



# TRENDS & OPPORTUNITIES





*Since*  
**1968**

Emser Tile® has been known for service, selection, quality and value with our customers since 1968. As a leading designer, marketer and producer of the world's finest tile and natural stone, Emser offers a dynamic selection of products for interior and exterior applications that include porcelain, ceramic, metal, glass, natural stone, quarry, decorative accents and mosaics, cut-to-size stone, setting materials, and custom manufactured products.

Emser Tile's expansive service network utilizes state-of-the-art distribution centers, a national network of showrooms for selections, local service and flexible logistics that provide customers with the strength of a global supplier with the personalized and dedication of a local company.

Our global production network brings the latest trends, technology and innovation to our customer's doorsteps. Our expansive capacity translates into a vast selection and the immediate and available distribution for any size project or program.

The Emser Tile® website offers unparalleled information on products, design, technical information, care & maintenance guidance, training, and product knowledge. As an added tool our room visualizer brings your design inspirations to life.

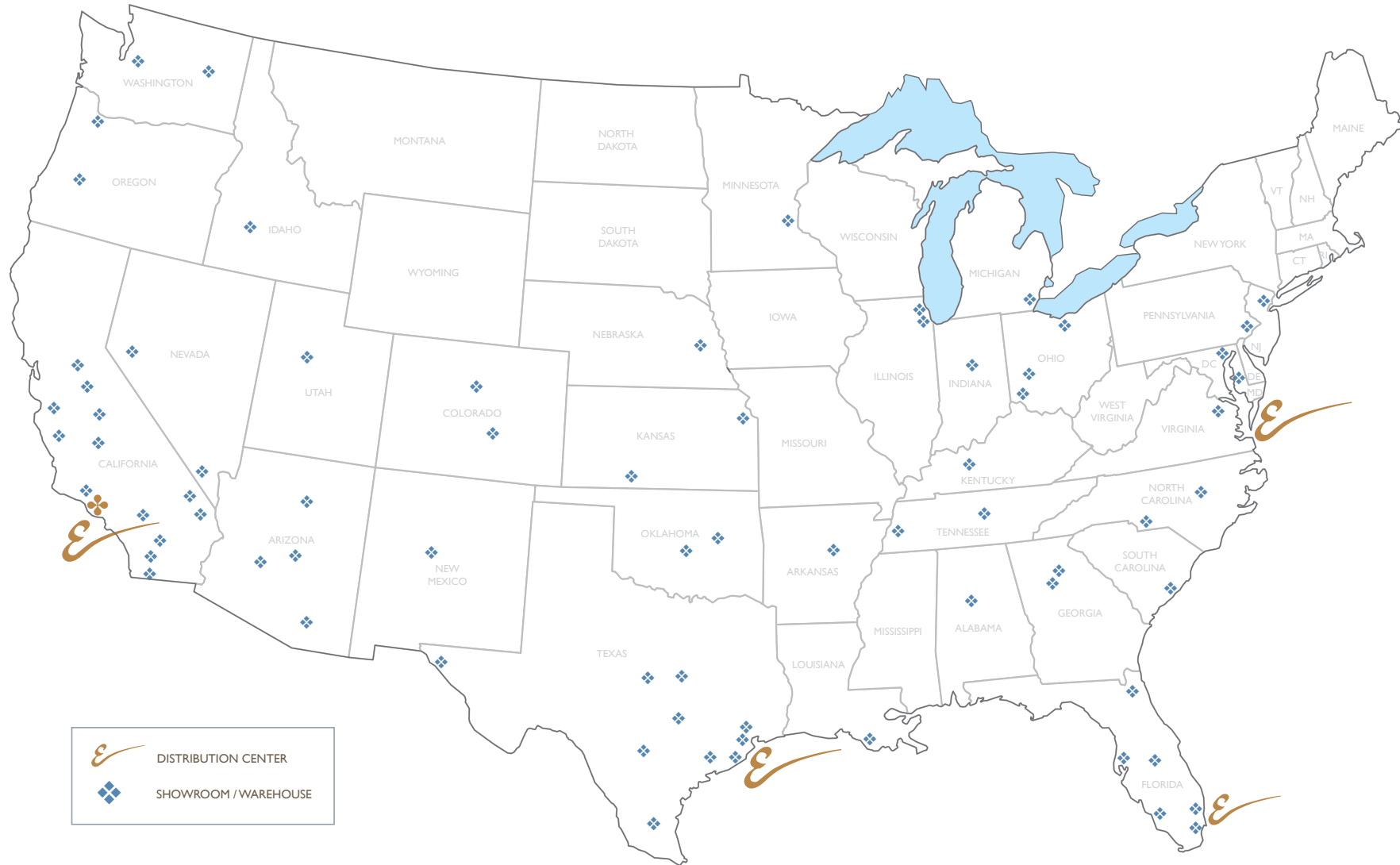
# OUR FOOTPRINT

78 SHOWROOM LOCATIONS | 4 DISTRIBUTION CENTERS | OVER 800 ASSOCIATES

TRANSPORTATION & INVENTORY MANAGEMENT | PRODUCT & SHIPMENT QUALITY CONTROL | SAMPLE PRODUCTION

ORDER TRACKING | SHADE MATCHING | DIRECT SHIP PROGRAMS | WILL CALL | SPECIAL ORDERS

99% ORDER FILL RATE | 99% ORDER ACCURACY



Over 4,600 active, stocked SKUs: Porcelain, Ceramic, Natural Stone, Decorative and Setting Materials.

Special Order: Tile & Stone Cut to Size, Backsplash Program and Prefabricated Countertops, Prep, Set, Grout, and Care Products.

We partner with and distribute top industry brands that supplement our product line (tools, cleaning agents, setting materials, transition strips, sealers, and grout).

# THE EMSER TILE® DIFFERENCE

## Product Design and Selection

- Product assortment designed for fashion, demand and longevity
- Unique and custom products available, including backsplash and decorative
- Flexibility to design programs to match any needs
- Products available for every price point and budget

## Localized and Customized Service Model

- 78 local branch service and distribution centers that are built to be used as extensions of your business with local management, operations and sales teams
- Dedicated sales teams in each local market
- Final mile quality control check

## Marketing, Training and Reporting

- Samples and display programs customized to needs of the customer
- CEU courses designed and written by Emser Tile with trainers available in every market
- Emser University education training materials available for customers associates
- Interactive on-line courses available with instant feedback
- Trends Guide available that highlights color and product trends, application trends, installation and selling tips
- Product Catalogue and other tools available as a hard copy or at [emser.com](http://emser.com)



# PRODUCT PORTFOLIO

- Porcelain & Ceramic
- Natural Stone
- Engineered Stone
- Glass, Metal & Pebble Mosaics
- Quarry
- E-Quartz Counters
- Large Format Thin Tile
- Crack Isolation
- Shower Systems
- Prep, Set, Grout and Care Products
- Setting Materials
- Metal Transition Strips
- Graffiti Solutions
- DCOF Solutions
- Cleaning Solutions
- ADA Compliant
- LEED & No VOC's
- HPD, SDS, Technical Data Sheets
- Installation System Warranties



# AUTHENTIC MATERIALS

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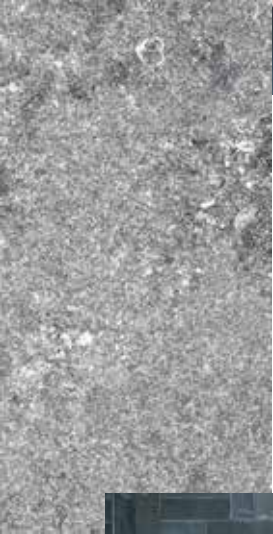
Natural, handmade materials with highly tactile textures that are charmingly imperfect add warmth and comfort to the space.

Authentic materials such as rustic stone, pitted concrete, textural brick, wicker and wood grain add textural interest to our surroundings while acting as a counterbalance to our frequent contact with the digital world.





We crave surfaces that have a natural, tactile appearance that can stimulate our senses when we touch.





