



For Immediate Release

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Emser Tile Launches Interactive Virtual Environment Available Now Online

The tool features more than 20 new product collections and is now available at www.emser.com

LOS ANGELES (March 9, 2021) – Emser Tile, leading designer, marketer and producer of the world’s finest tile and natural stone, launches its **Virtual Environment** featuring more than 20 collections new in 2021 – available at emser.com.

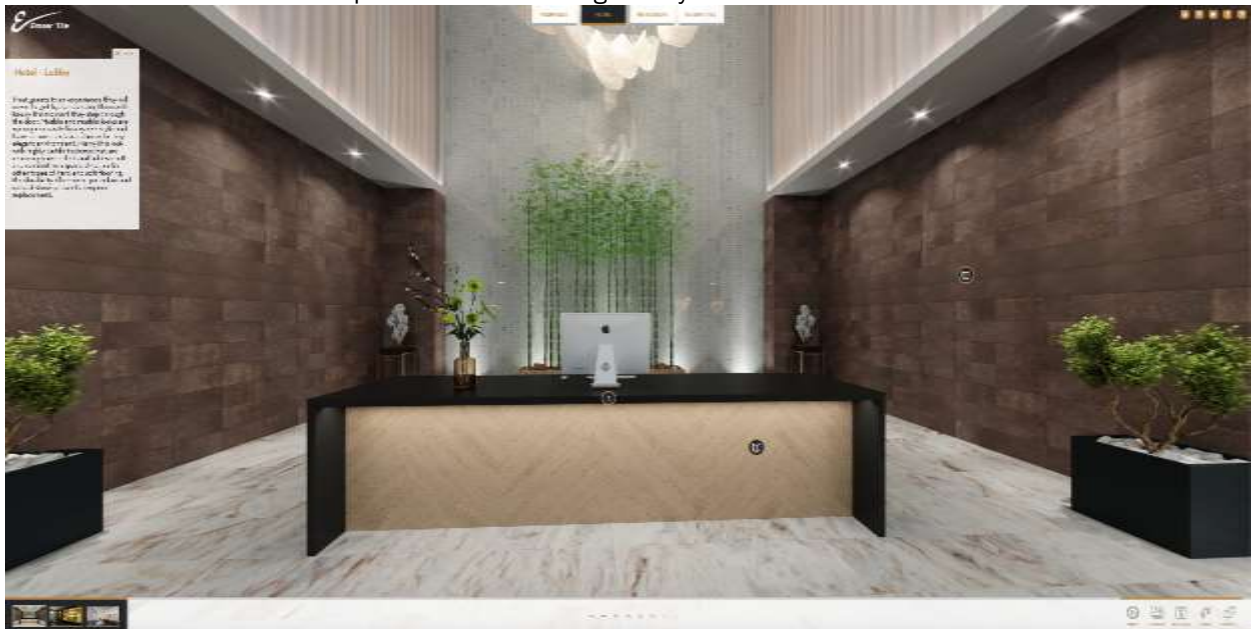
“Now more than ever, Emser Tile aims to empower its customers,” said Mara Villanueva-Heras, Vice President of Marketing for Emser Tile. “Our goal moving forward is to put in place experiential digital tools to allow customers to more fully engaged with Emser Tile products. Traditional materials like samples and catalogs will remain a mainstay. But looking forward and finding the best ways to connect, inspire and serve is our focus.”

Built with dealers, home builders and the commercial market in mind, the **Emser Tile Virtual Environment** opens with a realistic trade show floor experience including built-in resources to encourage an intuitive self-guided tour of the newest collections.

