

Media Contact  
Stephanie Duerden  
760.603.3955  
sduerden@glasstile.com

Oceanside Glasstile Pays Homage to Their Sustainable Roots  
*It's More Than Green, It's Blue*

Carlsbad, Calif. – Sept 1, 2012 -- Oceanside Glasstile has been an environmental steward since their inception in 1992. As they celebrate their 20<sup>th</sup> year of business they pay homage to their roots with their new product launch BLUE. BLUE continues where green has not been able to go, it is a larger revolution that includes social and economic justice, as well as a personal sustainable lifestyle. As Oceanside Glasstile progresses into a new decade so does their philosophy, the focus has shifted from being green to being BLUE.

BLUE hits the market boasting post-consumer recycled content percentages as high as 82%. This characteristic lends itself to LEED accreditation and does so with the highest quality, handcrafted mosaics. The mosaic line is responsibly sourced, obtaining recycled product through curbside recycling programs, is handcrafted in North America, and priced competitively for its class.

Poised to deliver sophisticated design, BLUE launches with 6 colors and 4 blends that are available in 2 patterns  $\frac{3}{4}$ " x  $\frac{3}{4}$ " and  $\frac{3}{4}$ " x 3  $\frac{3}{8}$ " and is complimented by 3 classic liners. The spiraling milky opals conjure mid-century nostalgia, while the naturally earthy translucence plays nice with all finishes. This collection sings loud and clear with resonant beauty while answering the call for ecologically sound material.

Oceanside Glasstile looks for new ways to use molten glass, a natural material, to create architectural designs for home and commercial environments. The manufacturing process aims to be a closed loop with as little impact on the environment as possible - from increasing the recycled content of the tile to minimizing energy and waste. They also embrace a holistic lifestyle that goes hand in hand with their philanthropy and wellness programs, passionately pursuing their commitments to charitable giving and human well-being. Oceanside Glasstile is fervently working toward a philanthropy goal of 24 hours per employee a year, totaling approximately 1,248 accumulated hours for 2012.

For more information, please see [www.glasstile.com](http://www.glasstile.com).