# RAKU™

5 Colors | Available in Size 3"x12"



# SYNERGY™

3 Colors | 2 Patterns | Available in Size 16"x47"







# CONNECT™

4 Colors | Available in Size 6"x24"



# HUES™

6 Colors | Available in Size 3"x12"



# RIFT™

3 Colors | Available in Size 16"x47"



# BIOPHILIA & WELLNESS

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Bringing nature into residential and commercial spaces for stress reduction, creativity, cognitive functions and overall better well-being.

Wellness will be a key factor going forward with much attention being placed on adding calming rituals such as water elements, good indoor air quality, non-toxic building materials, sunlight and plants into the space.

Biophilic design also relates to the utilization of sustainable choices that create a circular approach to design.





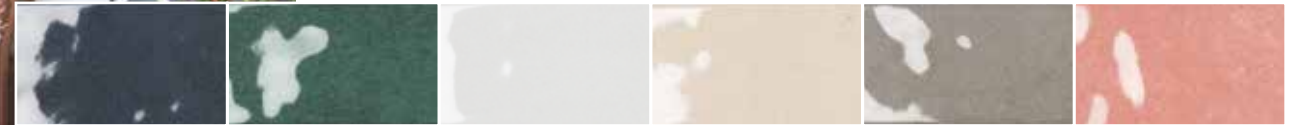
We will continue to see spaces that blur the lines between exterior and interior living as we spend more time outside entertaining, relaxing and exercising.





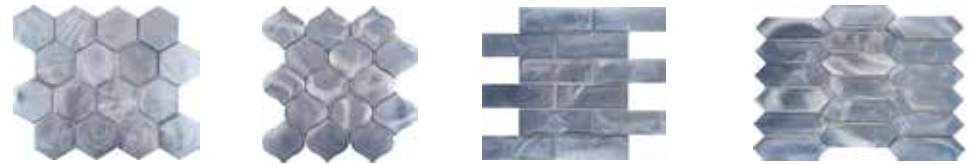
# PASSION™

6 Colors | Available in Size 3"x8"



# SPLASH™

5 Colors | 4 Patterns | 4 Sizes



# ENGINEERED STONE™



PACIFIC RIM™ | 3 Colors | Sizes Vary



CASCADE MOUNTAIN™ | 2 Colors | Sizes Vary



GRAND CANYON™ | 5 Colors | Sizes Vary



CINDERBLOCK™ | 1 Color | Available in Size 3"x10"



TERRA NOVA™ | 1 Color | Sizes Vary



# NORDIC STYLE

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Characterized by minimalism, simplicity and functionality.

Nordic style highlights the use of natural materials, such as leather, light woods and hemp to create a cozy, inviting environment.

This style focuses on textural appeal, sculptural shapes, and earthy hues which coordinate perfectly with warm neutral shades.





Nordic Style values bright, airy spaces, utilizing light wood-look floors. Clean white walls with pops of color and natural elements such as wood and stone, provides an elegantly minimalist aesthetic.





# CRAFT II™

6 Colors | 2 Shapes | Available in Size 3"x12"



# SPHERE™

6 Colors | Available in Size 3"x12"







# BUILDING BLOCKS™

BUILDING BLOCKS™ CONCRETE | 4 Colors  
Available in 12"x24", 24"x47", 15"x29", 29"x29"



BUILDING BLOCKS™ OAK | 3 Colors | Available in 8"x47"



# MODAN™

4 Colors | Available in Size 12"x12"



# ARTISTRY

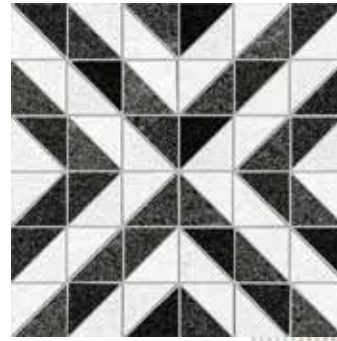
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Inspired by a contemporary interpretation of Art Deco and Modernism styles. This style reflects unique motifs and patterning that give a nod to the past while encouraging us to unleash our own inner artist.

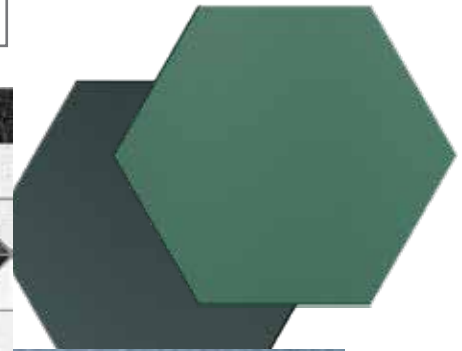
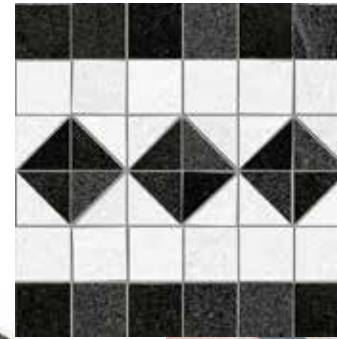
Key elements include geometric & angular forms as well as symmetry. Linear decoration or what is known as fluting in architecture is seen in this design trend.

Patterns can be combined in different layouts using one or more of the unique designs to produce a completely different visual.





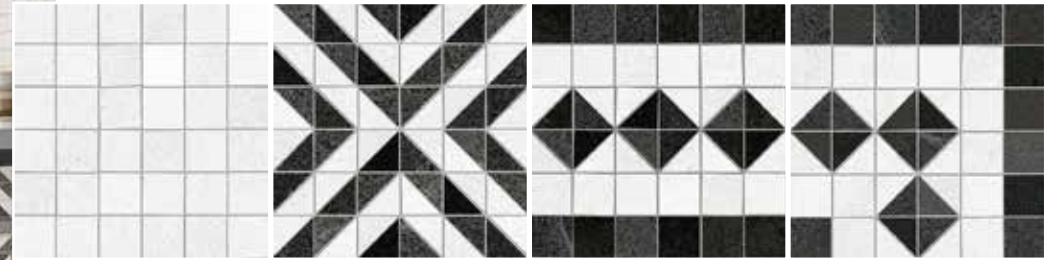
These tiles can be combined in different layouts using one or more of the unique designs to produce a completely different visual.





# BAUHAUS™

3 Colors | 5 Patterns | Available in Sizes 8"x8", 9"x10"





# EUPHORIA™

4 Colors | 3 Patterns | Available in Size 3"x12"



# EXPRESS™

4 Colors | 4 Patterns | Available in Size 3"x12"





# HEKSA™

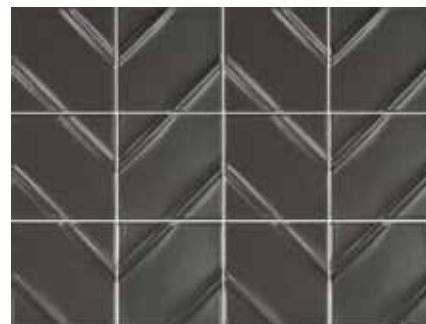
6 Colors | Available in Size 8"x9"





# KUMITO™

2 Colors | Available in Size 12" x 16"



# NOSTALGIA™

4 Colors | Available in Size 18" x 18"



# MODERN INDUSTRIAL

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Blends vintage style and modern sleekness. This mixing of modern and timeworn details makes for a unique layered statement.

It conveys a more minimal décor that takes inspiration from old warehouses, factories and other industrial structures that may have been converted to living or office spaces.

Key elements include mixing raw, natural materials and architectural details like brick, metal, wood and cement.

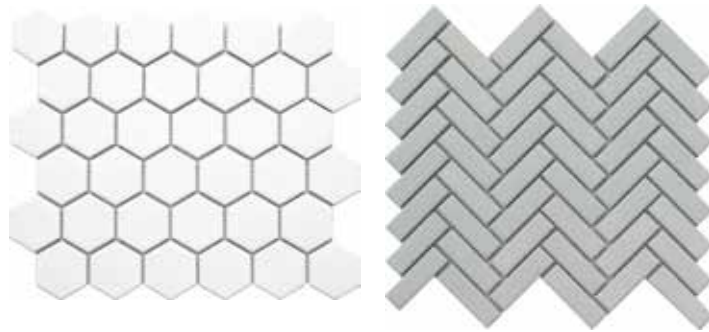
The color palette consists mostly of neutral hues and materials with rich textural interest that create a warm and inviting atmosphere.







