premier countertop fabricator, a distinction they attribute largely to the quality of their products and the caliber of their service. "We pride ourselves on treating every customer as our only customer," says Sousa.

How so? Saturday appointments, evening appointments and in-home sales quotes are part of the business. Quotes are all-inclusive and encompass the materials, template,



Homeowners Alex and Lisa Biliouris (below right with Countertops by Superior owner William Yasick and associate Charlene Sousa) outfitted their kitchen with Shivakashi Pink granite.



fabrication, installation and however many appointments are associated with completing the project—even the kitchen sink (or the hole for it, anyway).

"People will start by doing their bathroom or their kitchen, then end up doing a table outside or the top of a hutch," adds Sousa. On average Superior completes between five and ten kitchens a week, and each is treated as a custom project regardless of size, scope or investment (Sousa notes that Superior

has done projects ranging in scale from a single cutting board to entire hotel complexes). Owner William Yasick visits every customer's home to take measurements and to personally guide customers through the process. All of the manufacturing is done at Superior's Woonsocket headquarters by master craftsmen using state-of-the-art technology. Aside from selecting a stone to suit their decor and taste, customers can choose from a dozen edge profiles at no



additional cost, another detail that individualizes each project.

Although they have a commercial industry that works with contractors, interior designers and architects, the greatest percentage of Superior's customer base come from direct interaction with homeowners. The customer service begins with the in-home quote and continues to the granite yard, where sales associates accompany their clients to choose the specific slabs for their project. There are more than 150 varieties of granite available in virtually every color of the spectrum. How do you choose what's right for you?

"Treat your kitchen like it's a piece of art," suggests Sousa. "We want you to choose a color you love."

For Alex and Lisa Biliouris of North Smithfield, that color was Shivakashi Pink—a primarily beige stone infused with cranberry, grays and browns that is quarried in India. The Biliouris' selection is a prime example of how granite can tie a room together—the stone's gray and burgundy tones play off the kitchen's cherry cabinets and stainless steel appliances beautifully.

"Stone is my passion, this business is my passion," says Yasick, a fact that goes without saying based on the quality of Superior's work. ■

Countertops by Superior, 840 Cumberland Hill Rd., Woonsocket, 765-5533, [countertopsbysuperior.com](http://countertopsbysuperior.com).

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