

FOR IMMEDIATE RELEASE

ORCHID CERAMICS LAUNCHES TWO NEW DESIGN-FRIENDLY PRODUCT LINES

- ORCHID'S EVOKE AND INSPIRE LINES OFFER GREAT DESIGNS AT AFFORDABLE PRICES -

TULSA, Okla., (July 13, 2010) – [Orchid Ceramics](#), a manufacturer of ceramic, porcelain, accent and decorative tiles is excited to announce the introduction of the Evoke and Inspire lines of products. Both lines, which are available immediately for retailers and are in stores around the country, supplement the growing porcelain offerings from Orchid Ceramics.

Both the Evoke and Inspire lines are available in larger squares (19" for the Inspire line and 18" for the Evoke), 12" squares and, for the Inspire, rectangular wall tiles. Combined with the mesh and decorative border tiles, the options for mixing and matching for a completely unique and personalized look are limitless.

Evoke by Orchid Ceramics

Featuring a smooth but textured appearance the Evoke line is reminiscent of riverbed rocks without the environmental impact of the real thing. Available in the deep, rich coffee-colored Nero, a light tan Sabbia and the warm brown of the Sienna the porcelain tile has a contemporary, minimalistic feel that is perfect for the varied settings of a New York apartment loft right through to a secluded cabin getaway.





The Evoke line is available in 18” and 12” squares, which can be mixed and matched for a unique and up-scale look. Each of the color options complement each other perfectly and can be combined in a myriad of formats for a breathtaking appearance.

The line boasts 12” octagonal mesh in a Sienna/Sabbia combination and the Nero in glass for a stunning decorative touch, ideal for backsplashes, fireplaces and anywhere else where a touch of drama is required. The Nero, Sabbia and Sienna are also available in the 12” square mesh that has become so popular with discerning, high-design homes around the country.

Inspire by Orchid Ceramics

The new Inspire line from Orchid Ceramics is a light and fresh-looking porcelain that is available in the earth tones of Beige, Gold and the slightly richer colored Noce. The line provides a classic and bright look to bathrooms, kitchens and living areas, and as with all Orchid Ceramics porcelain, it is easy to clean and non-toxic for a healthy and safe environment.

Available in a 19” square for larger area coverings and a 12” square for a more detailed appearance, the tiles can be combined to provide a personalized look for any space. The Inspire line is also available in a 10” by 13” wall tile and 3 x 3 mesh for backsplashes, bathrooms and a more intricate look. Supported with elaborately chiseled Gold and Noce Listello decoratives which are 4 x 10, the Inspire collection offers several options to make a home not only a show piece of



the owner's personality but a comfortable and beautiful place to live.



The Inspire line of decoratives in Beige, Gold and Noce.

Customer Driven Products and Designs

The new lines are the result of extensive customer and designer research and insight. Part of this research is conducted at an annual Orchid Ceramics specific 'Distributor Design Council,' where distributors discuss market and industry trends and provide considerable feedback on what customers are looking for in product design and cost. "We are determined to listen to the consumer, monitor current and future trends and create products that will drive sales and satisfy residential and commercial needs across the country," said Tena Wooldridge, Marketing Manager for Orchid Ceramics.

As with all Orchid Ceramics products the Evoke and Inspire lines are GreenGuard® certified and renowned for durability and longevity. Resistant to chemicals, craze, thermal shock and scratching all the Orchid Ceramics products are backed by a comprehensive product warranty.

The new products are the first of seven new products that Orchid Ceramics will be launching this year in support of their new brand positioning of design-friendly, value driven products that will redefine luxury from the ground up.

About Orchid Ceramics

Orchid Ceramics is headquartered in Tulsa, Oklahoma and is wholly owned by Organization Corona S.A., one of the major industrial groups in Colombia, South America. Founded in 2002, Orchid Ceramics is a manufacturer that offers a full range of porcelain and ceramic floor, wall

and countertop tiles as well as a complete package of trims and decorative accents in both the Orchid Ceramics and Orchid Porcelain brands. For more information on Orchid Ceramics please visit www.orchidceramics.com

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