



For Immediate Release

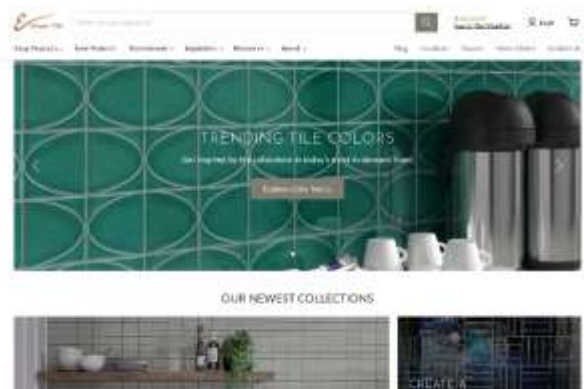
Contact: Jennifer Brough
White Good
jbrough@whitegood.com
717-278-9338

Emser Tile Launches New Website

More inspiration and functionality deliver more options for both residential and commercial projects

LOS ANGELES (February 24, 2022) – Emser Tile, leading designer, marketer and producer of the world’s finest tile and natural stone, has kicked off 2022 with the [launch of its reinvigorated website](#), dedicated to providing best-in-class experience, to match the company’s long-standing reputation of exemplary customer service.

“Evolving times call for an investment in evolving our customers’ digital experiences – and that begins with our website,” said Mara Villanueva-Heras, Vice President of Marketing of Emser Tile. “For more than 50 years, Emser has built its brand around our dedication and commitment to customer service. Emser is one of the most comprehensive resources for interior and exterior products for both residential and commercial work. Our production network extends nationwide with nearly 80 locations and a global infrastructure to logistically handle any size project. It was with these core elements in mind that we planned and now launch a website that will more efficiently support every customer and their unique needs.”



More Inspiration to Feed Creativity

The [Emser Tile Visualizer](#) delivers a fast and easy way to realistically see how tile can transform any environment. Optimized for any device, users may choose from a selection of pre-loaded room settings featuring popular transitional and contemporary design aesthetics. Additionally, the Visualizer offers the option to upload users’ own room photos, then select products and see instant personalized results. Emser offers its most popular floor and wall tiles as part of the experience, supporting all current on-trend and in demand styles.



Also, the site features Emser's [2022 Color Trends](#) in easy-to-view selections that will inspire all projects, whether commercial or residential, indoors or out. For instance, Forever Blue features a range of hues, timeless in design and conveying feelings of calmness and serenity; while, Going Green honors our continued love affair with nature, with a palette that reflects both soft and bold shades. The newly design site also explores the latest [2022 Design Trends](#) in a similarly formatted section.



Additionally, the site remains dedicated to providing reliable and inspired content on its [Blog](#). Expect trend reports from Emser's team, featuring Suzanne Zurfluh, Director of Design and Trend at Emser Tile. With over two decades of experience in design and marketing luxury products, she leads the team in developing company strategy reinforcing Emser's forward position in product development and trend forecasting.

More Functionality to Streamline Experience

The future of work is a hotly debated topic, which escalated during the pandemic and continues to evolve today. With more companies adopting flexible work approaches, it is even more imperative that websites and online tools are designed to function both intuitively and quickly. It was with that in mind that Emser's digital team prioritized an improved technical architecture for faster website load times and improved mobile experiences.

One of the benefits of working with Emser Tile is the company's dedication to being a comprehensive resource for interior and exterior products, both for residential and commercial projects. As a result, [Emser.com](#) now features multiple ways for the company's many audiences to find what they need efficiently. Landing pages and content specific to professional segments – commercial architects and designers, homebuilders, dealers, and contractors and installers – join traditional product search functionality for a site designed to be a one-stop-shop.

Additionally, a cleaner and professional interface helps customers browse through different products and their variations, more easily.



Giveaway Alert | Show Us Your #EmserTileStyle

To celebrate the new site, Emser is asking that visitors **Show Us Your #EmserTileStyle**. Two lucky participants will win \$250 each. How to enter:

1. FOLLOW @emsertile on Instagram
2. Use the [Emser Tile Visualizer](#), select a room or upload your own
3. Show your design skills and customize the walls, floors and backsplashes from the array of floor and wall tiles in Emser' Visualizer
4. Submit your room design by doing one of the following:
 - Post to your Instagram using the hashtag #EmserTileStyle
 - Direct Message [Emser Tile](#) with a screenshot of your design
 - Email your design to social@emser.com



Emser will randomly select two (2) room designs, and winners will be announced March 11th at noon PST on Emser's Instagram Stories. [See rules for all details.](#)

Experience the new site and all its new features at www.emser.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](#).

###