



For Immediate Release

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Emser Tile Celebrates October and National Kitchen & Bath Month

LOS ANGELES (October 26, 2021) – Now more than ever, porcelain and ceramic tile from Emser Tile are excellent choices for kitchen and bath. This October, the leading designer, marketer and producer of the world’s finest tile and natural stone, celebrates trends driving design decisions in the most popular rooms at home – along with some of the newest collections available:

Biophilia & Wellness

Biophilia paired with wellness continue to be primary drivers for tile design, as the benefit of bringing nature into the space for stress relief and overall well-being is greatly recognized.



Caption (left): 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.

Caption (right): Emora™ ceramic tile for walls takes its inspiration from the skies above, with a collection of four named Alto, Cumulus, Nimbus and Stratus. Clouds never fail to fascinate, and the same is true with Emora’s collection of unique tiles which combine the simplicity of neutral color with the complexity of texture. Each a unique work of art – together, offering the potential for a signature wall moment.

“Biophilia paired with wellness continue to be primary drivers for tile design, as the benefit of bringing nature into the space for stress relief and overall well-being is greatly recognized,” said Suzanne Zurfluh, Director of Design and Trend, Emser Tile. “Expect to see tile patterns and colors that evoke nature inspired elements such as water and botanicals. Greens, blues, and warm neutrals, too, are popular choices today for tile since these shades represents the significance of biophilic design, wellness, and sustainability.”

Greens & Blues

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Caption (left): The striking colors of Passion™ glazed porcelain inspire breathtaking designs throughout any space. Available in 3"x8" and new 9"x9" size, shown here.

Caption (right): Inspired by the Japanese method for firing pottery, Raku™ glazed ceramic brings to life this ancient method in a contemporary form. New matte finish available.

A Twist on Classic Subway

Tile is not just a backdrop, but it is now a focal point of the space. New Emser Tile subway designs promise bold color and interesting color variation to make a statement.



Caption (left): Add dimension to a room with 3D tiles & instantly get a unique and classic look in any bathroom or kitchen setting with Kinetic™ glass ceramic mosaic.

Caption (right): Bring a sense of nature to your next design project with Hues™ glazed ceramic tile. Available in a wide range of mud-essence colorways, this collection is at once calming and inspiring.

For more information on these new products and imagery, reach out to emser@whitegood.com.

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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