



# 2022 TRENDS & OPPORTUNITIES





Established in 1968 and headquartered in Los Angeles, California, Emser Tile® is a leading designer, producer and marketer of the world's finest tile and natural stone. By offering unparalleled service and a vast selection of products, Emser Tile® is a comprehensive source for interior and exterior products that include porcelain, ceramic, glass, decorative accents, metal, quarry, mosaics, natural and engineered stone, cut-to-size products, setting materials and custom manufactured products made to your specifications. Our nationwide service network includes state of the art distribution centers and local sales and service locations to combine a strong national presence with tailored, local service. Building upon over 50 years of service, our dedication and commitment to our customers remains as strong as ever and is the core of our business and our culture.

Our services are tailored to customers' specific requirements. Emser Tile® offers exclusive programs that help retailers, home builders, commercial builders, contractors, architects and designers exceed their customers' expectations and requirements while keeping projects on schedule and within budget.

Our global network brings the latest trends, technologies and innovations for ceramic and porcelain tile, glass, natural stone, decorative, mosaic and metal products. We continue to offer the most compelling and extensive portfolio of colors, finishes, patterns and textures, accompanied by a broad assortment of coordinating trim and accent pieces.

Our expansive capacity translates into a vast selection of products and immediate distribution. With Emser Tile®, customers have quick access to unique and first-to-market products. With our local sales and service locations and global network of factory alliances, Emser Tile® has the infrastructure to logistically support any size project on a domestic or international level.



ABOVE: HEIRLOOM™ | LARCH  
COVER: IRONWORX™ | CARBON, WHITE



# 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

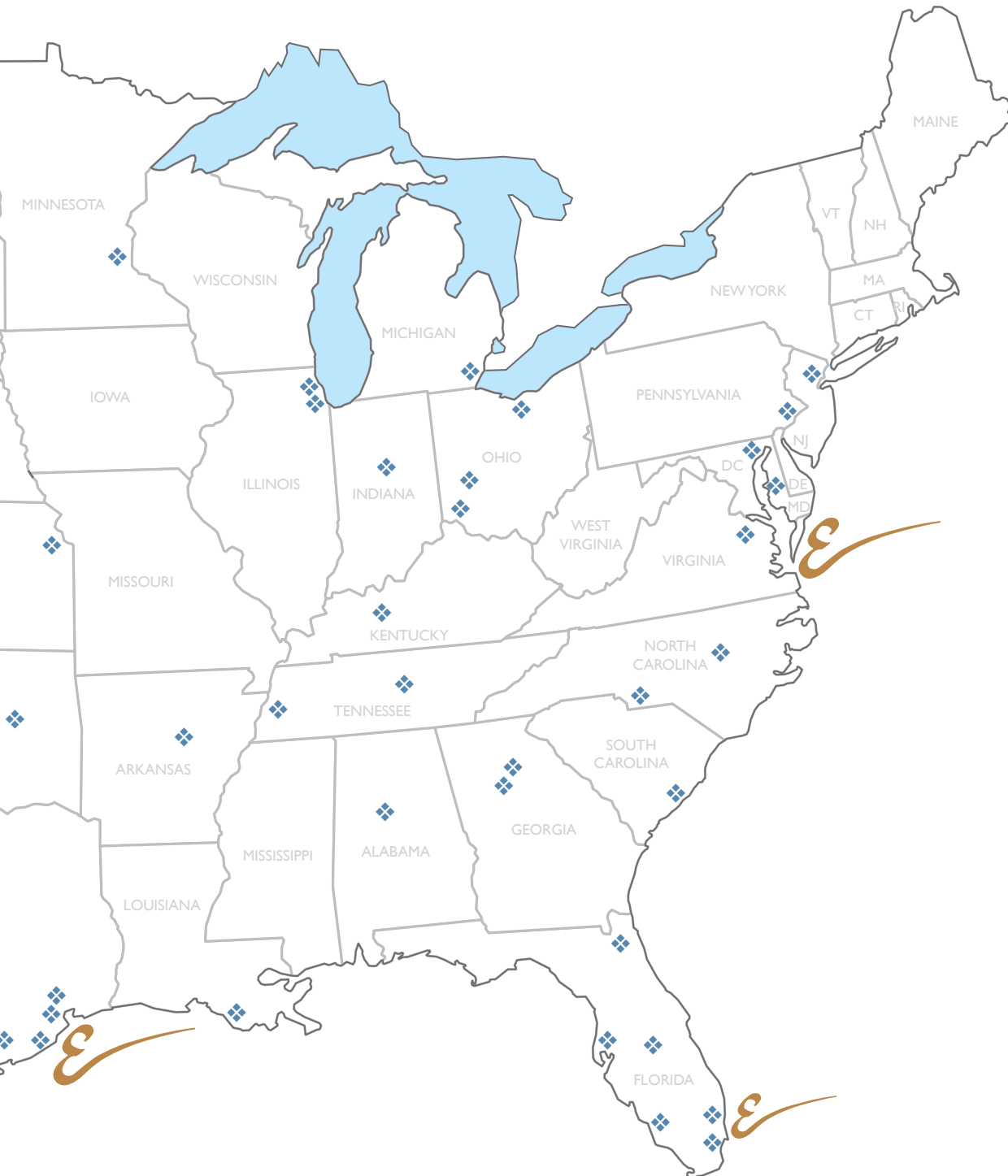
99% ORDER FILL RATE | 99% ORDER ACCURACY



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



# ONE WITH NATURE

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With a restored desire to connect with nature and a yearning to bring the outdoors in, there continues to be an extensive focus on sustainability and organic materials in interior design.

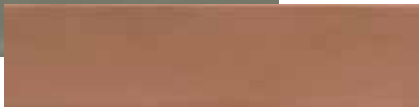
Surface visuals that are textural and mimic the look of wood, stone, and pebbles, play significant importance in this narrative as they bring a natural and nourishing mood to interior spaces.







