



**For Immediate Release**

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**Emser Tile Sees 2021 Tile Trends Emerge**

*Natural and Biophilic Design Continues to Push Innovation*

**LOS ANGELES** (February 2021) – Emser Tile, leading designer, marketer and producer of the world’s finest tile and natural stone, has incorporated Natural and Biophilic design into the brand’s newest product offerings in its 2020/2021 product catalog. As more are looking towards sustainability in their built environment, trend-setters are focusing in on the health benefits of providing a space that invokes a sense of being in nature.

Now more than ever, porcelain and ceramic tile is an excellent choice for incorporating natural and biophilic design into both residential and commercial environments while offering benefits such as durability, hypoallergenic characteristics, resistance to moisture and bacteria, and ease of cleaning, while maintaining a highly tactile qualities which resemble the artistry of rustic stone, pitted concrete, worn brick and handmade terracotta.

“Biophilia paired with wellness and sustainability will 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 for Emser Tile.



*Brique™ by Emser Tile on feature wall*



*Network™ by Emser Tile in large format tile*

In both residential and commercial applications, tile patterns and colors that evoke nature inspired elements are picking up traction. Warm, inviting neutrals and earthy hues that draw inspiration from authentic building materials continue to gain momentum, both indoor and out.

Additionally, green, ranging from emerald to muted sage, will be a popular color for showers and backsplashes. “Green emphasizes the acceleration of biophilic design, sustainability and wellness in the world that we live,” Zurfluh said. “Green is considered to have healing qualities and is known to be the most restful and relaxing color for the human eye - indicative of hope and the anticipation of better things to come.”



*Hues™ by Emser Tile in Kale*



*Mizu™ by Emser Tile in Green*



*Passion™ by Emser tile in Verde*

For more information on these new products and imagery, reach out to [emser@whitegood.com](mailto: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](http://www.emser.com) and follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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