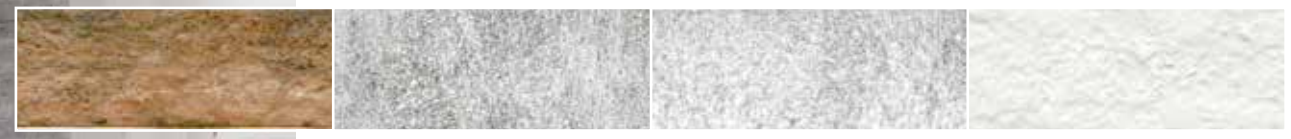
This style can apply to both residential and commercial interiors, urban and suburban. It conveys a more minimal décor that takes inspiration from old warehouses, factories, and other industrial structures that may have been converted to living or office spaces.





# BRIQUE™

4 Colors | Available in Size 2"x10"



# BUILDING BLOCKS™ YAKEDO™

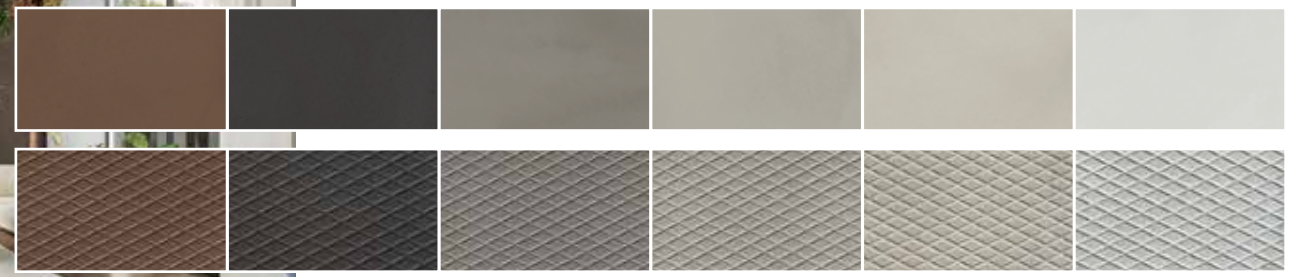
5 Colors | Available in Size 8"x47"





# IRONWORX™

6 Colors | 2 Patterns | Available in Sizes 31"x31", 12"x23"



\*Ridge Pattern Available in 12"x23" Only



# FREGIO™

3 Colors | 2 Patterns | Available in Size 6"x20"



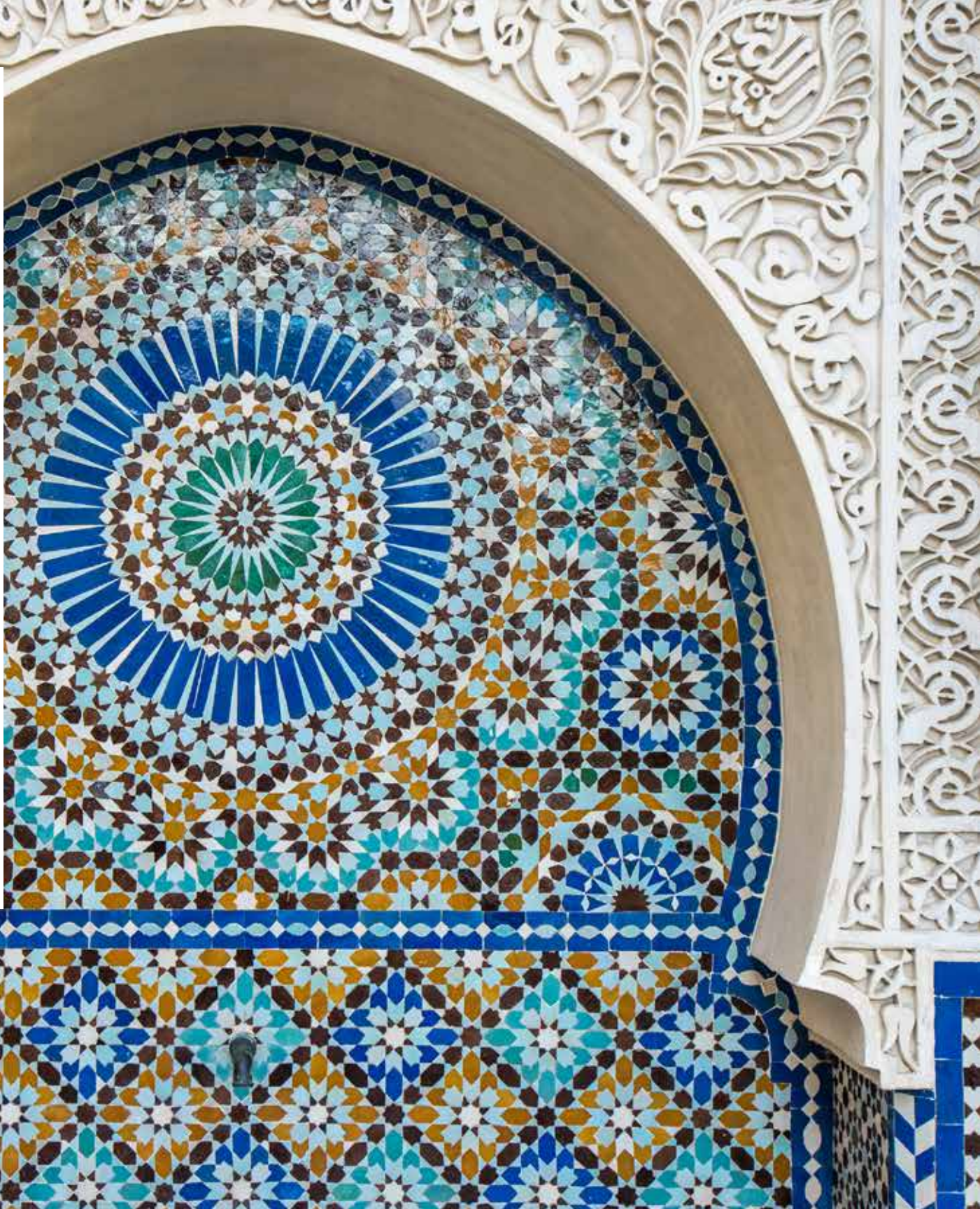
# MOROCCAN INSPIRED

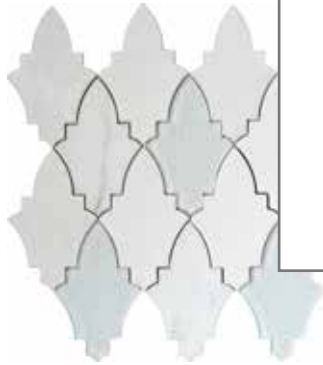
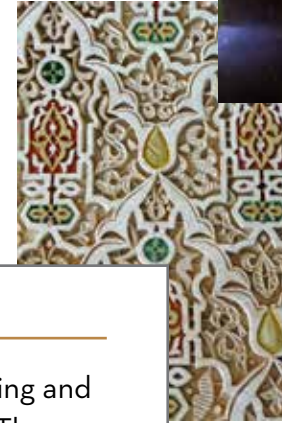
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Inspired by the culture of Morocco, this style takes origin from Moroccan and Moorish architecture.

Design elements resemble the architectural arches and shapes frequently displayed in Moroccan doors, windows, alcoves and lanterns.

This exquisite style could be viewed as a counterbalance to the refined straight-line characteristics found in modern interiors. Nevertheless, its intricate blend of color, ornate motifs and layered texture combine effortlessly with a contemporary décor.





The rhythmic movement of Moroccan motifs produce a relaxing and comforting effect from the endless flow of their patterning. These symmetrical details depict perfection and harmonious design.

