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MEDIA CONTACTS

Kelsey Adamson
kelsey@mwilliamscg.com
704.942.7248 (cell)

Barbara Haaksma
barbarahaaksma@emser.com
323.680.7697 (cell)

Emser Tile Wins 14th Annual HD Award with Borigni Collection

Heightened brushed concrete look celebrated for innovation and functionality

LOS ANGELES – Emser Tile’s Borigni series won the flooring category of the 14th annual HD Product Awards, alongside co-winner, Hand Grade from Havwoods International. The award, announced at Hospitality Design magazine’s annual HD Awards event on June 6 in New York, recognizes products based on myriad criteria, including design innovation, aesthetics and functionality in hospitality environments; cost/value; technical advancement; and environmental responsibility. Nearly 300 products were submitted this year in 11 categories.

Merging function and form, Borigni lays the foundation for complementary design elements in hospitality environments, and features a heightened concrete look with slight color and texture variations achieved through high-definition printing. The series’ large format glazed porcelain tiles offer the aesthetic and durability of concrete, while outperforming the material in cost and ease of maintenance.

Supporting a traditional industrial aesthetic infused with modern appeal, Borigni breaks the boundaries of the brushed concrete look with customizable installation opportunities. Intermix three trending tile sizes — 35” x 35”, 18” x 35” and 12” x 24” — for truly one-of-a-kind designs. Furthermore, the collection allows designers to carry texture from the floor to the wall with raised diagonal accent tile, which invites a variety of diagonal, chevron and diamond patterning previously unseen in traditional concrete. The collection’s flexibility allows designers to install patterns across expansive floors, which can even transition from indoor to outdoor.

“Emser Tile aims to break the boundaries of what commercial design can accomplish,” shared Barbara Haaksma, Emser Tile Vice President of Marketing. “We are honored that Borigni is recognized for what its dynamic concrete-look and artistic effects enable designers to create in hospitality spaces.”

An accomplished panel of industry professionals — Karen Herold, founder, Studio K; Gulla Jónsdóttir, principal, Gulla Jónsdóttir Architecture + Design; and Barry Richards, principal and studio leader, Rockwell Group — selected winning products.

Explore Emser Tile’s customizable Borigni series [here](#), and learn more about the 14th Annual HD Awards by visiting [Hospitality Design’s website](#).

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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