

# THE METROPOLITAN BUILDER

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## Morrison Expands to Include Expressions Home Gallery

Morrison Supply | Houston, Texas



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By Kathy Bowen Stolz



Now operating under parent company, MORSCO, Morrison Supply continues to grow through acquisitions and store openings. In January 2015, Morrison acquired all of the assets of Kiva Kitchen & Bath. It's Texas and southern California showrooms now operate as Expressions Home Gallery, Morrison's national luxury showroom brand.

The MORSCO family of companies operates under two names in the Houston market. With Morrison, near the Heights, and Expressions Home Gallery near Hwy 59 and Bellaire, they can better serve the builders, designers and other industry professionals in the greater Houston area. Expressions Home Gallery has been in this location

for nine years and the Morrison showroom at the Wynnwood location since 1998.

Morrison's national showroom brand debuted only a year ago with the opening of their Dallas location. Since then Expressions Home Gallery has opened various locations in California, Arizona and Texas. Chip Hornsby, CEO of MORSCO, said, "The Expressions Home Gallery brand has seen impressive success since opening in Dallas in early 2015. We attribute this success to our experienced consultants and to the outstanding caliber of products our showrooms offer, as well as the ease that our consultants bring to the purchasing process."



“We invite customers to immerse themselves in our fully functioning interactive displays....”

The gorgeous Morrison showroom occupies one half of the building that also houses their wholesale plumbing business, making this a builder and designer hub, conveniently located in the heart of Houston. Morrison offers many brands and designs, all exhibited in unique settings with interactive displays. Whether it's appliances, plumbing, hardware, or lighting, we have brand to fit every budget and a style to fit every design,” says Joann Ontiveros, Morrison showroom manager. “Homebuyers can truly customize their selections.





Morrison has a 150,000-sq-ft warehouse in the same location that houses an expansive inventory. It also offers a wide delivery area. “We set our services up to complement our customers,” Ontiveros noted. “Our showrooms provide the same level of professionalism and attention to detail that our builders and designers provide their homeowners.”

Both Houston locations house nearly 20,000 square feet of plumbing fixtures, appliances and door & cabinet hardware. Lighting is also offered at the Wynnwood store. Both are Premier Kohler showrooms and have in-house appliance installation teams to service their customers. They are trained and certified on all appliance brands. Some brands offer additional warranties by having certified staff install the appliances. “By having our own in-house installation teams, we control the schedule, allowing us to finish more jobs the proper way,” Ontiveros explained. “Sometimes third party installers spend their days focused on the quantity of jobs as opposed to the quality of their jobs.”

“We understand that a new kitchen or bath design can be a form of self-expression, driven by passion and creativity. We set out to create a hands-on environment



where ideas can spark and thrive,” Jeff Kramer, Expressions store manager said. “We invite customers to immerse themselves in our fully functioning interactive displays of the most exclusive brands for the kitchen and bath. This makes it easier for guests to imagine the appliances and fixtures in their own home.”

Their stores are staffed by highly trained sales consultants who can help their customers select the items that will make each home a unique reflection of its owner. “We believe it’s not just about providing our customers with the products they need, it’s about giving them the lifestyle they desire,” Kramer added.



Although Morrison and Expressions Home Gallery gets much of its business through word-of-mouth referrals, they practice strategic marketing to reach builders, remodelers and designers. They hold membership meetings and actively participate in the Texas Association of Builders, the National Kitchen and Bath Association, the National Association of the Remodeling Industry and the ASID. They are also very active in the Greater Houston Builders Association. “We make sure we are where our customers are,” Ontiveros explained. “Every facet of our business is based around the construction industry.”



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*For additional information regarding MORSCO or any of its brands, including Morrison and Expressions Home Gallery, please visit [www.MorscoUSA.com](http://www.MorscoUSA.com).*

*Please visit:  
Morrison Showroom, 6867 Wynnwood Lane,  
Houston, Texas 77008, (713) 861-2343,  
[www.morsco.com](http://www.morsco.com).*

*Expressions Home Gallery (formerly Kiva),  
7071 Southwest Freeway, Houston, Texas 77074,  
(713) 781-2222,  
[www.ExpressionsHomeGallery.com](http://www.ExpressionsHomeGallery.com).*

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