Warm, earthy color palettes include rich shades of brown, green, terracotta, and sand tones which evoke nature inspired elements.



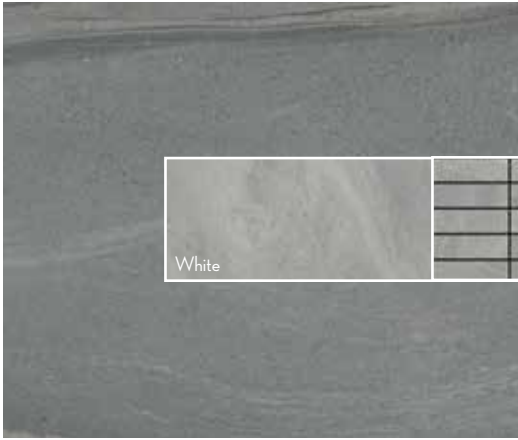


# BANZAI™

5 Colors | Matte



Available in 6"x35"



# BELSTAR™

3 Colors | Matte



Available in 16"x16", 12"x12" Mesh, 3"x16" SBN



# BORGATA™

3 Colors | Matte

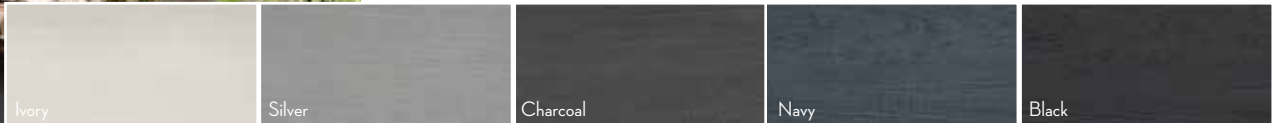


Available in 16"x16", 12"x24", 12"x12" Mesh, 3"x12" SBN



# BUILDING BLOCKS™ WOOD YAKEDO™

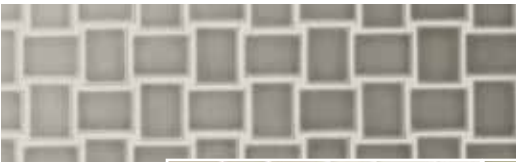
5 Colors | Matte



Available in 8"x47"

# HANAMI™

4 Colors | Glossy



Available in 12"x24"

# HEIRLOOM™

3 Colors | Matte

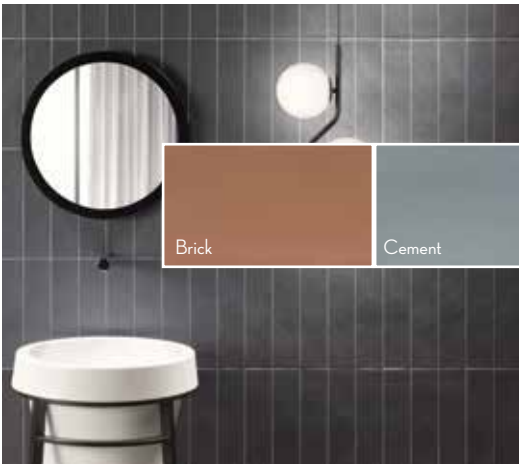


Available in 8"x35"



YAKEDO™ | BLACK





# HUES™

6 Colors | Matte



Available in 3"x10", 4"x4", 1/2"x12" Jolly



# PASSION™

7 Colors | Matte & Glossy



Available in 3"x8" (Glossy Only), 9"x9", 1/2"x8" Jolly (Glossy Only)



Rated as a V4, this line provides a dramatic variation in color and shade.



# VICTUS™

2 Colors | Matte



Available in 8"x47"



