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Emser Tile's Yakedo™ Wins Flooring Category in 2020 HD Awards

Yakedo™ & the Building Blocks Collection™ were designed in Collaboration with Gensler as Design Consultant

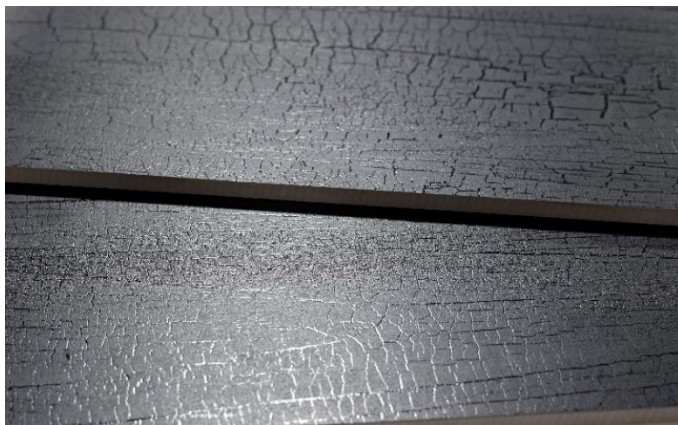
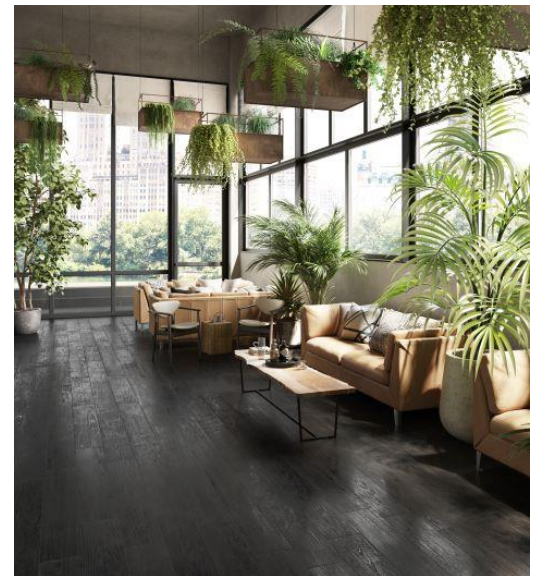
LOS ANGELES (October 22, 2020) – Emser Tile, leading designer, marketer and producer of the world's finest tile and natural stone, proudly announces Yakedo™ by Emser Tile as hard surfaces flooring category winner for the 16th annual Hospitality Design Awards. This year's awards were held in a virtual format, showcasing 100 finalists out of 730 projects and 310 products submitted across nearly 40 combined categories.

The winners, selected by an esteemed group of industry visionaries, were announced on October 22nd, 2020 in an interactive event featuring the finalists and judges.

Products were judged by Bobby Berk, *Queer Eye*; Kelly Hoppen, Kelly Hoppen Interiors; and Robert Polacek, RoseBernard Studio. The panel of judges evaluated each product based on design innovation, aesthetics, functionality in hospitality environments, cost/value, technical advancement and environmental responsibility (if applicable).

“As one of the most prestigious awards in the industry, Emser Tile is honored to accept the flooring award for Yakedo”, said Mara Villanueva-Heras, Vice President of Marketing. “Yakedo and the Building Blocks™ collection were created through combined work and creativity from the Emser and Gensler teams and we are thrilled to see such a great response to this innovative and beautiful product.”

Yakedo beautifully replicates the sophisticated aesthetic of burnt wood in a durable glazed porcelain plank tile. Based on the Shou Sugi Ban technique, or slight burning before the installation, the worn texture creates a certain dimension and strength. The way in which it reflects light from its crackled texture brings sophisticated movement and visual intrigue to interiors. The elongated 8-inch by 47-inch plank tiles are available in five distinct colors, including Ivory, Silver, Charcoal, Black and Navy.



Yakedo is part of the recently debuted Building Blocks Collection, made in collaboration with Gensler design firm as product design consultant. Building Blocks was inspired by the effects of the globalization of design and the use of materials such as wood and concrete in the industry. Different cultures around the world often use these same base materials in building but achieve very different looks due to local design influences. Building Blocks captures the essence of these local artisans by providing a stylized re-creation of natural and industrial elements that create a harmonious blend of textures and sizes. Designers are able to tell a story through rich wood and concrete looks, while offering the ease of maintenance and durability that only porcelain tile can provide.



To learn more about Yakedo, visit [emser.com](https://www.emser.com).

To learn more about the annual Hospitality Design Awards, [click here](#).



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](#).

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