



**For Immediate Release**

Contact: Jennifer Brough  
White Good  
[jbrough@whitegood.com](mailto:jbrough@whitegood.com)  
717-278-9338

Sam Manning  
White Good  
[smanning@whitegood.com](mailto:smanning@whitegood.com)  
717-725-4559

**Emser Debuts 2021 Virtual Product Showcase**

*The company will share more than 20 collections featuring the latest trends in tile and stone design*

**LOS ANGELES** (February 25, 2021) – Emser Tile, leading designer, marketer and producer of the world’s finest tile and natural stone, announces plans to host a series of virtual events featuring more than 20 new collections designed for both the residential and commercial markets.

Events focused on commercial and dealer offerings will take place February 24-25; and events focused on home builder and dealer offerings are slated for March 3-4. Each event will highlight the newest Emser collections, as well as the trends driving their introduction.

“We are committed to offering the preeminent customer experience and doing what’s right for our ever-changing industry,” said Mara Villanueva-Heras, Vice President of Marketing for Emser Tile. “Whether that means in person at our nearly 80 branches across the country, or through our Virtual Product Showcase events, our strategy is clear in terms of energizing our team and creating a vibrant environment to successfully conduct business. Never has a thoughtful omni-channel strategy been more integral to success than it is today.”

Kathy Greene, Director of Brand Strategy and Communications for Emser Tile, added, “Emser Tile continues to bring the best designs to life. And while tile product advances are always evolving, so too are the ways we can effectively communicate with our key audiences.”



In the coming weeks, look for additional press releases, as the **Virtual Environment** showcased in the Emser Virtual Product Showcase is officially launched, along with the company’s 2021 Product Brochure and full trend report that discusses design influences.

**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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