



## For Immediate Release

|          |  |   |
|----------|--|---|
| Contact: | Olivia Kimmel<br>White Good<br>okimmel@whitegood.com<br>717-368-4883 | Jennifer Brough<br>White Good<br>jrbrough@whitegood.com<br>717-278-9338 |
|----------|--|---|

### **Top Flooring Trends at IBS 2020: Featuring Emser Tile**

*Influenced from Industry Nuances, Trending Products are What's Hot for 2020*

**LOS ANGELES (January 27, 2019)** – The design and construction industries are continuously evolving; influenced by popular color schemes, environmental changes, new customer demands, and new technology which drastically change production and manufacturing processes. The tile and stone categories are no exception. Trending products, influenced by the most recent stylistic and logistical impacts, will be showcased at the International Builders Show (IBS) and Surfaces (TISE) in January 2020.

“Product advancements are constant– from new and varying formats, to innovations in sustainability, design, patterns, textures and colors. And, they will continue to drive the market in 2020,” said Mara Heras, Vice President of Marketing. “We are able to replicate many sophisticated shapes and patterns, with inspiration taken from nature, architecture, materials, and fashion. These advancements have opened a whole new world of possibilities and afford us the opportunity to be even more creative and translate those ideas into our products.”

#### **Realism - Taking Influence from Nature**

During the past two decades, tile manufacturing has undergone a revolution in tile forming and decoration. This has dramatically increased the look of the product as well as the pattern possibilities. In particular, inkjet printing of tiles, first introduced in 2000, has dramatically improved the look of decorated tile as well as the efficiency of tile production. The result? These new technologies are stretching the boundaries of historic design and making tile more and more desirable in both interior and exterior applications. You can see this technology at work in many of Emser Tile’s patterned tiles and ornate mosaics which replicate natural materials like wood, stone, or animal print.



*Literati Stone Mosaic by Emser Tile*



“We continue to be motivated and excited by what technology can bring to porcelain and ceramic tile,” continued Heras. “We can create desired natural materials in porcelain and ceramic tile, without some of the drawbacks of those materials. Ultimately, we offer a more realistic, easy-to-maintain and waterproof installation – recreating almost any visual, without the use of plastics and vinyl.

### **Pattern – Simple to Ornate**

Taking inspiration from speckled terrazzo, classic geometric shapes and bold metallic, customers can act as an artist when choosing from the abundance of unique pattern options in the new Emser Tile lines. Patterns featuring simple lines and matte textures are versatile for any room. Bright and bold patterns can add warmth and pop of color to create a one of a kind look. With the increased availability of these pattern options, patterned tile will continue to trend in 2020.



*Impulse Natural Stone by Emser Tile*

### **Texture and Dimension – Stone and Tile Offer Options**

Stone and tile both can add a new layer and dimension to floor and wall coverings. Raised or beveled tile add a 3-D look while stone has natural texture; influenced by the flow of water and minerals through the earth. Natural stone can be found in full slabs or pieced together as part of glass and stone mosaics.



*Code Glazed Porcelain Ceramic Wall Tile by Emser Tile*



“The modern customer, designer and homebuilder know that uniqueness is what makes a house a home. Whether building an awe-inspiring architectural masterpiece or an outdoor area fit for relaxation and entertaining,” said Carl Delia, President of Emser Tile. “The new Emser Tile products, which we are excited to debut this winter, will create spaces fit for any style or purpose.”

IBS, in conjunction with the Kitchen & Bath Industry Show (KBIS), brings together 1,400 manufacturers and suppliers from around the world in 600,000 square feet of exhibit space meant to showcase the latest and most in-demand products and services.

###

#### **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](#).

# # #