



**For Immediate Release**

Contact: Olivia Kimmel  
White Good  
okimmel@whitegood.com  
717-368-4883

Jennifer Brough  
White Good  
jrbrough@whitegood.com  
717-278-9338

**Emser Tile Takes The International Tile Show (TISE) With New Products Based on Industry Trends**  
*Expanded residential, commercial portfolio on display at Booth 5647*

**LOS ANGELES (February 17, 2020)** –Emser Tile, a leading designer, marketer and producer of the world’s finest tile and natural stone, debuted a variety of new porcelain, stone, ceramic and mosaic products at The International Surface Event (TISE) last month. Emser Tile hosted show attendees within their booth to see the newest products, tools and trends hitting the market during the largest event serving the North American floor covering industry.

“While our collections speak to the leading industry trends, our commitment is to high quality products that cater to a wide range of design tastes and preferences,” said Mara Heras, Emser Tile Vice President of Marketing. “Our products on display at SURFACES offer builders, remodelers and designers a dynamic selection of materials, sizes, finishes and textures to meet any style, application and budget.”

**TREND DIRECTION: Statement Pieces**

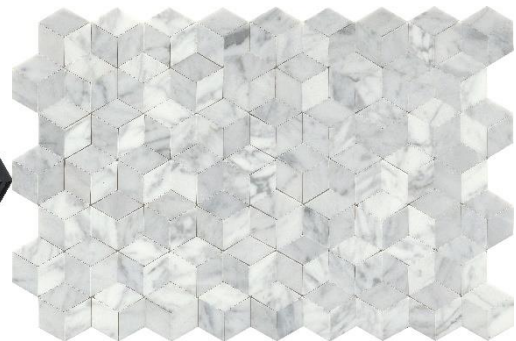
Flooring and surfaces play a large role in deciding style, mood and color scheme for a space. Many designers are choosing to make a bold statement with patterns including chevron, hexagon or new takes on subway tile. These statement tiles may also be installed in a multitude of ways to create a unique, one-of-a-kind look. See below for examples of statement pieces from Emser Tile’s new collections.



*Splash, glass mosaic*



*Rhythm, glazed porcelain*



*Link, stone groutless mosaic*



### **TREND DIRECTION: Dynamic Texture**

Whether a soft, glazed porcelain or a natural or engineered stone, tile and stone products add a new layer of dimension. Specifically at TISE this year, Emser Tile debuted a multitude of new options. Materials like outdoor-graded stone have natural texture while advanced technologies provide porcelain tile with a textured look while still offering the soft-to-the-touch feel that is perfect for flooring. Emser Tile displayed a wide variety of natural stone products as well as porcelain tiles utilizing these new advances in technology, providing options that allow for a more unique look. Examples below.



*Bravo, glazed porcelain*



*Synergy, glazed ceramic*



*Mood, glazed porcelain*

### **TREND DIRECTION: Natural Materials – Wood/Stone**

Taking design inspiration from nature, stone or tile products utilize elements from the earth to create unique coloring, veining and texture. Influenced by the flow of water and minerals, each tile has individual assets that are unique to that particular product. Emser Tile has developed a line of products utilizing natural stone, such as marble, as well as creating durable, water-proof porcelain tiles which may be good alternatives to natural wood.



*Allure, stone mosaic*



*Yakedo, glazed porcelain*



*Denova, glazed porcelain*

**TREND DIRECTION: The Color Blue**

Pantone recently named Classic Blue as the color of 2020, following Sherwin-Williams' announcement which features their bold shade of navy blue, called Naval. Blue is an ever-popular color, evoking a sense of calm, and in design, a classic appeal. Also being reflected in two of nature's greatest gifts, our ocean and sky. To celebrate the year of blue, below are a few of our favorite collections featuring 2020's hottest hue.



*Geometry, glazed porcelain*



*Euphoria, glazed ceramic*



*Habit, glazed ceramic*

Keep up with the latest product announcements from Emser Tile [emser.com](http://emser.com) and our take on trends on the [Emser Tile blog](#).



### **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](#).