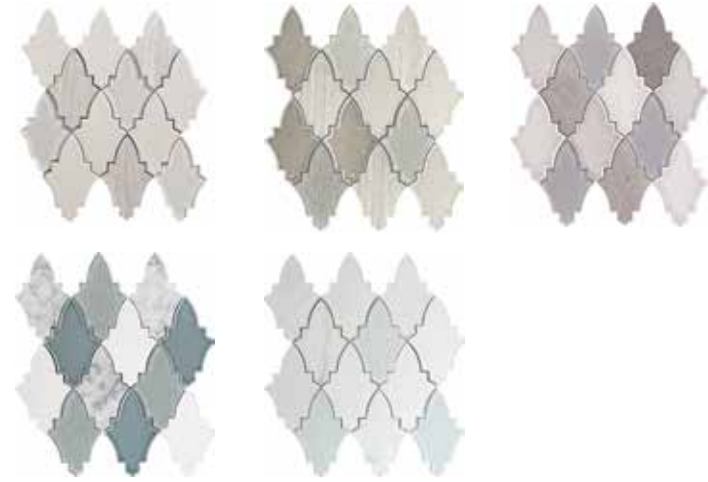


MOROCCAN INSPIRED



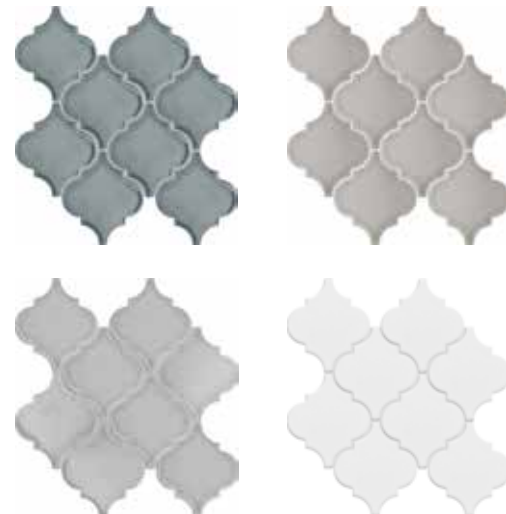
# FLEUR™

5 Colors | Available in Size 11" x 12"



# MOROCCO™

4 Colors | Available in Size 10" x 11"



# MARQUESA™

2 Colors | Available in Size 16" x 47"

MOROCCAN INSPIRED



# CURVED & ORGANIC

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Straight, linear forms are being updated with curved, organic shapes in architecture, furniture, lighting, rug designs and other design elements.

Interior and architectural details take on a more relaxed and comforting appearance with the emergence of curvy shapes with organic, rounded edges.

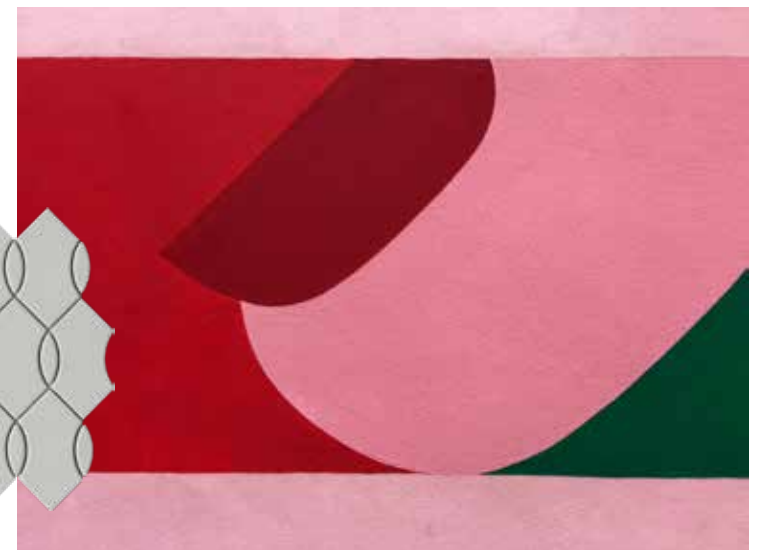
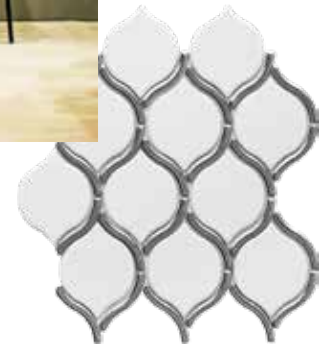
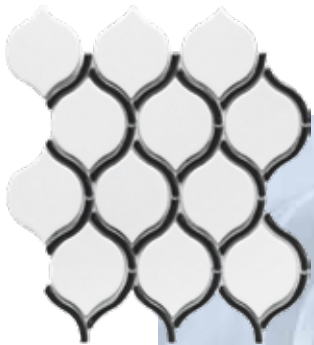
Studies have found that individuals favor shapes that are curved with more organic characteristics since they often represent a feeling of safety and security in a space.







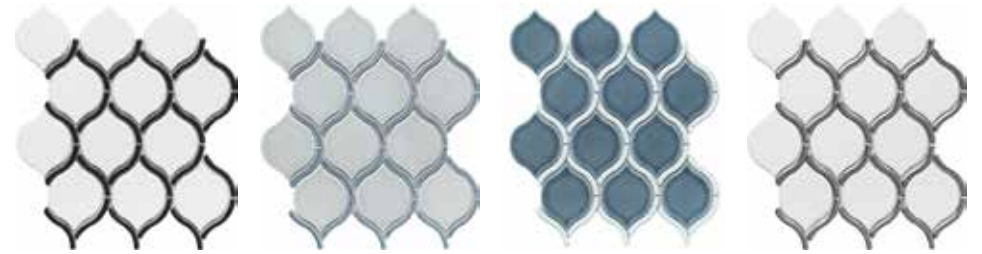
Neither linear or rigidly geometric, the wavy lines and curved shapes of these tiles suggest natural forms.





# DIVA™

4 Colors | Available in Size 10"x12"



# MIZU™

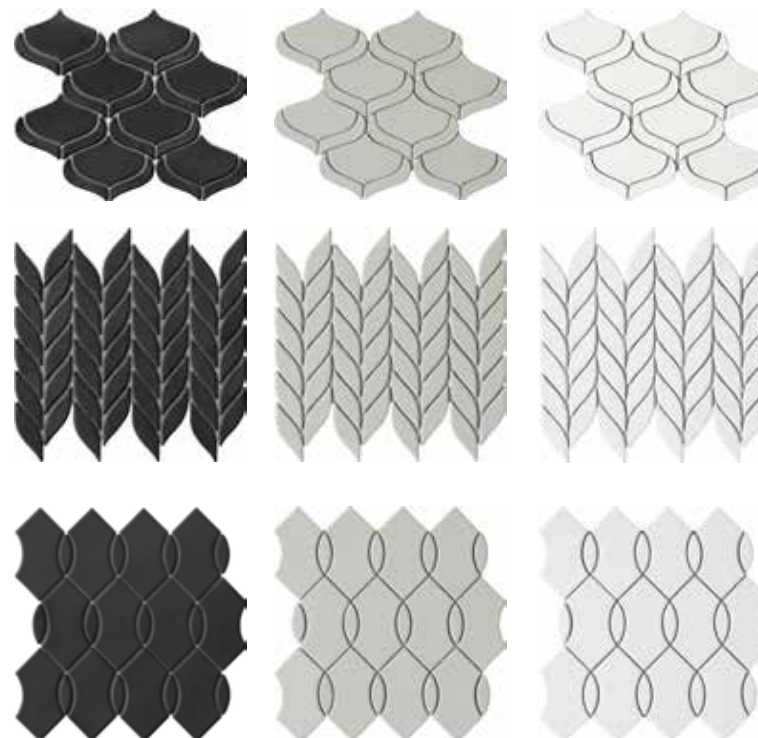
5 Colors | Available in Size 8"x16"





# MYTHOS™

3 Colors | 3 Patterns | Available in Size 11"x12", 11"x13", 12"x12"



# SONATA™

1 Color | Available in Size 16"x47"



# TIMELESS

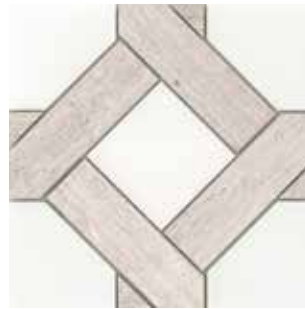
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A timeless look seeks out designs, styles and colors considered to be classic and that have been created to last.

Quietly understated, simple and sophisticated. It's about creating a sense of balance and order since function is an important aspect of timeless design.

Neutrals have a strong presence in a timeless decor. They accentuate a space without overpowering it.





Incorporating elements from yesterday, today and tomorrow can all be elegantly combined to create a look that is timeless.

