

Stephanie Duerden
Brand Communication Coordinator
Sduerden@glasstile.com
760-603-3995

Oceanside Glasstile Introduces Radical Patterns Paired with Soulful Blues

Carlsbad, Calif. – November 1, 2013 -- Oceanside Glasstile gets playful with new pattern additions and ocean inspired hues. No stranger to bold design, Oceanside Glasstile looks for ways to push the envelope of tile design. The expanded color palette and beautiful geometric patterns give a whole new meaning to modern mosaics.

A signature collection since its inception, Tessera has been a go to design element since its request by the Hearst Castle. Now over 18 years later the collection receives a breath of renewed inspiration. “The patterns evolved from global architecture and thoughtful design. Touches of ethnic motifs coupled with the handcrafted nature of Tessera create relevant and fresh mosaic expressions,” explains Johnny Marckx, Executive Vice President. “Fez evokes Moroccan classic beauty; while Kaleidoscope and Pave break the grid with gorgeous angular movement; and River flows with linear strength bringing repose to any vertical application.” These stylish, yet approachable patterns create exciting design possibilities for both commercial and residential projects. Oceanside Glasstile combines ease of specification and short lead-times to support creative and sustainable architecture.

Over forty colors and three distinctive surface finishes – iridescent, non-iridescent and matte are available in the Oceanside Glasstile color palette. The new colors Tide, Tropical Reef, and Bondi evoke a relaxing coastal experience. Tide offers a light teal you might find at the edge of the seashore, and Tropical Reef reflects a lush blue green that can only be found just off the coast, while Bondi plunges into the depths of the blue sea. The watery blues have transparent qualities that respond and interact with neutrals, as well as, bring their own lovely personalities to the party. These seafaring colors inspire six new blends: Cypress Bay, Indigo, Breathe, Cool Waters, Sundowner and Lagoon, or can be customized to create a unique blend to fit any space.

Oceanside Glasstile has had a conscientious commitment to the environment since its inception in 1992. Annually, the company uses over 2 million pounds of glass from curbside recycling programs to manufacture their products - turning waste that would otherwise end up in landfills into expressive design materials. Many colors contain up to 97% recycled material and they continually look for new ways to use molten glass 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.

For more information, please see www.glasstile.com. PRservices@glasstile.com