

Fireclay Tile Releases Essentials

A new product line from Fireclay Tile offers an edited expression of Fireclay's signature American-Made Ceramic Tile at their most budget-friendly price ever.



San Francisco: June 21, 2022 - Fireclay Tile, a Certified B-Corp handmade tile manufacturer and retailer, is pleased to release Essentials, a budget-friendly new product line. Essentials consists of USA-made tile available in eight timeless colors and three versatile shapes, starting at \$10 a square foot. This collection will be available exclusively in Fireclay's Quick Ship Shop, permanently in-stock and ready to ship in five days or less.

Developed with Fireclay's partners in the Pacific Northwest, the introductory collection of Essentials colors is inspired by the palette of the Cascadia region. Featuring colors ranging from pearly white to shadowy grey with cool tones of green and blue in between, each shade features a translucent gloss over engobe glaze developed in collaboration with Fireclay's manufacturing partners to mirror the exclusive variation and qualities Fireclay Tile is known for.

Made with a red, recycled ceramic clay body, Essentials is produced using a dry press technique before glaze is applied and then fired once in a fast fire kiln - requiring less cost and fewer emissions.

Essentials is available in three versatile shapes: classic 3x6 and 3x9 Field Tile, and a sheeted 3x3 Mosaic Tile. These highly versatile shapes offer an array of design choices. They are also

modular with a 3/16” grout spacing, meaning all three can be combined to create unique patterns and even more design possibilities.



This exclusive collection offers Fireclay’s most budget-friendly price point ever. The 3x6 and 3x9 shapes will be available for just \$10/SqFt while the 3x3 Sheeted Mosaic is just \$18/SqFt. These prices make Essentials a perfect choice for both homeowners and commercial projects where scale and budget are a priority. Essentials also qualifies for Fireclay’s standard Trade discounts and Commercial volume pricing making it even more accessible.

About Fireclay Tile:

Since 1986, Fireclay Tile has been committed to making tile a better way. This mission has earned them B Corp certification, Climate Neutral certification as well as a reputation for producing the most coveted handmade tile available. Their products are also made for good. From Fireclay’s Pledge1% commitment to its donation partnership with Allies in Arts, they work and design with good intentions.

Fireclay offers an array of materials, alongside complimentary design services for homeowners, a program for residential trade professions, and dedicated commercial support for large projects. Their customers can boast that their beautiful, sustainably made tile is handcrafted with 100% renewable energy, which qualifies for industry-leading certifications, including LEED.

Since they began their tile-making journey, Fireclay has been proud to call California home. From its sustainable Factory in the coastal hills of Aromas to its San Francisco and Berkeley Showrooms, they are proud of the supply chains they've created with their local communities and the economic impacts they're able to contribute to in its home state of California.

Learn more here: <https://www.fireclaytile.com/>

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