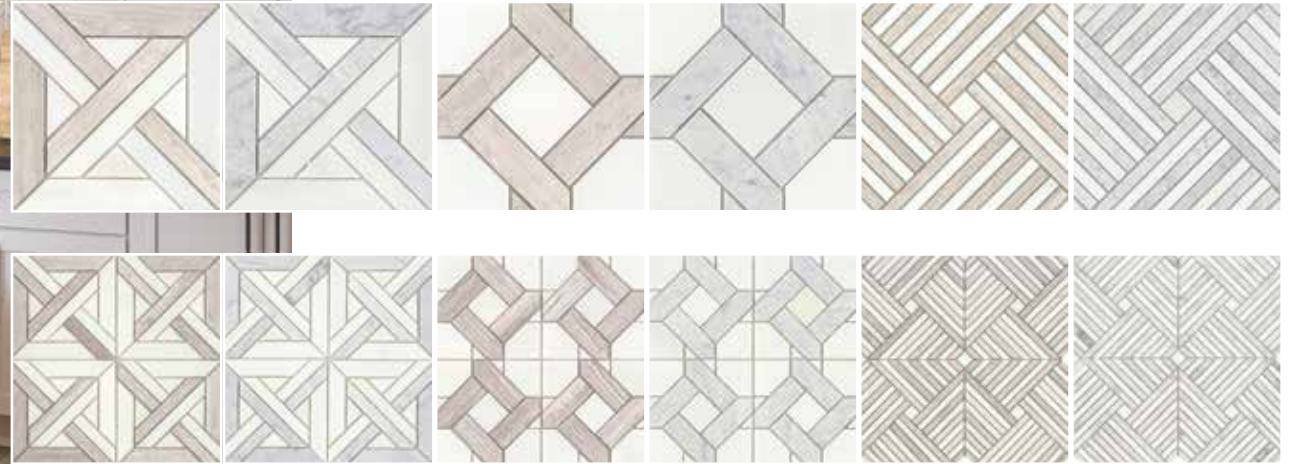


TIMELESS



# ALLURO™

2 Colors | 6 Patterns | Available in Sizes 12"x12", 9"x9"



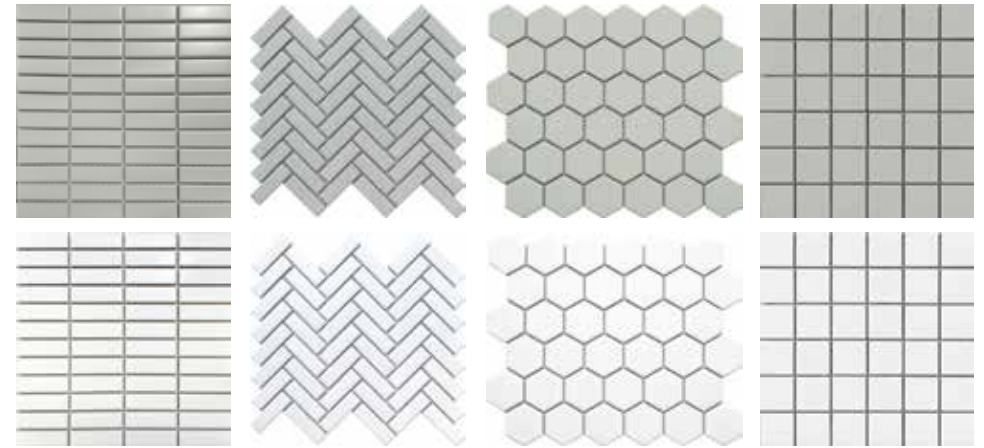
# CATCH™

6 Colors | Available in Sizes 3"x6", 3"x12", 4"x10", 4"x16", 6"x18" Gloss & Matte  
Ice Color Available in Size 6"x6" Gloss



# IMPACT™

2 Colors | 4 Patterns | Available in Sizes 11"x12", 11"x13", 12"x12", 12"x11"



# MARBLE EFFECTS

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Marble is one of nature's most precious materials.

Marble and marble looks are synonymous with luxury and prestige and have long been a favored choice for an elegant and timeless aesthetic.

Marble effects with bold colors and patterning bring an ornamental yet classic visual to kitchens, baths and other areas.







The latest on-trend marble characteristics include high contrast and heavy veining along with striking color offerings that create a decorative look.





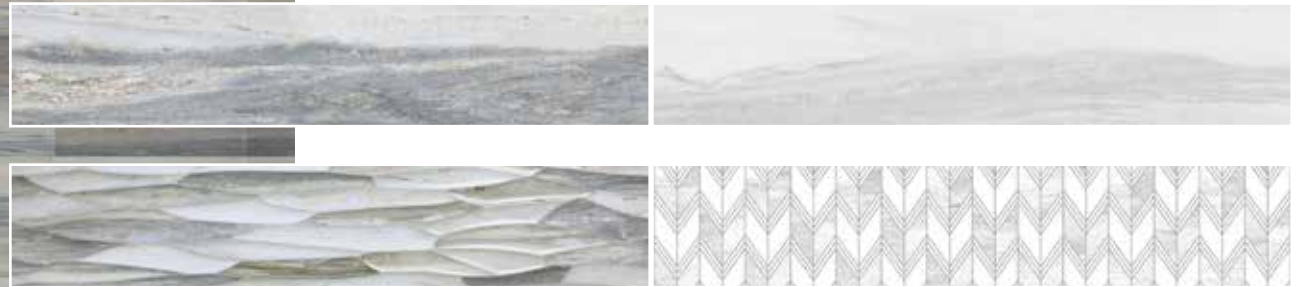
# PARKVIEW™

4 Colors | Available in Sizes 12"x24", 23"x24" (Polished), and 12"x23" (Matte)



# KUDOS™

2 Colors | 3 Patterns | Available in Sizes 16"x47" (Gloss) | Wall Only  
12"x24" (Polished & Matte) | Floor & Wall





# PIENZA™

4 Colors | Available in Sizes 24"x24", 12"x24"



# VARA™

3 Colors | Available in Sizes 24"x47", 24"x24", 12"x24" (Matte & Polished)





Behr  
Jojoba  
N390-3

Behr  
Painter's White  
PPU18-08

# COLOR TRENDS

INSPIRED BY NATURAL ELEMENTS

Behr  
Almond Wisp  
PPU5-12





RAKU™ | CHARCOAL

HOLLYWOOD™ | BEIGE

NEWBERRY™ | BIANCO

## WARM NEUTRALS

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Neutrals are revitalized in earthy, inviting hues as we transition toward warmer undertones with a return of beige, tan, brown and mushroom shades.

This warm, neutral palette reflects simplicity and emphasizes the beauty of raw, natural elements with restorative characteristics.





Warm neutrals help to create a feeling of comfort and a cozy environment that are reflected in both the Nordic Style and Authentic Materials design trends.



## MIXED GREENS

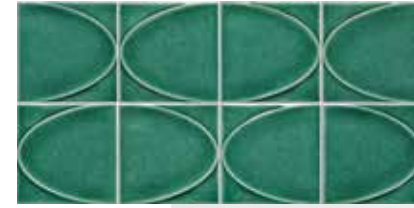
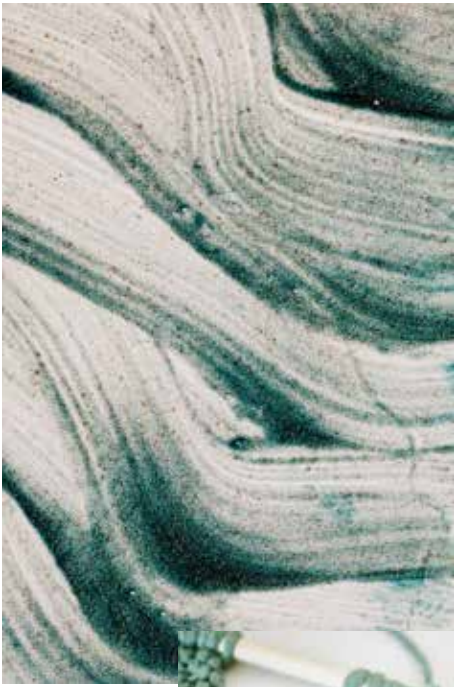
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Green emphasizes the acceleration of biophilic design, sustainability and wellness in the world that we live.

