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Oceanside Glasstile Introduces Svelte Field Tile and New Opal Colors

Stunning Neutrals and Modern Tile Sizes Create a New Sense of Sophistication

Carlsbad, Calif. – October 2014 – Oceanside Glasstile is flirting with sophistication for their Fall Launch 2014. After releasing a trio of brilliant blues to the market this past summer a call to the softer side was made – sophisticated neutrals are the newest addition to their extensive color palette. Echoing the sentiment of this year’s Fashion Week Oceanside Glasstile hits the market with a fresh interpretation on a classic. The new 2x8 field, Intro and Outro pieces are the ultramodern subway tiles of any designer’s dreams, combining dynamic bevels with a beautiful brick shape.

Through feedback from showrooms and design centers across the country, Oceanside Glasstile heard the demand for versatility and compatibility within their color palette. Merchandising Designer Cathy Aroz explains, “There was a call in the industry for a lighter color palette. These neutrals are timeless colors.” Timeless indeed, this palette of opals sets the perfect foundation for layering neutrals and accent colors.

Inspired by a rolling coastal fog, Dove provides a cool undertone while Silk brings out the warmth in the purest of marbles. Available in three finishes – Iridescent, Non-Iridescent and Matte – Dove and Silk offer a cool soft grey or warm creamy notes to any blend. Satin’s fresh white offers a clean canvas to allow other colors to shine or as the lead in a modern setting. These NEWtrals inspired two new blends: Neblina and Solstice, and can be customized to create a unique blend to fit any space.

Oceanside Glasstile’s Casa California collection updates a classic look with their new 2x8 field, Intro and Outro pieces. As Merchandising Designer, Cathy Aroz states, “The idea behind Intro and Outro was to embrace a clean, modern aesthetic that still connects to traditional styles. With Outro you get your classic bevel design, while Intro gives you that element of surprise with an innovative inner bevel.” The 2x8 flat field piece rounds out the collection’s offering of slimmer, longer subway tiles. All of the new pieces are available in Oceanside Glasstile’s full color palette.

Recycling is in the DNA of Oceanside Glasstile. Each year they melt more than 2 million pounds of post-consumer bottle glass. The result – a gem-like substance crafted into stunning glass tile. They continuously strive for improvements in energy efficiency, and maintain a closed loop manufacturing process where they re-melt all of their own glass trimmings. Manufacturing innovative products with a sustainable process is an important business value, but . . . that’s just where the fun begins. Encouraged by the leadership of the company, Oceanside Glasstile employees support all kinds of causes both near and far. Embracing social responsibility, they find joy in restoring orphanages, building schools, planting new trees and collaborating with the generation of tomorrow. Both home and commercial designs will get a dose of good vibes when they incorporate this environmentally-aware, socially-responsible product into their work-in-progress.

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