



For Immediate Release

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

Sam Manning
White Good
smanning@whitegood.com
717-725-4559

Emser Tile Debuts 2021 Trends Guide

LOS ANGELES (March 18, 2021) – Emser Tile, leading designer, marketer and producer of the world’s finest tile and natural stone, has introduced its 72-page guide to 2021 trends featuring the company’s newest design collections. [Available now for download.](#)

See below for a sneak peek of Emser Tile 2021 design trends and corresponding new collections:

Authentic Materials

“Natural, handmade materials with highly tactile textures that are charmingly imperfect add warmth and comfort to the space,” said Suzanne Zurfluh, Director of Design and Trend for Emser Tile. “Authentic materials such as rustic stone, pitted concrete, textural brick, wicker and wood grain add textural interest to our surroundings while acting as a counterbalance to our frequent contact with the digital world.”



Raku™



Hues™

Biophilia & Wellness

“Bringing nature into residential and commercial spaces for stress reduction, creativity, cognitive functions and overall better well-being,” continues Zurfluh. “Wellness will be a key factor going forward with much attention being placed on adding calming rituals such as water elements, good indoor air quality, non-toxic building materials, sunlight and plants into the space. Biophilic design also relates to the utilization of sustainable choices that create a circular approach to design.”



Passion™



Splash™

Nordic Style

Zurfluh adds, "Characterized by minimalism, simplicity and functionality, Nordic Style highlights the use of natural materials, such as leather, light woods and hemp to create a cozy, inviting environment. This style focuses on textural appeal, sculptural shapes, and earthy hues which coordinate perfectly with warm neutral shades."



Sphere™, in Mint left wall



Modan™

Now more than ever, porcelain and ceramic tile are excellent choices for both residential and commercial environments. 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.

For more information on new collections and imagery featured here, as well as the full trend report from Emser, [download now](#).

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](#).

###