From muted sage greens to rich, saturated emeralds, green is indicative of hope and the anticipation of better things to come.







Green is considered to have healing qualities and is known to be the most restful and relaxing color for the human eye. Green can help enhance vision, stability and endurance.

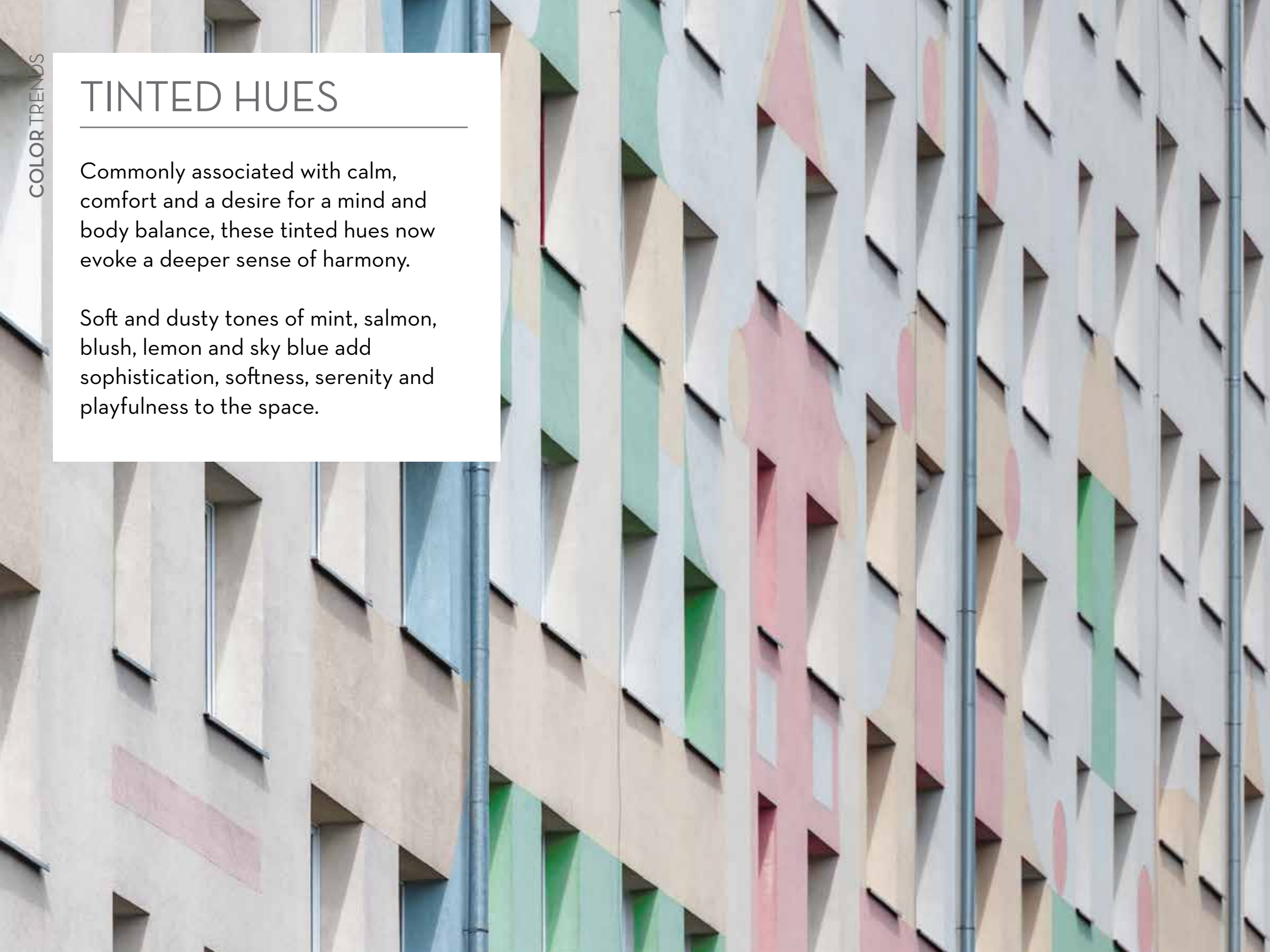


# TINTED HUES

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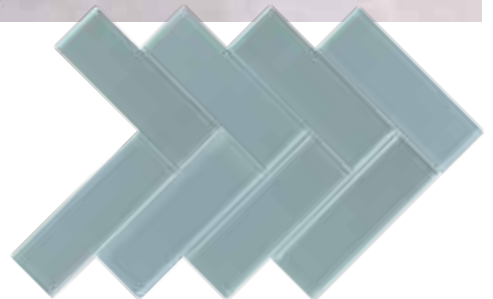
Commonly associated with calm, comfort and a desire for a mind and body balance, these tinted hues now evoke a deeper sense of harmony.

Soft and dusty tones of mint, salmon, blush, lemon and sky blue add sophistication, softness, serenity and playfulness to the space.





Pastels are being used in combination with other deep, saturated colors. Vivid shades vitalize these softer tones and create a sophisticated overall effect.

