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FOR IMMEDIATE RELEASE
(CD of images available upon request)

THE ECHO COLLECTION BY GRANADA TILES REINVENTS THE CLASSIC ART OF MASTERCRAFTED CEMENT TILES

*Online Design Center Allows Architects, Designers and Homeowners to
Create Designs That “Echo” Individual Personality and Style*

LOS ANGELES (Nov. 21, 2006) — Inspired by exquisite historic tile floors found throughout Nicaragua, Granada Tiles introduces its Echo collection of master crafted cement tiles. Every order is custom made to “echo” the individual’s personalized vision. Architects, designers and homeowners can choose from Granada Tiles’ most popular colors and patterns or can create their own with the company’s online Design Center. Either way, from bright blue and yellow floral to contemporary black and white, the collection instills personality into any home, from an authentic Spanish hacienda to a trendy, modern loft.

Cement tiles are becoming increasingly popular in the U.S. for their charm, vintage appeal and amazing versatility. According to an article about cement tiles in the Los Angeles Times’ Home Section, which featured Granada Tiles: “Despite the increased demand, decorative cement tile can still be less expensive than other types of art tile. But more than that, the cement pieces can have a rustic charm – a timeworn beauty complemented by a chameleon-like versatility. They bear bold patterns and rich, dynamic colors that can look modern or historical, traditional or exotic.”

In addition to “echoing” the clients’ visions in tile, the Echo collection evokes the rich 150-year history of the cement tile making technique. Master craftsmen in Nicaragua pour pigmented colored cements into sections of the metal molds that are used like giant cookie cutters. Forming the tile’s top layer, the cement is poured to a depth of one-eighth inch. While the cement is still wet, the mold is carefully pulled out so the various colors can join, forming the intricate design. Next, a half an inch of a dry cement mixture is added on top to add bulk and strength. Lastly, 4,000 pounds of hydraulic pressure is applied to draw moisture from the colored cement through the dry backing. The result is a cement tile that is incredibly durable and easy to maintain, and becomes more polished as it wears.

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GRANADA TILES – ECHO COLLECTION

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Retailing for \$20 to \$40 per square foot, the Echo collection is sold at fine tile showrooms nationwide and on the company's website at www.granadatiles.com.

About Granada Tiles

Based in Los Angeles, Granada Tiles creates exquisite handmade, eco-friendly cement tiles. Working closely with architects and designers, owner Marcos Cajina strives to capture his customer's creative vision through tile. Manufactured in his native homeland, Nicaragua, Cajina believes strongly in preserving the land's natural beauty by managing resources responsibly and not contributing to landfills or using toxins. Available at tile showrooms nationwide, Granada Tiles can also be purchased through the company's website at www.granadatiles.com. For more information, please call 213.482.8070.

— GRANADA TILES —