HUES™ | WHITE



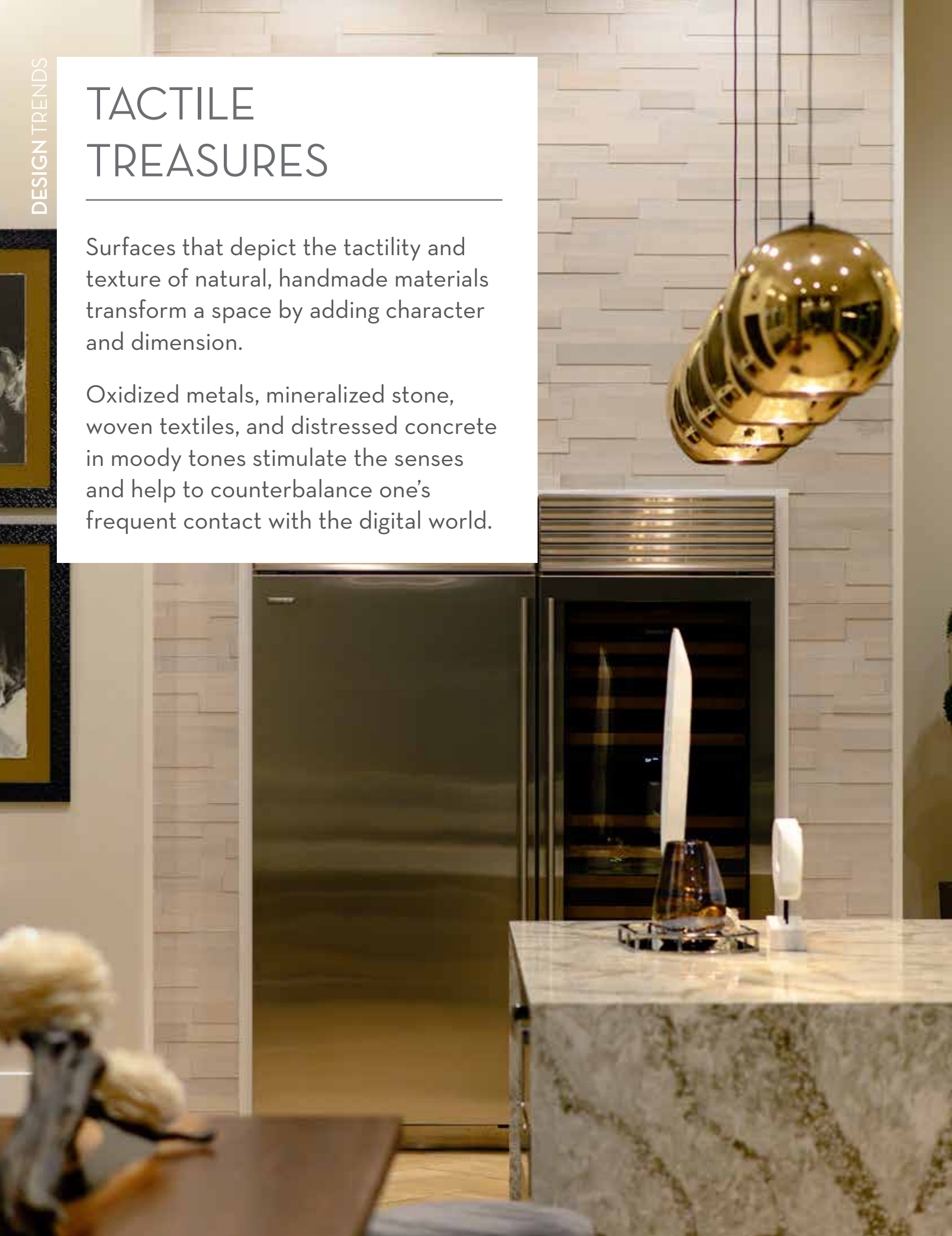
PASSION™ | BLUE

# TACTILE TREASURES

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Surfaces that depict the tactility and texture of natural, handmade materials transform a space by adding character and dimension.

Oxidized metals, mineralized stone, woven textiles, and distressed concrete in moody tones stimulate the senses and help to counterbalance one's frequent contact with the digital world.







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These perfectly, imperfect materials with textural variation and raised surface details often resemble timeworn elements that are weathered and raw.





# BROOK™

4 Colors | Matte



Available in 18"x18", 14"x14", 12"x24", 3"x12" SBN



# BUILDING BLOCKS™ METAL

3 Colors | Matte

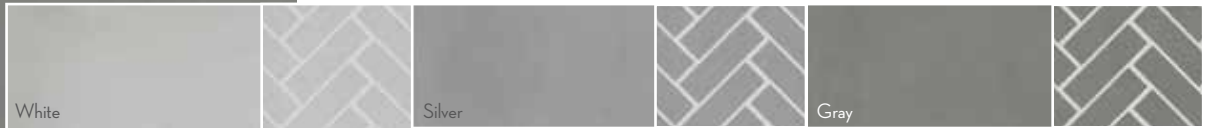


Available in 24"x47", 12"x24"



# CAPITAN™

3 Colors | Matte



Available in 22"x22", 13"x13", 12"x24", Herringbone Mosaic



# CAVANITE™

3 Colors | Matte



Available in 17"x17", 13"x13", 12"x24", 2"x4" Offset Mosaic

# FREGIO™

3 Colors | 2 Patterns | Matte



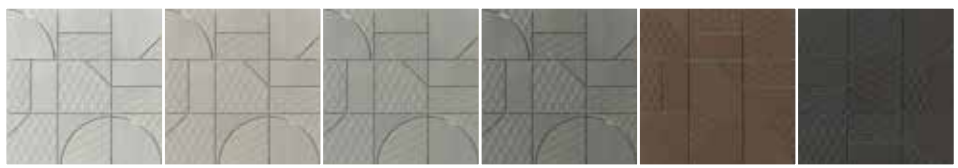
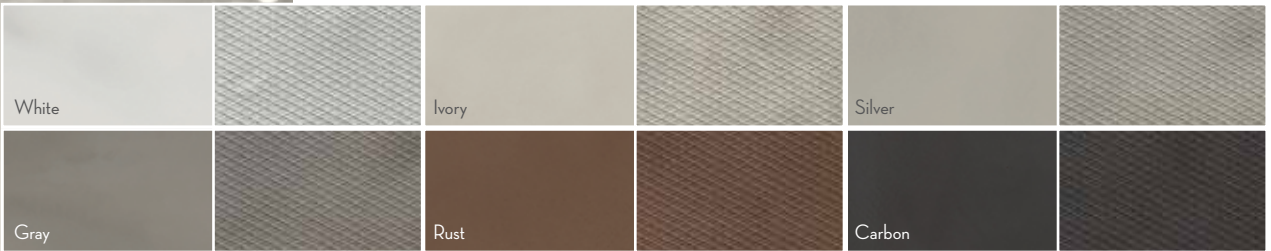
Available in 6"x20"

The pattern tiles of Fregio are glazed ceramic and are ideal for walls, while the flat tiles are glazed porcelain and may be used for floors and walls.



# IRONWORX™

6 Colors | 2 Patterns | Matte



Available in 31"x31", 12"x23", 12"x12" Geometric Mesh, 17"x17" Herringbone Mesh, 3"x12" SBN





# LIVORNO™

4 Colors | Matte



Available in 23"x47", 12"x23", 3"x12" SBN

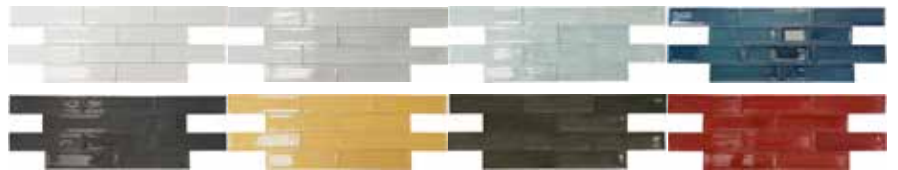


# RAKU™

8 Colors | Matte & Glossy



Available in 3"x12", 1/2"x12" Jolly



Rated as a V4, this line provides a dramatic variation in color and shade. Available in both a matte and glossy finish.



