



Contact: Melanie Stephens
Granada Tile
1103 W. Kensington Road
Los Angeles, CA 90026
213.482.8070
melanie@granadatile.com

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(high resolution images available upon request)

SENSATIONAL, HISTORIC CEMENT TILE GOES MODERN

Granada Tile adds 40 new designs and 12 new colors to its signature Echo Collection of sensational, eco-friendly, handmade cement tiles

LOS ANGELES (October 9, 2010) — Granada Tile's mastercrafted, handmade cement tiles now offer thousands of customizable, unique possibilities. Designers, architects, and homeowners can easily customize their favorite designs with the online Echo Collection catalogue and within minutes create their own tailormade design for their resort, spa, restaurant, café, kitchen, bathroom, living room, entryway, pool or patio.

The 40 new designs reflect a modern aesthetic, inspired by Calder, Matisse and Japanese quilting. There's *Marbella* with the square perched at an angle ready to fall over and *Leda* with its circle rolling within a larger sphere: both share Alexander Calder's fascination with moving geometry. Then there's the exotic Matisse-like sensuality of *Istanbul*, *Esfahan* and *Torino* with their sinuous curves and interlocking patterns.

With a nod to historical designs with a modern flair, Granada Tile has also included startling modern, 200-year old Japanese embroidery patterns. This group of sashiko patterns includes *Nara*, *Kyoto*, *Kitami* and *Hokkaido*, all named to give homage to their Japanese lineage.

The expanded color palette includes 4 new shades to evoke the sea: mist, aqua, turquoise and teal. Jade and olive have mellowed the green selection, and dawn and midnight have provided low and high notes of blue. Latte, copper and espresso offer cozy, rich tones. Shell and rose provide calming, cheerful companions to the more intense coral and cordoba reds. Last but not least, silver adds an elegant shade to the greytone.

Mailing Address:

1103 W. Kensington Rd.
Los Angeles, CA 90026
tel: 213.482.8070
fax: 213.482.4123
www.granadatile.com

The interactive online catalogue invites users to become creators. With any of the 140 designs, a website user can drag one of 32 colors into a particular area of the tile, repeating this process until the tile is fully colored. During each stage of this process, the budding Granada Tile designer can see the effect of the color changes in a carpet of tile, an entryway and a bathroom.

GRANADA TILE — MODERN CEMENT TILE 2-2-2

For those who find so many custom options dizzying, Granada Tile offers ten In Stock tile patterns drawn from customers' favorites. In addition to being tried and true, the In Stock tiles have the advantage of being immediately available for pick up or shipping from Granada Tile's warehouses in Los Angeles and Miami.

Retailing for \$7 to \$20 per square foot, the Echo collection is sold on the company's website at www.granadatile.com and by phone at 213.482.8070.

About Granada Tile

Based in Los Angeles, Granada Tile creates sensational, handmade, eco-friendly cement and concrete tiles. Working closely with architects and designers, Granada Tile strives to capture the customer's creative vision through cement tile.

Top tier designers and architects (including Tihany Design, Zeff Design, BAMO, Shubin + Donaldson, and Bestor Architecture) have selected Granada Tile for their resorts, spas, restaurants, and offices. Homeowners and interior designers have chosen Granada Tile for their kitchens, bathrooms, living rooms, pools, patios on the floors and walls.

While producing cement tiles at the family's production facility in Nicaragua, Granada Tile lives up to its commitment to be environmentally friendly by managing resources responsibly and not contributing to landfills or using toxins.

— GRANADA TILE —