

# Fireclay Tile Debuts Natural Press Collection, Celebrating American Manufacturing

AROMAS, CA, USA, July 12, 2023 /EINPresswire.com/ -- [Fireclay Tile](#), a Certified B Corp handmade tile manufacturer and retailer, is pleased to introduce its newest offering, [Natural Press](#). Produced at the company's recently acquired Washington Factory, this collection is a testament to Fireclay's commitment to American [manufacturing](#).

Starting at just \$16/SqFt with volume pricing as low as \$6/SqFt for projects over 5,000 SqFt, this collection makes quality American-made tile accessible to both homeowners and commercial clients working on high-volume projects. This is a particularly attractive option for large-scale commercial projects due to the value-minded price point, extreme volume capability, and LEED eligibility. Natural Press is made to order with a 100 SqFt minimum and is suitable for backsplashes, walls, pools, showers, residential floors, and more.



Fireclay Tile's Natural Press Collection

This collection is manufactured at Fireclay's Washington State factory, which the company acquired in 2022 as part of its commitment to sustaining the legacy of American manufacturing. With this acquisition, every single Fireclay product is made in the USA with materials sourced domestically at both its Washington and California factories—often as close as 90 miles from each factory. This emphasis on locality helps Fireclay reduce transportation emissions, strengthen oversight into its supply chain, and support the economy of its communities.

"American Manufacturing is at the heart of everything we do," says Jamie Chappell, VP of Brand and Marketing at Fireclay Tile. "From how we source raw materials to who makes our products to the clients that we work with. At Fireclay, our clients care about the impact their purchasing choices have on the environment and the humans who make those products."

Available in 15 versatile sizes including a new Elongated Hexagon, 6 mosaic patterns, and 48 new glazes, Natural Press has limitless design possibilities with a vividly storied color palette. Each of the new 24 colors, ranging from soothing neutrals to rich and vibrant reds, greens, and blues, is offered with both an opaque gloss and an understated satin finish. Aside from the standard Natural Press color offering, custom color options and murals are available to match specific branding or a particular vision.

#### About Fireclay Tile:

Since 1986, Fireclay Tile has been committed to making tile a better way. This mission has earned them B Corp and Climate Neutral certification as well as a reputation for producing the most coveted handmade tile available. Made to order in the USA, Fireclay offers an array of materials, alongside complimentary design services for homeowners, a program for residential trade professions, and dedicated commercial support for large-volume 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. From partnerships with Allies in Arts and the National Parks Conservation Association to their Pledge1% commitment, Fireclay Tile works and designs with good intentions.

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

Follow Fireclay Tile: <https://www.instagram.com/fireclaytile/>

Press Contact: [Kali@fireclaytile.com](mailto:Kali@fireclaytile.com)



Natural Press is a budget-friendly product line made with your largest projects in mind.



Natural Press features 24 colors, each available in both gloss and satin finishes.

Kali Gibson  
Fireclay Tile  
[email us here](#)

Visit us on social media:  
[Instagram](#)

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