# STANDOUT SHAPES

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Curved arches and geometric forms optimize the visual appeal of a space by providing playful design and purposeful durability.

Modernized with stylish color palettes and the latest finishes, these intriguing motifs are sure to add a sense of familiarity and optimism.







Rhythmic patterns and nostalgic shapes often inspired by retro looks of the past create a unique and dynamic statement for both walls and floors.





# COGNITO™

1 Color | 2 Patterns | Matte & Glossy



Ice Herringbone



Ice Offset

Available in 11"x11" Herringbone Mesh, 12"x12" Offset Mesh



# CRAFT II™

6 Colors | 4 Shapes | 3 Sizes | Matte & Glossy



White Picket



White 3"x12"



Bone Picket



Bone 3"x12"



Gray Picket



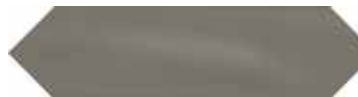
Gray 3"x12"



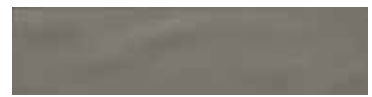
Fawn Picket



Fawn 3"x12"



Taupe Picket



Taupe 3"x12"



Sage Picket



Sage 3"x12"

Available in 3"x12" Picket, 3"x12", 4"x4", 3"x6", 3"x12" Wall SBN

Sage Color Available in 3"x12" Only.  
3"x12" Sizes Available in Matte & Gloss Finish.  
4"x4" & 3"x6" Available in Gloss Finish Only.



# HEKSA™

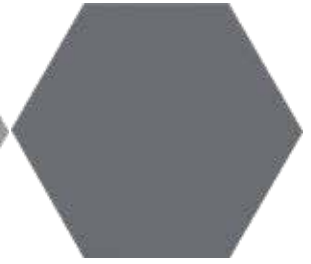
6 Colors | Matte



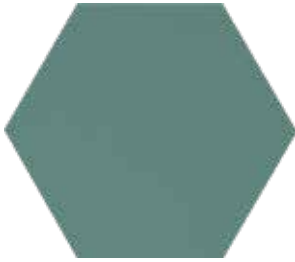
White



Silver



Gray



Forest



Navy



Black

Available in 8"x9" Hex



# REWARD™

4 Colors | 3 Patterns



Dove

Gray

Taupe

White

Available in 11"x12" Beveled 2x4 Mesh, 10"x11" Beveled Hex Mesh, 10"x11" Fan Mesh



# CLASSIC LUXE

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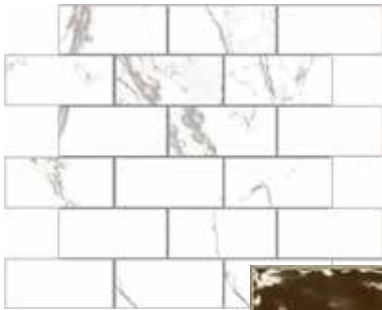
Bold contrast paired with surface visuals with unique character elevate a space by adding a timeless and luxurious aesthetic.

This look becomes luxe and layered especially when combined with sleek wood motifs and fluted surfaces, striking shapes and patterns and rich metallic details.





Classic materials, dramatic shades, and dazzling finishes with distinct variation and movement create a powerful statement on both floors and walls.





# BIZOU™

4 Colors | 4 Patterns | Groutless Marble Mosaic



Crest Cream/White



Crest White/Taupe



Crest White/Black



Crest Black/White



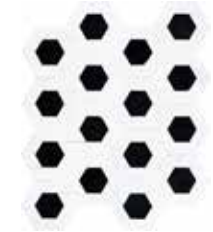
Damask White/Cream



Damask White/White



Damask White/Gray



Damask White/Black



Chevron Cream/Taupe



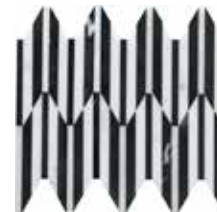
Chevron White/Cream



Chevron White/White



Peak White/Cream



Peak White/Black

Not Pictured: Chevron Black/White, Peak White/Gray, Peak White/White

Available in 12"x13" Mesh, 13"x13" Mesh, 9"x13" Mesh, 10"x12" Mesh



# BIMOVA™

4 Colors | Glossy



Mistral



Naya



Ariston



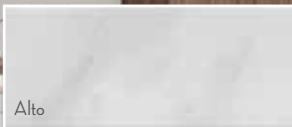
Helicon

Available in 8"x24"  
Naya Available in Matte Only.



# EMORA™

4 Colors | Matte & Glossy



Available in 3"x6", 4"x16", 1/2"x8" Jolly

# L'AMOUR™

1 Color | 7 Patterns



White 3"x3"



White 3"x6"



White 2"x4" Diamond



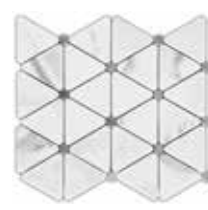
White Kaleidoscope



White 2"x3" Leaf



White Picket



White Triad

Available in 12"x12" 3"x3" Mesh, 12"x12" 3"x6" Mesh, 12"x12" 2"x4" Diamond Mesh, 9"x11" Kaleidoscope Mesh, 10"x12" Leaf Mesh, 12"x12" Picket Mesh, 10"x11" Triad Mesh



# LUXO™

4 Colors | Glossy



Opaque



Silver



Gold



Black

Available in 3"x12"

Due to the unique metallic mirror effect of this product, viewing physical samples before ordering is highly recommended.

