



FIRECLAY TILE

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CONTACT: Teresa Cooney
(760) 846-4823
teresa@fireclaytile.com
www.fireclaytile.com

Fireclay Tile's Newest 'Crush' *Locally Made 100% Recycled Glass Tile*

San Jose, Calif., May 3, 2011 - Keep an eye on Fireclay Tile. The leading sustainable tile manufacturer has brought yet another environmentally conscious tile product to the market using locally sourced recycled materials. Introducing the new and extraordinary Crush, a U.S. manufactured 100% Recycled Glass Tile.

Their Newest Crush

Crush, Fireclay's new 100% Recycled Glass Tile, is grown from right within Fireclay's local environment, and the result is a glass tile line that is unique, sustainable, and stunning. The name "Crush" stems from the fact that Fireclay sources the raw waste glass from within 20 miles, crushes and processes the glass in its local San Jose, CA manufacturing facility, and then transforms the material into stunning recycled glass tile. The color names are inspired by natural elements (Acai, Poppy, Walnut, etc), mimicking the organic nature of Fireclay's localized sourcing and production of Crush. The result is a sustainable recycled glass tile line that is available immediately for residential and commercial projects, and contributes towards LEED construction credits.

Crush sets itself apart from other recycled glass tiles because it is:

- Designed & Manufactured in the United States.
- Recycled pre-consumer window glass sourced from within 20 miles of Fireclay's manufacturing facility.
- Proprietary glass fusing technology paired with state-of-the-art kiln firing results in recycled glass tiles that take less than one-fourth the energy of traditional cast-glass tile.
- Made to order in just two weeks.
- Like all of Fireclay Tile products, custom color, size and shape development are available.

"We are so thrilled to be bringing Crush to the surfacing and finishes market to complement other sustainable materials and to continue our rich tradition of custom manufacturing," says Paul Burns, Fireclay's Founder and Chief Ceramicist.

Crush is made-to-order within two weeks from Fireclay Tile's San Jose, CA factory. With 40 different colors, available in both gloss and matte finishes, and an array of 17 sizes



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with complementary borders, the design options are limitless. Fireclay continues its sustainable, unique artisanal manufacturing process within its open air, energy efficient factory located in San Jose, which complements its open-air, day-lit ceramic tile factory in Aromas, CA. Fireclay can also reliably fulfill Crush orders as large as several thousand square feet for commercial, hospitality and retail projects. Since the new series is locally made, its fuel and transport costs are a fraction of those of larger, more traditional manufacturers who are increasingly outsourcing production abroad.

Crush's roots stem from Fairbanks, AK and Boise, ID, where the technology and process were originally developed by Sandhill Industries. Founded by Terri and Jim Raudenbush, Sandhill won the EPA Evergreen award in 2002 for its environmental excellence and leadership. In 2010 Fireclay Tile acquired Sandhill's equipment and technology.

"The pioneering work that Terri and Jim did to create this recycled glass tile technology is amazing. We aim to take their technology, add to it our 26-year tile history and expertise, and create something tremendous in the market," comments Eric Edelson, Fireclay's Vice President. "Over the next year we also aim to expand the product line to include recycled glass tile made from post-consumer recycled glass bottles."

Crush is available immediately from Fireclay Tile and its network for nationwide dealers. Come check out their newest Crush at www.fireclaytile.com!

About Fireclay Tile:

Founded in 1986 by its Chief Ceramicist, Paul Burns, Fireclay Tile (www.fireclaytile.com) makes the highest quality, most durable and aesthetic hand-made ceramic and glass materials that are unique, affordable, and "green." The company is based in San Jose, CA where it manufactures and sells its products including Debris Series Recycled Tile, Crush Recycled Glass Tile, Vitrail Series Handmade Tile, Claymonde Ceramic Sheets, and its Express Series Quickship Tile. Since inception, the company has been at the forefront of innovation in the ceramic industry, and today the company is proud to be sold nationally in over 130 tile and eco-friendly showrooms and be used by some of the most well respected brands including Whole Foods Markets. In addition, all products are LEED compliant and contribute to LEED's construction credits. Fireclay Tile's manufacturing efforts are also being supported by a grant awarded by the California Department of Conservation. Fireclay Tile aims to be a triple-bottom line company and ensure they take the environment into account in every decision they make and offer all employees a fare wage and benefits. To learn more about Fireclay Tile, please visit the company at www.fireclaytile.com.