



**For Immediate Release**

Contact: Jennifer Brough  
White Good  
[jbrough@whitegood.com](mailto:jbrough@whitegood.com)  
717-278-9338

**Emser Tile Announces Exclusive Designer Grout Collection**  
*Available now at Emser's 80 branches across the country*

**LOS ANGELES** (November 29, 2021) – Emser Tile, leading designer, marketer and producer of the world's finest tile and natural stone, is excited to announce its **Designer Grout Collection**. The specially curated collection of grout colors has been designed in partnership with LATICRETE, leading manufacturer of globally proven construction solutions for the building industry, to enable Emser to offer customers even more unique design driven products to complete any of their tile and stone projects – all from one resource



“Emser Tile aims to be the source for the world's most beautiful tile and stone product offerings, delivering solutions necessary for projects, start to finish,” said Mara Villanueva-Heras, Vice President of Marketing, Emser Tile. “By partnering with LATICRETE, Emser is able to offer grout colors that coordinate with many of our beautiful tile collections providing our customers even more unique and stylish options to perfectly finish any space.”

Inspired by nature, wellness and sustainability, the on-trend colors of the **Designer Grout Collection** celebrate the beauty found in blush tones, warm taupe, blues and greens. The collection of five unique colors gives Emser the opportunity to showcase grout as a design element – one that can easily change the finished look of tile projects.



Not only is the collection meant to inspire through its popular color palette, it is also designed with performance in mind:

- No sealing required; equipped with STONETECH® sealer technology from LATICRETE
- Vibrant consistent color that resists efflorescence
- Fast setting and ready for foot traffic in 3 hours
- Fiber reinforced and crack/shrink resistant
- Low VOC
- Suitable for joints 1/16" to 1/2" (1.5mm to 12mm) wide on floors or walls
- Exceeds ANSI A118.7 and achieves ISO 13007-4 CG2FAW
- Contact your local Emser representative for more details

[Visit Emser online for more information.](#)

**About Emser Tile LLC**

Emser Tile is the largest privately held designer and marketer of tile and natural stone products in the United States. Our principle offering includes an extensive line of ceramic, porcelain, natural stone and decorative products to service the design and product needs of our customers. Our products are distributed nationally through a company-owned network of local sales and service locations. The company's products are used extensively in new home construction, remodel applications as well as commercial projects including multi-family housing, hospitality, shopping centers, office buildings and educational facilities. For more information, please visit [www.emser.com](http://www.emser.com) and follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

# # #