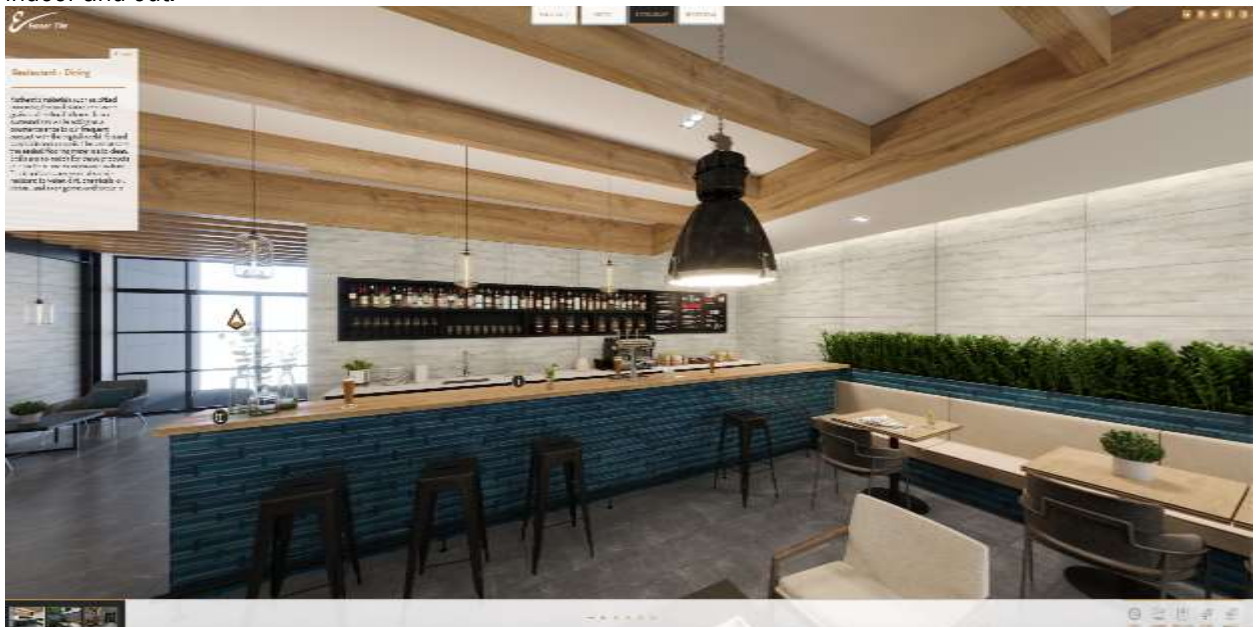


Additionally, Emser Tile brings to life hotel, restaurant and residential environments, further extending the trade show experience to enable visitors to virtually see new productions installed. Take a tour of the highlights:

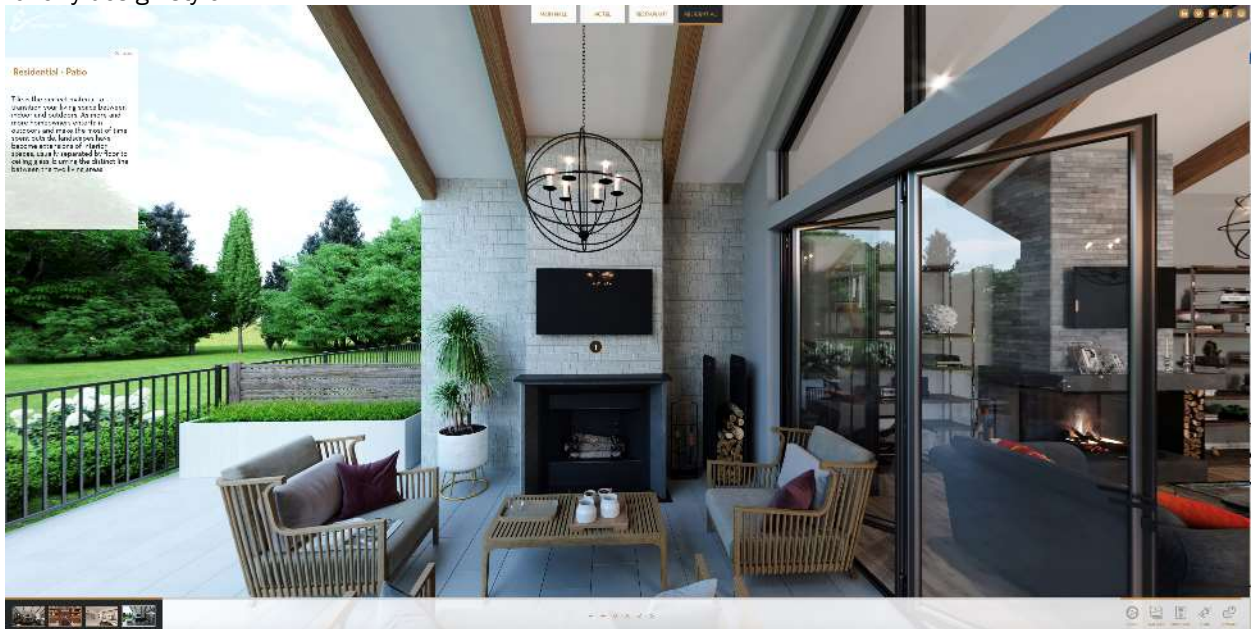
Hotel Environment – Treat guests to an experience they will never forget by surrounding them with luxury the moment they step through the doors. Marble looks are synonymous with style and have become a classic choice for elegant environments. Visitors can stop by the hotel bar which highlights a vintage style with modern sleekness. Also, the hotel bathroom blends dramatic beauty with the inherent benefits of tile for the perfect choice in design today.



Restaurant Environment – Tile can replicate many sophisticated shapes, textures and patterns, taking inspiration from nature, architecture, materials and fashion. And that is evident in Emser Tile's virtual restaurant, which showcases the textural appeal of tile, as well as reinforcing surfaces that are generally stain-resistant to water, dirt, chemicals, oil, debris and even germs and bacteria – both indoor and out.



Residential Environment – The tour continues into a residential great room, kitchen, bath and outdoor space. Life, and specifically homes, get messy. Flooring products need to be capable of handling anything that life throws at it. The flexibility for both indoor and outdoor use makes tile and stone ideal for any design style.



In the coming weeks, look for additional press releases on the company's 2021 Product Brochure and full trend report that discusses influences crossing both residential and commercial design.

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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