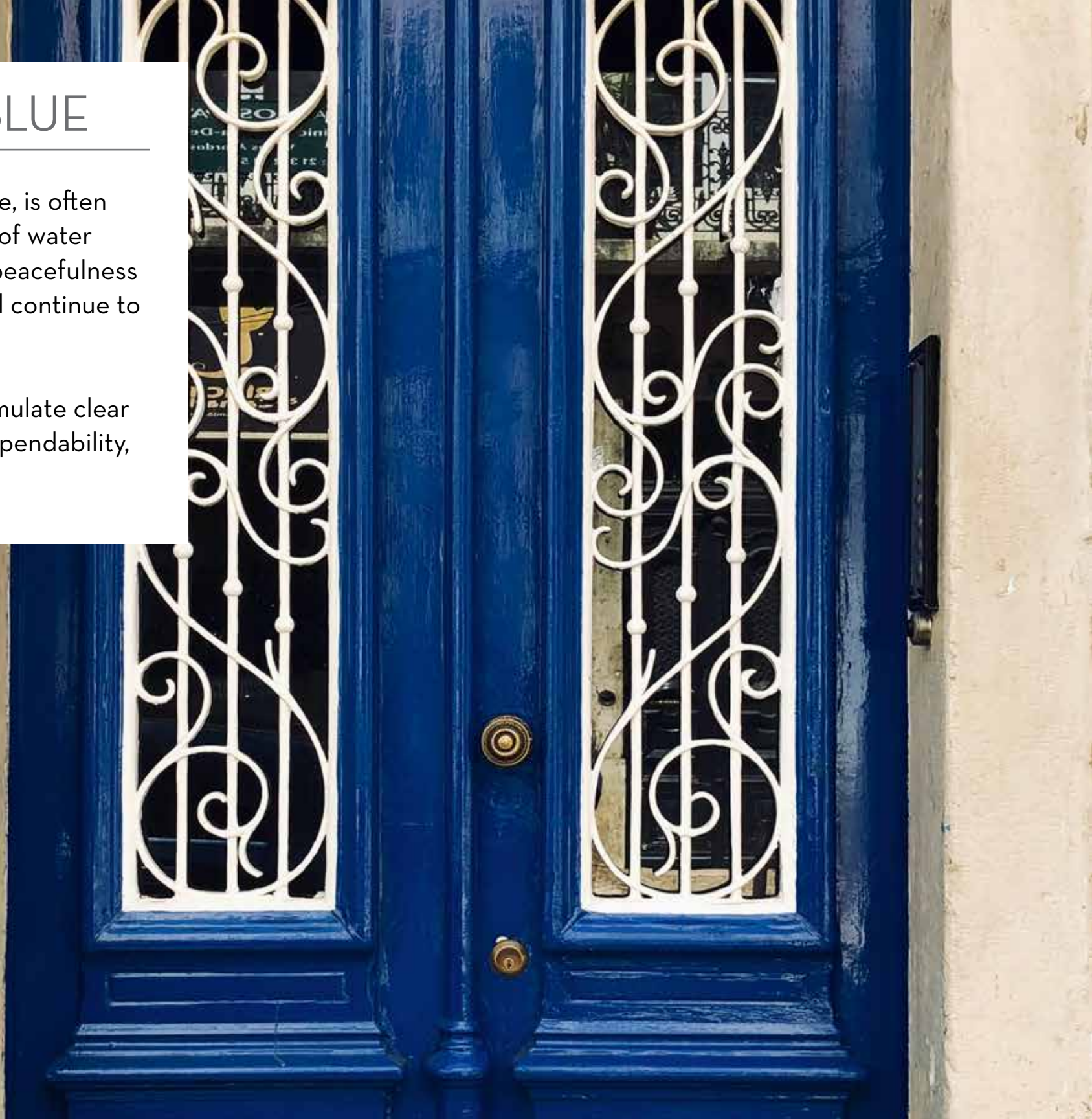


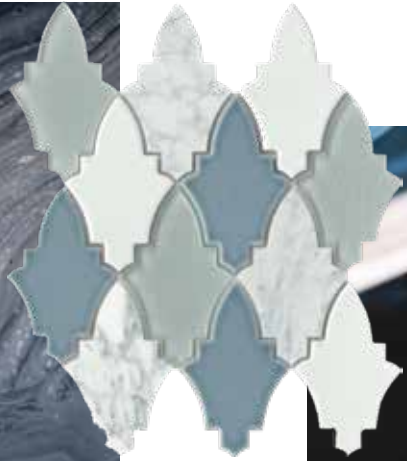
## SHADES OF BLUE

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Blue which is a timeless hue, is often connected to the element of water and therefore represents peacefulness and tranquility which we all continue to covet.

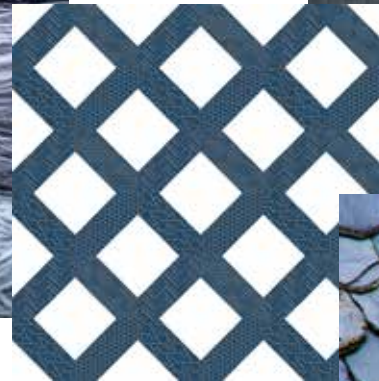
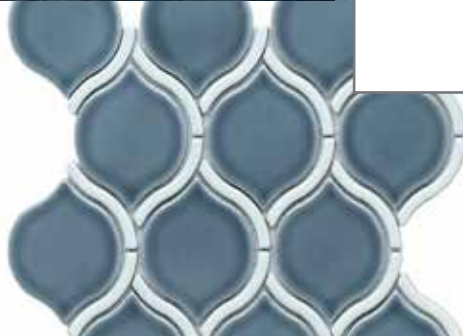
Deep, rich navy shades stimulate clear thought and symbolizes dependability, trust and stability.





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Lighter, softer blues evoke calmness in the mind and can help to improve concentration.

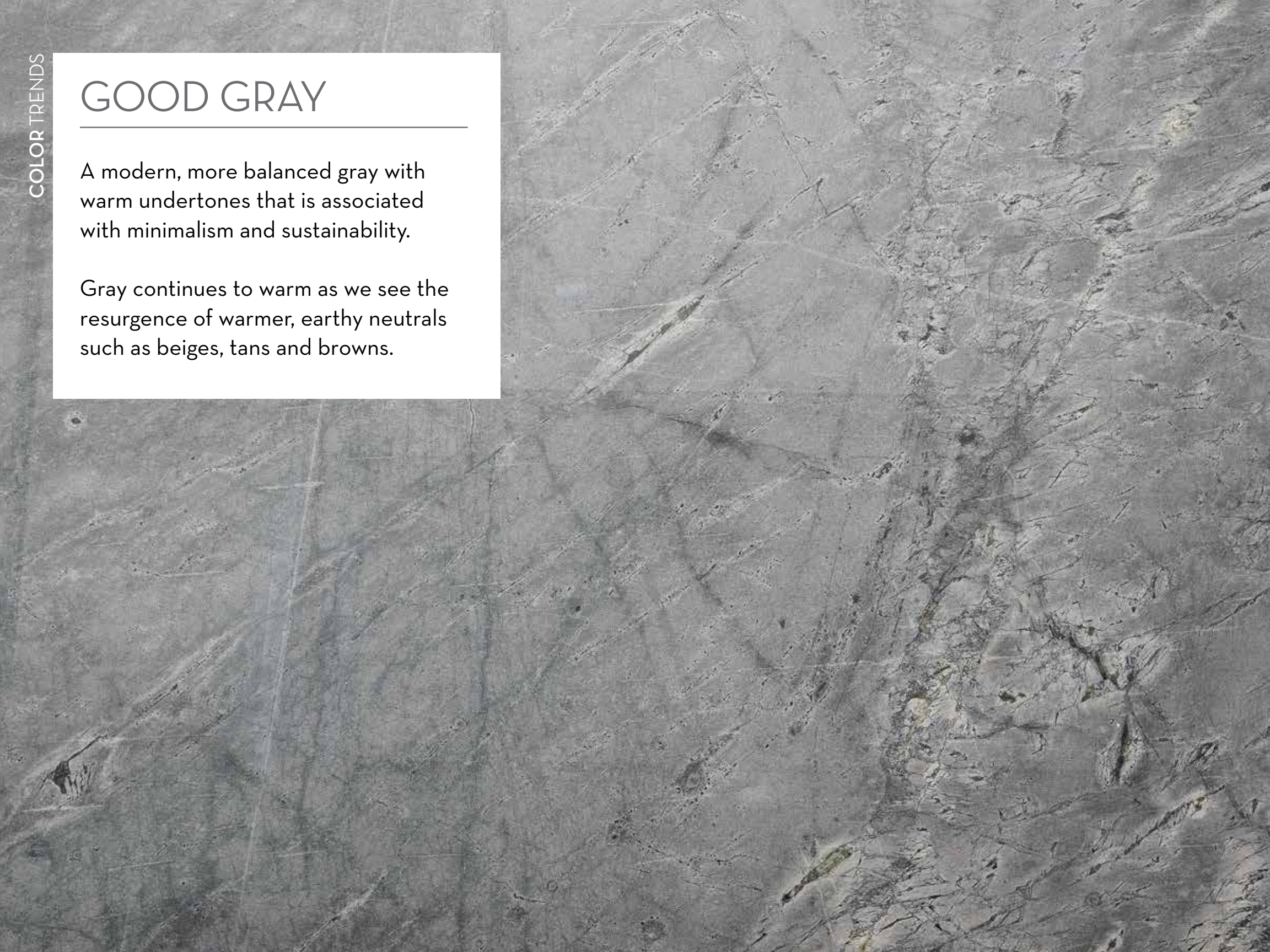


## GOOD GRAY

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A modern, more balanced gray with warm undertones that is associated with minimalism and sustainability.

Gray continues to warm as we see the resurgence of warmer, earthy neutrals such as beiges, tans and browns.





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Good Gray offers versatility and flexibility in terms of mixing and compatibility, since it can be combined with so many colors and finishes.



## DARK & DRAMATIC

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Black and deep hues add modern drama to kitchens and baths while creating a cozy and intimate atmosphere.

These dark shades becomes luxe and inviting with the addition of textured wood cabinets, rich metal finishes and dramatic tile shapes and sizes.







Dark charcoal, espresso and ebony palettes add glamour, luxury and depth to the space.



# LEMONADE

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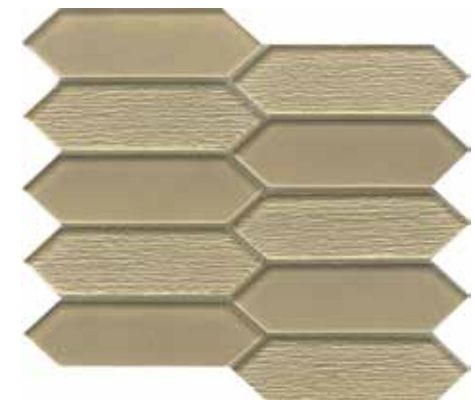
This hue captures one's attention and freshens up a space like a burst of sunshine by adding warmth and energy.

Being the most luminous of all the colors in the spectrum, bright shades can awaken the senses while paler shades can soothe the senses.





Bright and cheery tones of yellow evoke hope, happiness, optimism and renewal.