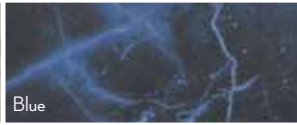


# PARKVIEW™

4 Colors | Matte & Polished



Astral



Blue



Brown



White

Available in 24"x47" (Polished Only), 12"x24"



# SERENDRA™

3 Colors | Matte & Polished



Luna



Mila



Zara

Available in 31"x31", 24"x47", 12"x24", 2"x4" Mesh



PARKVIEW™ | BROWN, WHITE

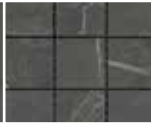
# STERLINA™

7 Colors | Matte & Polished

CLASSIC LUXE



Asphalt



Henna



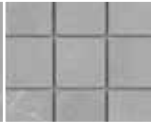
Dove



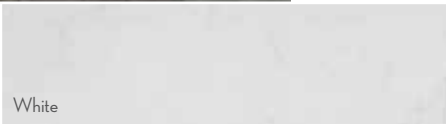
Ivory



Gray



Silver



White



Available in 24"x24", 24"x47", 12"x24", 6"x12" (Polished Only), 9"x10" Hex, 13"x13" Mesh, 3"x12" SBN.

Henna is not available in 24"x47", 24"x24", nor 9"x10" Hex.



STERLINA™ | HENNA



# OUTDOOR OASIS

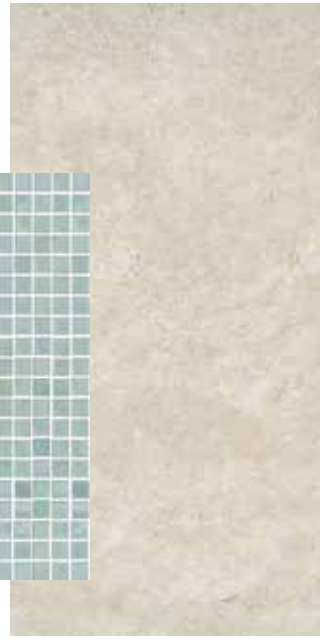
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Since nature plays such an important role in wellbeing, outdoor areas continue to gain significance in the overall design of a space with the addition of pools, patios, outdoor kitchens and fireplaces.

As one of the top design trends, outdoor projects emphasize the element of comfort, style, and safety, as more individuals look to entertain, exercise, and relax in the open air.







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These skillfully designed open-air retreats provide an extension of interior living and working spaces, as we see a blurring of the lines between interior and exterior environments.





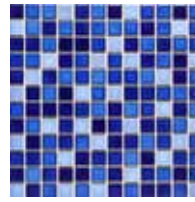


# AFLOAT™

3 Colors



Aqua



Cobalt



Teal

Available in 12"x12 Dot Mount, 12"x13" Dot Mount"



# GALORE™

7 Colors | 1 Size



White



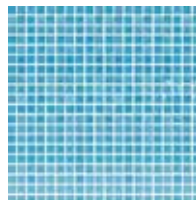
Pearl



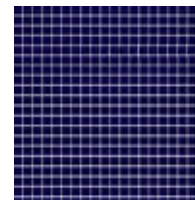
Silver



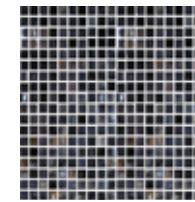
Ocean



Marine



Cobalt



Black

Available in 12"x12 Dot Mount, 12"x13" Dot Mount"

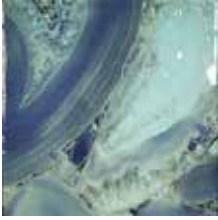


IMMERSE™ | AQUA

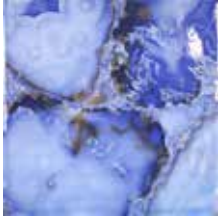


# IMMERSE™

3 Colors



Aqua



Cobalt



Teal

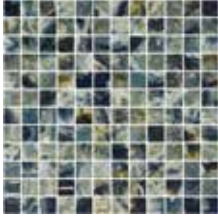
Available in 6"x6"

