



FOR IMMEDIATE RELEASE

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Emser Tile Elevates Concrete-Look Trends with Cassero Collection

Series celebrates contemporary aesthetics of concrete forms with the durability of porcelain tile

LOS ANGELES – Emser Tile, the leading designer, marketer and producer of the world’s finest tile and natural stone, introduces Cassero: a glazed porcelain tile collection for residential and commercial interiors inspired by the gradations and linear textures from concrete forms.

Previewed at HD Expo 2017, Cassero offers a rustic yet refined aesthetic. Four neutral colors—Black, Gray, Moka and White— in a matte finish lend a modern edge to its linear-formed texture.

The series is available in two large format tile sizes ideal for floor and wall applications: 24” x 47” and 12” x 24”. Suitable for interior and exterior applications, Cassero supports the design trend of creating a seamless transition between indoor and outdoor spaces.

“We are dedicated to continuously introducing high quality floor and wall tile that support the latest design trends,” shared Barbara Haaksma, Emser Tile Vice President of Marketing. “With unique texture and modern colorways and sizes, Cassero elevates the aesthetic of concrete.”

Fashion-forward design solutions are the hallmark of Emser Tile’s continually expanding product portfolio. More than 20 unique collections have been introduced so far in 2017, embodying a range of trends and design preferences.

To view the Cassero series, visit Emser Tile’s website at emser.com/products/cassero.

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 principal 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](#) @EmserTile.

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