



For Immediate Release

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New and Expanded! Emser Tile Collections Celebrate Outdoor Living

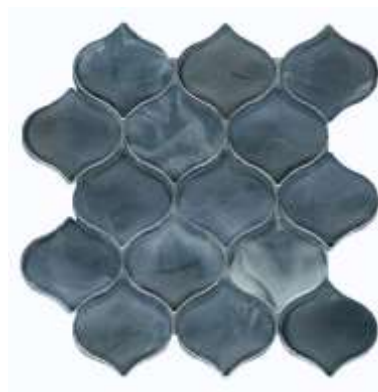
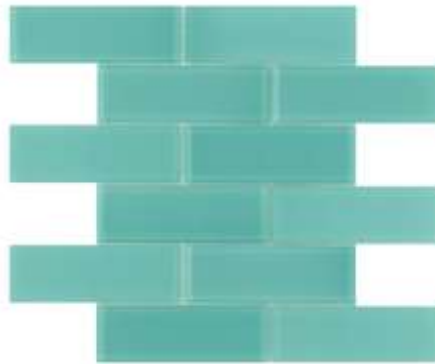
When nature is your backdrop, designing is a pleasure with durable collections and pool-rated products

LOS ANGELES (May 19, 2021) – Emser Tile, leading designer, marketer and producer of the world’s finest tile and natural stone, announces new and expanded collections especially designed for outdoor living environments. Tile and stone are materials often used outdoors for their natural appeal and durability to withstand the forces of nature. Patios with stone pavers, stacked stone retaining walls, ceramic pathways, pool-rated tile, whether for fresh water or salt, are functional and beautiful additions to a backyard and home.

Marrying Tile with a Pool Lifestyle

The many benefits of tile extend to the outdoors, and now Emser Tile is pleased to share several new pool-rated collections. Blues and greens both play a prominent role when it comes to color options. “Blue is a timeless hue, often connected to the element of water and therefore represents peacefulness and tranquility which we all continue to covet,” said Suzanne Zurfluh, Director of Trend and Design, Emser Tile. “While green emphasizes the acceleration of biophilic design, sustainability and wellness in the world that we live. From muted sage greens to rich, saturated emeralds, green is indicative of hope and the anticipation of better things to come.”

New collections of pool-rated tile include (top row) Mizu™ glazed ceramic tile, H2O™ glass mosaic, (bottom row) Kaze™ glazed ceramic tile and Splash™ glass mosaic.



Sophisticated Seamless Design – from Indoors Out

“Tile is the perfect material to transition your living space between indoors and outdoors,” said Zurfluh. “As more and more homeowners entertain outdoors and make the most of time spent outside, landscapes have become extensions of interior spaces, usually separated by floor to ceiling glass, blurring the distinct line between the two living areas.”

Xtra™, a glazed porcelain collection, brings the indoors out by replicating the look of wood, concrete or stone with the ease of care that only a porcelain tile can provide. The 24x24 inch tile (shown below) is available in cool silver or warm beige and is rated for use for patios, spas, pool decks, fireplace facades, as well as kitchens and baths. This glazed porcelain tile is freeze thaw stable and extremely durable – rated 8 on the MoHs scale; more durable than stone. The 2CM thick, color matched porcelain body is not UV sensitive and can easily be installed.

[Download Emser Tile's 34-page guide to outdoor collections available now.](#) And coming soon, look for more announcements on new outdoor introductions later this year.



Xtra Trav Beige featured

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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