# WATERLACE™

3 Colors



Mana



Ono



Suva

Available in 12"x12" Mesh



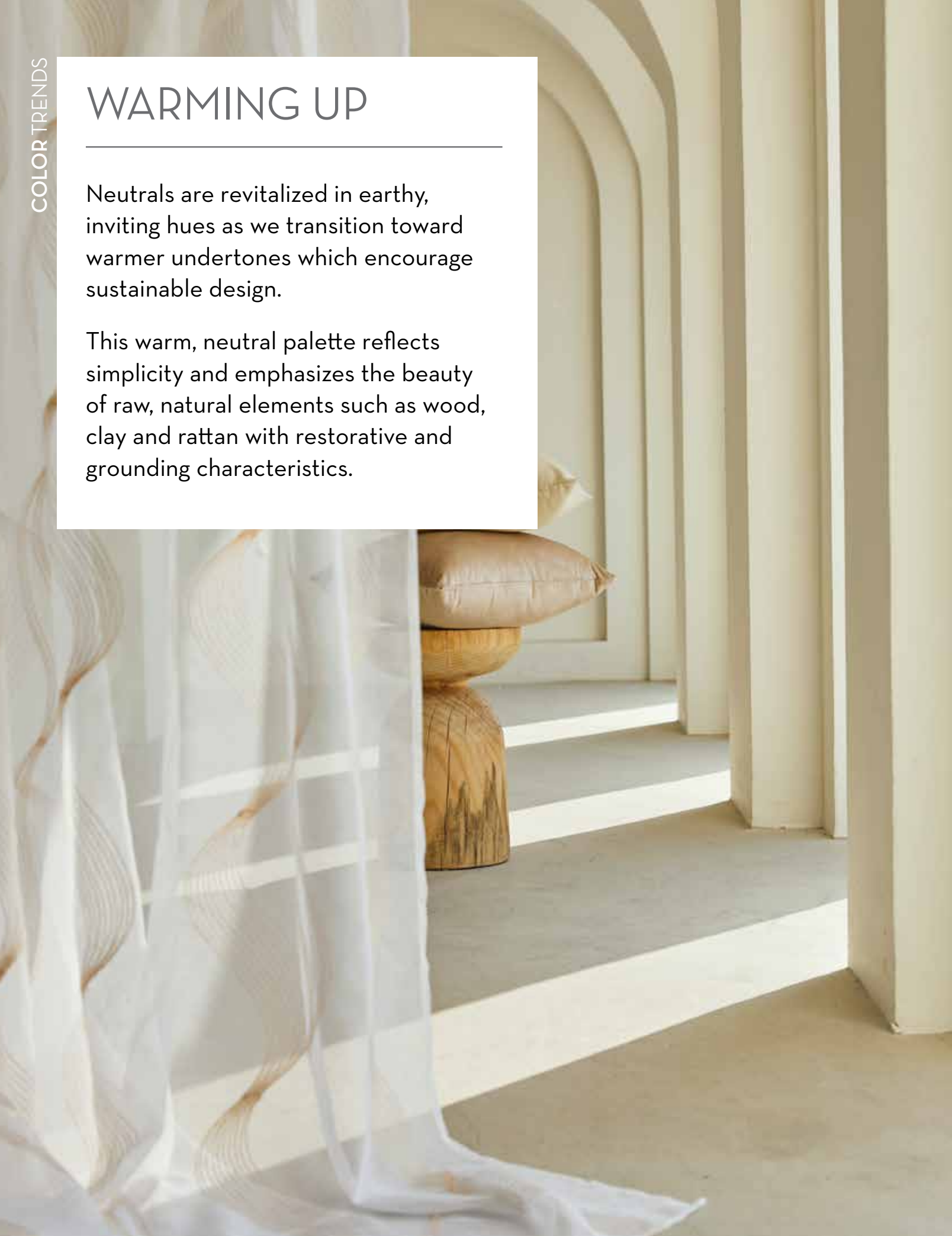
WATERLACE™ | ONO

# WARMING UP

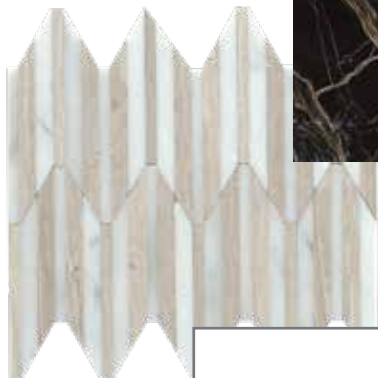
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Neutrals are revitalized in earthy, inviting hues as we transition toward warmer undertones which encourage sustainable design.

This warm, neutral palette reflects simplicity and emphasizes the beauty of raw, natural elements such as wood, clay and rattan with restorative and grounding characteristics.







Rustic shades of sand, caramel, and rich brown help to create a feeling of comfort, warmth, and stability all while connecting us to the earth.





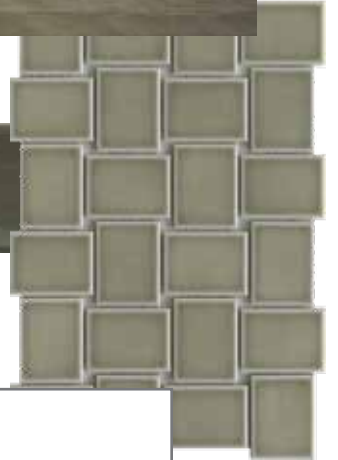
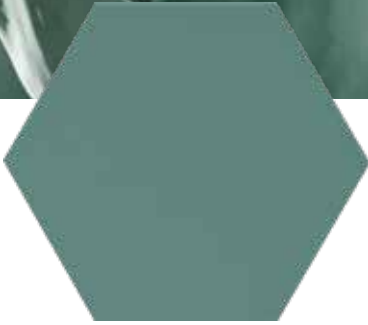
# GOING GREEN

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Often associated with nature and sustainability; green reflects growth as well as an overall sense of newness.

Expect to see a wide array of green shades, ranging from more soft, neutral tones that add a calming effect to more bold, highly saturated pigments that energize the space.





Organic accents such as wood grain finishes, botanical prints, earthenware ceramics, and natural woven fibers pair effortlessly with green for a nature-based palette.





# FOREVER BLUE

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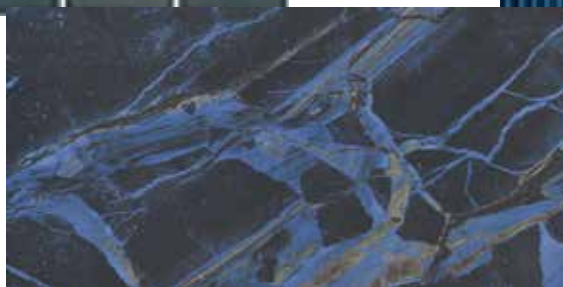
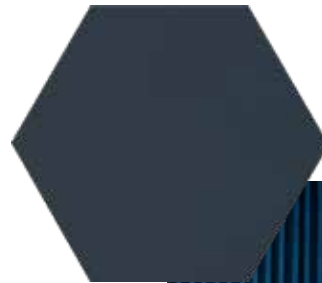
With blue's innate connection to the ocean and the sky, this hue embodies stability and a clearer vision of the future.

Blue continues to be an important color in design with a range of saturation levels, especially with a heightened green and red influence.





This timeless classic conveys a feeling of calmness and serenity by therefore providing a sense of tranquility and peacefulness in a space.



