

For Immediate Release  
High res photos available via download  
<http://crossvilleinc.com/discover-crossville/media-room/>

Media Contact:  
Irene Williams, (615) 429-8492  
[irene@msg2mkt.com](mailto:irene@msg2mkt.com)

## **Crossville Launches Moonstruck Porcelain Tile Collection New Line Features Large Formats, Unique Striations, Range of Colors**

Crossville, Tenn. – Crossville, Inc. has introduced Moonstruck porcelain tile collection. The domestically produced line, inspired by the look of both ancient native rock formations and untouched lunar surfaces, was developed to offer an authentic interpretation of natural stone's veining and colors.

According to Crossville VP of Marketing Lindsey Waldrep, Moonstruck offers nuanced details that make the product unique in the marketplace.

“In Moonstruck’s design, we achieved graceful striations that are quite varied from tile to tile. The effect captures authentic stone’s veining and gives character to the line’s overall expansive, grand style.”

The collection is offered in a palette of five colors ranging from cool to warm tones, each available in both unpolished and polished finishes. The color names—Juno, Luna, Kosmos, Gemini and Apollo—are taken from lunar missions, in homage to the line’s celestial inspiration.

Field tile size options are 12”x 24”, as well as Crossville’s first 18’x 36” offering. The collection comes with a 4”x24” bullnose trim, as well.

Moonstruck is recommended for interior floors, walls, countertops, and exterior walls in both residential and commercial applications. Moonstruck is not recommended for exterior horizontal surfaces or exterior paving. The honed finish is not recommended for wet areas where standing water may occur (full details on the Crossville website).

In keeping with all products produced at Crossville’s Tennessee manufacturing facilities, Moonstruck is made using third-party certified, sustainable processes, is Green Squared certified, and contains a minimum 4% recycled content.

For more information on this collection, visit [crossvilleinc.com](http://crossvilleinc.com).

**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. Its headquarters and manufacturing facilities are located in Crossville, Tennessee. Crossville, Inc. is a wholly owned subsidiary of Curran Group, a private holding company renowned for its core values of family, respect, partnership, integrity, and improvement.

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, thin porcelain panels (Laminam by Crossville), and
- become a net consumer of waste.

For more information on Crossville, visit [crossvilleinc.com](http://crossvilleinc.com).

###