

For Immediate Release

Crossville Launches Updated Empire Porcelain Tile Collection Existing Line Receives Total Revamp to Offer On-trend Colors, Latest Sizes

CROSSVILLE, Tenn. - Crossville, Inc. has announced the relaunch of its popular Empire porcelain tile collection, now featuring a new color palette and updated size offerings. The line maintains its nuanced, authentically marbled stone appearance that has proven to hold great appeal with the A&D community, thus ensuring the product's inclusion in Crossville's lineup long term.

According Lindsey Waldrep, Crossville's VP of Marketing, the decision to keep Empire on the product roster and give the collection a modern makeover was guided by feedback from the marketplace.

"We listen to our network and analyze sales data to make intelligent decisions about our product mix, and on all counts, it's clear Empire is still a winner with architects, designers, and product specifiers," Waldrep explains.

The new incarnation of Empire features a nine-color palette comprised of previously offered and newly developed hues, creating a balance of options to appeal to both cool and warm sides of the color spectrum.

"The range of colors invites designers to create ombre effects on floors or walls—going from light to dark in gradient shades within an installation," states Waldrep.

The presence of the gray tones in the updated palette reflects the prominence of the hue as a foundational neutral color in today's design schemes. Also, the addition of Midnight Blue, Marquis Greige, and Cadet White expand the Empire palette to allow for more daring contrasts in mix-and-match patterns.

The Empire sizes run the gamut from large format to small mosaics: 18x36, 6x36, 24x24, 12x24, 12x12, and 2x2 mosaics offered on 12x12 mesh-back sheets for easy installation. Additionally, special plank sizes may be ordered through Crossville's Get Planked program—no minimum square footage required.

“The range of colors and sizes is intentional. We want designers to have plenty of options to create custom looks and dramatic patterns,” shares Waldrep. Though this collection is a traditional stone look at its foundation, the renewed palette and modular sizes are very modern and on trend. It’s a great combination.”

Empire is made with 20% recycled content and is suitable for commercial and residential use on interior floors and walls or exterior vertical surfaces.

For full product details, view the product literature at crossvilleinc.com/products/empire.

About Crossville, Inc.

Founded in 1986, Crossville Inc. is a U.S.-owned and operated manufacturer of award-winning tile collections for residential and contract applications.

An industry innovator, Crossville is the first U.S. tile manufacturer to achieve the following:

- produce large format tile on site,
manufacture tile with certified recycled content,
- develop the Tile Take-Back® Program for recycling fired porcelain tile
- achieve certification of its waste recycling programs
- achieve TCNA’s Green Squared certification for all of its U.S.-produced tile lines, distribute a complete line of large format, 3mm-thin porcelain panels (Laminam by Crossville) and
- become a net consumer of waste.

For more information on Crossville, visit crossvilleinc.com