# BLACK ELEGANCE

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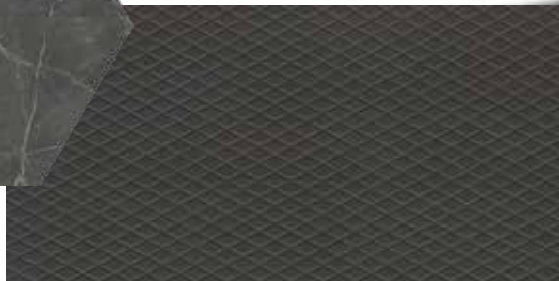
An ever-classic and dramatic hue, black and deep charcoal make an impactful return to residential and commercial settings with a minimal aesthetic.

This moody shade acts a powerful companion to many colors and is especially striking when paired with natural wood tones and other organic materials to create bold contrast.





Known to add luxury and depth to the space, deep dark surfaces and architectural accents provide eye-catching, allure like no other shade.





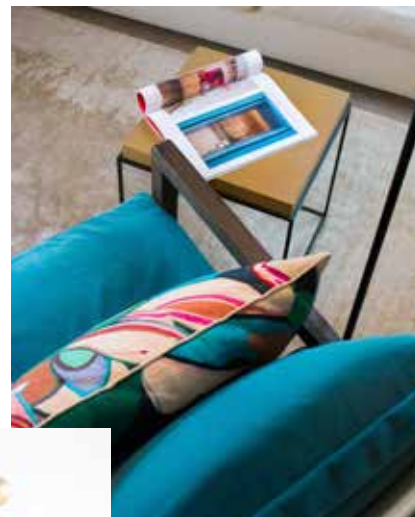
# COLOR POP

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A dose of color can add a sense of enthusiasm and optimism to any setting with vibrant hues that celebrate a bold yet elevated appearance.

Vivid shades of reds, greens, blues, pinks, and yellows on walls and floors uplift a mood and provide an energetic atmosphere especially when combined with interesting shapes and sizes.





These bright, highly saturated tones create a feeling of pure bliss while also personalizing the space with stand-out style.



# TRENDS IN FORMAT

## Large Format

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" x 16". 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"

EXPANSE™ | CALACATA





# TAKING SHAPE

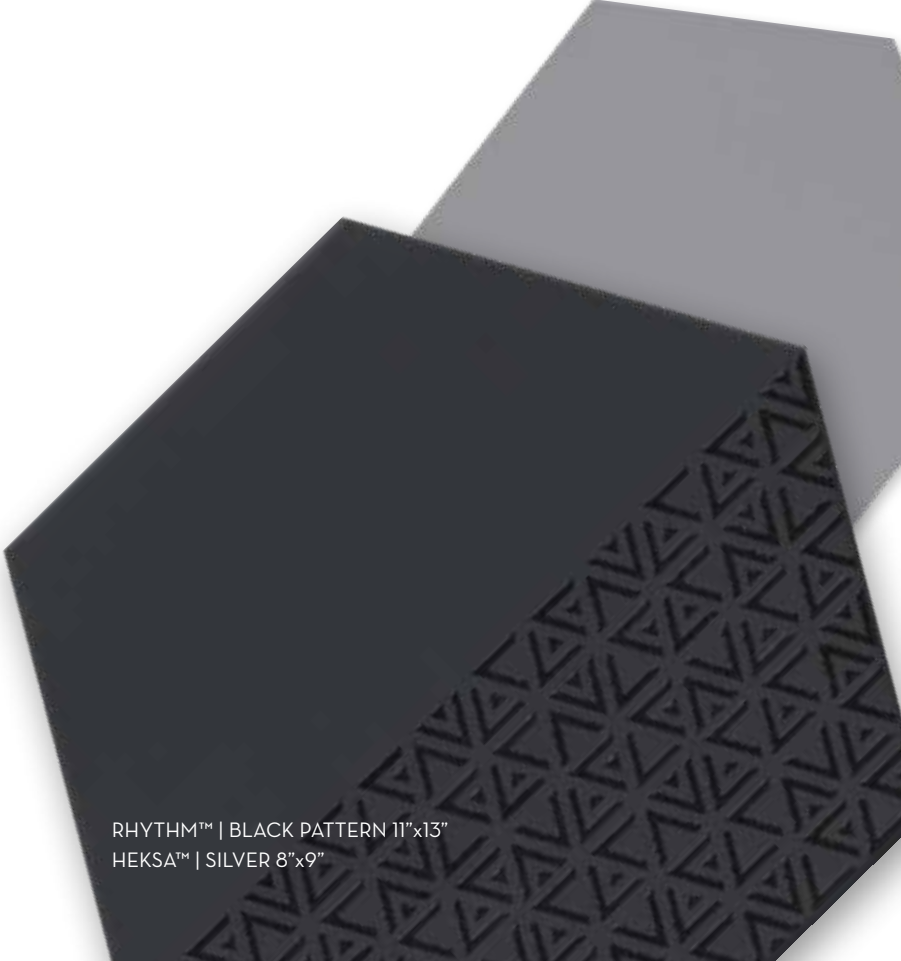
## Beyond Square

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



STERLINA™ HEX | ASPHALT, DOVE,  
IVORY, GRAY, SILVER, WHITE



RHYTHM™ | BLACK PATTERN 11"x13"  
HEKSA™ | SILVER 8"x9"



RHYTHM™ | WHITE PATTERN



BAUHAUS | ARROW



HEKSA™ | FOREST



# APPLICATIONS

Xtra™ | Trav Beige 24"x24"

Metro™ | Cream 12"x24"

