



For Immediate Release

Contact: Jennifer Brough
White Good
jbrough@whitegood.com
717-278-9338

Emser Tile Debuts Seven New Collections

Color, texture and design showcased within trend-driven new designs

LOS ANGELES (August 24, 2021) – Emser Tile, leading designer, marketer and producer of the world’s finest tile and natural stone, has introduced seven new diverse collections, all built on the latest directions driving design.

“Now more than ever, porcelain and ceramic tile are excellent choices for both residential and commercial environments,” said Mara Villanueva-Heras, VP of Marketing, Emser Tile. “Tile offers an array of unique benefits such as durability, hypoallergenic characteristics, resistance to moisture and bacteria, easiness to maintain and clean, while offering a wide assortment of styles and colors to choose from. All of those characteristics and more are on full display in our latest collections, designed for both residential and commercial applications, both inside and out.”

Preview the latest Emser Tile collections below, along with corresponding design directions. Each collection mentioned is available and in inventory now:

Biophilia and Wellness will remain a key design direction going forward with much attention being placed on adding water elements, good indoor air quality, non-toxic building materials, sunlight and plants into spaces.

The many benefits of tile extend to the outdoors with Immerse™ porcelain tile as a prime example. Designed for walls, in addition to being pool-rated, let your imagination take over with a one-of-a-kind design featuring three splashy colors: Cobalt, Aqua and Teal. Matches perfectly with Waterlace™.

Delve below the surface with an homage to the beauty and complexity of watercolors. Waterlace™ glass mosaic tile turns designs into geometric works of art. Uniquely yours and suitably indoor and out, for pools and signature walls. Available in three colors.



Immerse™



Waterlace™

Marble Effects with bold colors and patterning bring an ornamental yet classic visual to kitchens, baths and other areas.

Elegance that never goes out of style: Serendra™ porcelain marble look tile provides a cool, rich and distinguished look that never goes out of style and is easy to maintain. The variations in each tile contribute to its distinctive appeal. Available in multiple sizes, both matte and polished, and in three distinct looks.

L'Amour™ recycled glass tile marks the convergence of versatile shapes with sustainability. Fall in love with the family of seven classic shapes including picket, diamond, leaf, triad, kaleidoscope and more. Available in four sizes for maximum adaptability for renovation projects.



Serendra™



L'Amour™

Authentic Materials add tactical interest, warmth and comfort to a space, and act as a counterbalance to our frequent contact with the digital world.

Brook™ glazed ceramic tile features the subtle and calming movement of a flowing river. The four earthy shades and three standard sizes provides endless design opportunities. The timeless and versatile design is sure to enhance any space.

Banzai™ porcelain tile features the highly coveted wood look perfect for those who love design – from modern to classic cottage, and all styles in-between. Banzai is available in 6"x35" planks with five wood-looks.



Brook™



Banzai™

Artistry reflects unique motifs and patterning that give a nod to the past while encouraging us to unleash your own inner artist.

Looking for a signature wow wall moment? Look no further than Luxo™ ceramic tile (pictured right). Each tile features the beauty of iridescence – think of the subtle shimmer of color seen in a bubble, the fascination with vintage Lucite furnishings, even the bold strokes of blues and greens in a rainbow. Creativity at your fingertips with four colorways. *Due to the unique metallic mirror effect of this product, viewing physical samples before ordering is highly recommended.*

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 and follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).



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