# TRENDS IN FORMAT

## Large

There are many benefits to utilizing a large format tile vs. a small format tile. While ultimately, this is an aesthetic decision, large format tiles provide distinct benefits.

Generally speaking, a tile is considered large format if it meets or exceeds 16"x16". Below are some stylish large format tiles offered by Emser Tile

- Rooms Appear Larger
- Fewer Grout Lines
- Easier to Clean



Network™ | Silver 23"x47"

Building Blocks™ Concrete | Black 29"x29"

Blue Emotion™ | Gray 18"x35"



EXPANSE™ | CALACATA



NETWORK™ | TAUPE



BLUE EMOTION™ | GRAY



NETWORK™ | SILVER

# TAKING SHAPE

## Beyond Square

Non-square formats continue to drive the flooring industry. Unique shapes and sizes are growing in popularity and provide relief to small or restricted spaces. The many exciting designer options now available include arabesque, hexagon, diamond and trapezoid. Be careful when combining shapes to avoid a disjointed theme.

- Adds Visual Interest
- Marry with solid tiles for a unique look
- Offers a range of styles and looks to match any decor



Rhythm™ | Black Pattern 11" x 13"  
Bauhaus | Arrow 9" x 10"



RHYTHM™ | WHITE PATTERN



VIRTUE™ | IVORY



BAUHAUS | ARROW



RHYTHM™ | BLACK PATTERN

# APPLICATIONS

## INDOOR & OUTDOOR

Tile is the perfect material to transition your living space between indoor and outdoors. As more and more homeowners entertain outdoors and make the most of time spent outside, landscapes have become extensions of interior spaces, usually separated by floor to ceiling glass, blurring the distinct line between the two living areas.

- Provides a seamless look
- Porcelain and stone tiles are extremely durable and stands the test of time
- Adds warmth and elegance

Xtra™ | Basalt Black 24"x24"  
Xtra™ | Cemento Sand 24"x24"  
Metro™ | Cream 12"x24"



XTRA™ | STAINED TAUPE  
PACIFIC RIM™ | WHITE





BORIGNI™ | GRAY  
CODE™ | WHITE WEDGE SMOOTH

# GET INSPIRED



# FLOOR INSTALLATIONS



LARCHMONT™ | CANTON



NETWORK™ | SILVER



DENOVA™ | TRIBECA



DOWNTOWN™ | HILL



MOOD GRAY™ | RIVER GRAY



DESIGN™ | OUTLINE

# WALL INSTALLATIONS



CENTER WOOD™ | WHITE



SYNERGY™ | WHITE



RIFT™ | GRAY



FLEX™ | GRAY



COLORI™ | BLUE

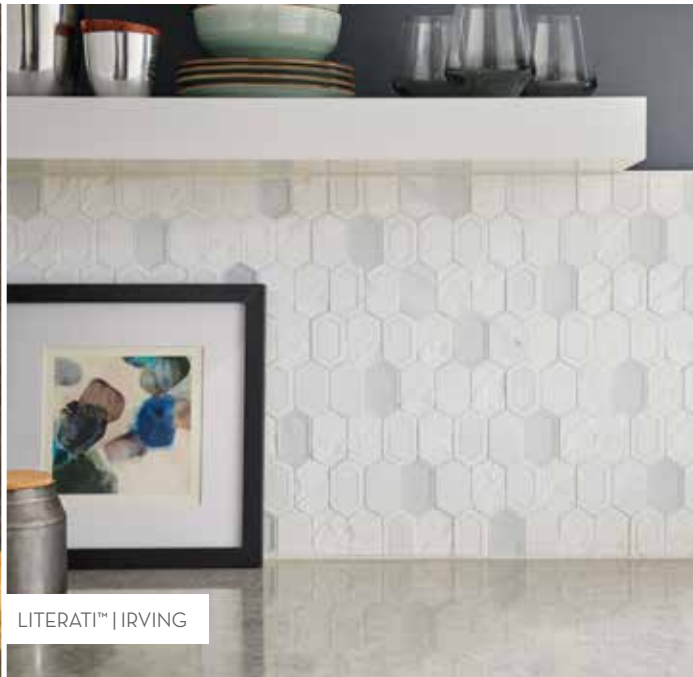


RHYTHM™ | BLACK PATTERN

# DECORATIVE INSTALLATIONS



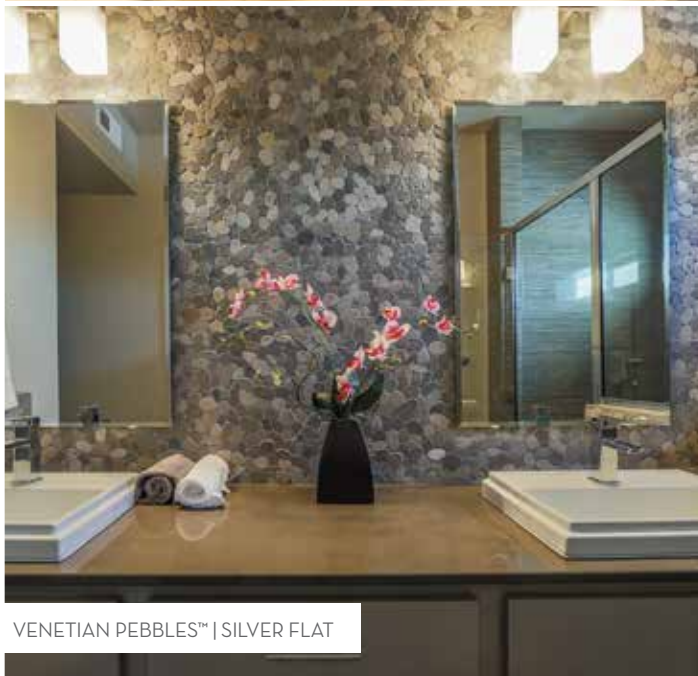
ECHO™ | BROWN HERRINGBONE



LITERATI™ | IRVING



GLITZ™ | LOVE



VENETIAN PEBBLES™ | SILVER FLAT



IMPACT™ | GRAY HERRINGBONE



IMPULSE™ | WINTER

# STONE INSTALLATIONS



MARBLE BIANCO GIOIA | GRANITE ABSOLUTE BLACK



ALLURO™ | CASTLE CREAM



MARBLE | SILVER



SLATE | STACKED WHITE



TRAVERTINE CHISELED | PHILADELPHIA



LIMESTONE | CHAMPAGNE LIGHT STRIATED & CHISELED

## SELLING WOOD LOOK TILE

The wood look in tile is the hottest trend in porcelain and ceramic tile today. Products have gotten so realistic looking, it is difficult to tell them apart from real wood in many applications.

**Wet Areas** - Kitchens, bathrooms and even showers are an ideal application for those who want the look but don't want to risk the hazards of exposing real wood to water damage.

**Wall Applications** - Wood look planks running vertical and horizontal as wall tile are very popular.

**Outdoor Living Spaces** - Covered patios with porcelain tiles provide the look without the risk of the elements damaging natural wood.

## LARGE FORMAT & LINEAR TILE INSTALLATION

Large format and linear tiles with a dimension over 15" require special installation

TCNA recommends 33% maximum offset width to prevent the appearance of lippage

Medium Bed Mortar is recommended for proper setting materials for large format tiles

Level floors are necessary to achieve the highest quality installation

3/16" grout joint width recommended

Use of clip system for anything over 24"

## SELLING INDOOR/OUTDOOR TILE

The trend for indoor-to-outdoor transitional living continues and porcelain tile is becoming an important offering for consumers looking to extend their internal living space to the outdoors.

Application and attributes need to align when searching for products for this living space.

### Application questions to be asked include:

- Space covered or non-covered
- Direct contact with irrigation
- Slope or have drainage
- Freeze zone climate

### Product attributes to consider are:

- Porcelain
- DCOF
- Substrate and setting material
- Cleaning ability

## PROFILES VS BULLNOSE

Protects tile edges from chipping & damage

Can be used to finish and protect the outer edge of tiled walls, floors and backsplashes

Sloped face to create smooth transitions between tile and adjacent surfaces

Pre-punched for easy setting into adhesive

One-size-fits-all inside and outside corners



**Emser Tile**  
[www.emser.com](http://www.emser.com)