## INDOOR & OUTDOOR

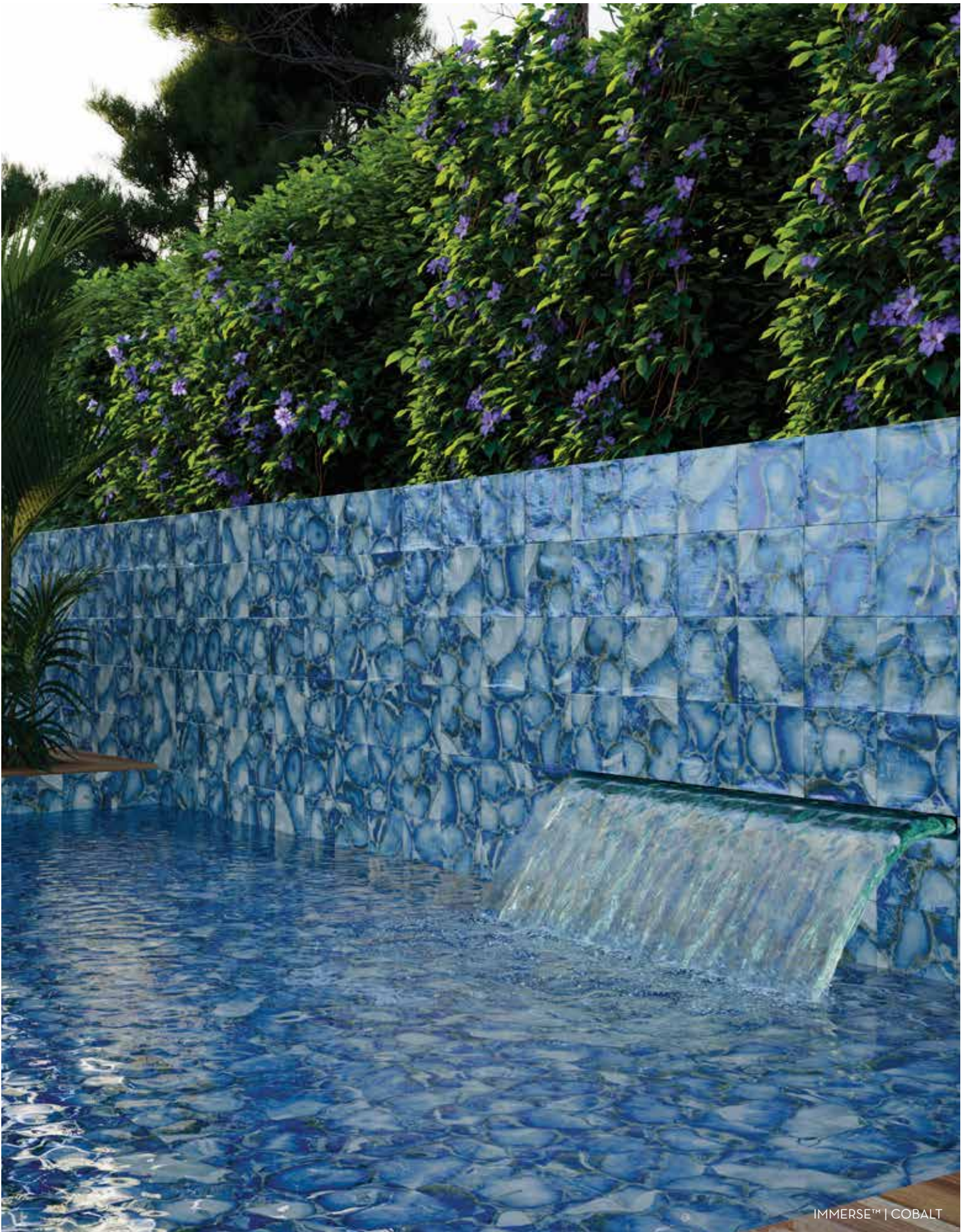
Tile is the perfect material to transition your living space between indoor and outdoors. As more and more homeowners entertain outdoors and make the most of time spent outside, landscapes have become extensions of interior spaces, usually separated by floor to ceiling glass, blurring the distinct line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





IMMERSE™ | COBALT

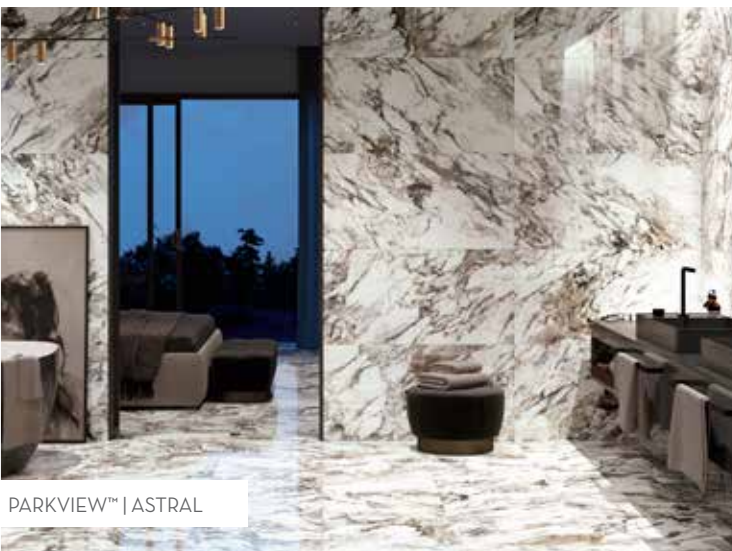


# GET INSPIRED





# FLOOR INSTALLATIONS



# WALL INSTALLATIONS



SPHERE™ | BLACK



SPARKLE™ | LINEAR



SONATA™ | WHITE



RAKU™ | OLIVE



PASSION™ | NERO



KUDOS™ | INDIGO & PERLA



# DECORATIVE INSTALLATIONS



MODAN™ | BLACK



MIZU™ | GREEN



KINETIC™ | BLUE



INFLUENCE™ | FAWN CUBE



LAMOUR™ | LEAF WHITE



OMNI™ | NAVY



# STONE INSTALLATIONS



MARBLE BIANCO GIOIA | GRANITE ABSOLUTE BLACK



ALLURO™ | CASTLE CREAM



MARBLE | SILVER



SLATE | STACKED WHITE



XTRA™ | CEMENTO GRAY



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"

## 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

## 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





PASSION™ VERDE



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