

**FOR IMMEDIATE RELEASE:**

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**Down to Earth<sup>®</sup> - Paving tile for the commercial market**

Located in Canton, Ohio, Ironrock is a leading US manufacturer of indoor/outdoor unglazed quarry tile. Ironrock introduced the *Down to Earth<sup>®</sup>* product line through it's Metropolitan Ceramics brand in 2006.

Down to Earth<sup>®</sup> has proven to be as viable a product for the commercial construction market (indoors and outdoors) as it is for the residential market. From hospitality to restaurants to public spaces, Down to Earth<sup>®</sup> fits well with the aesthetics of a variety of commercial settings. For example, Down to Earth<sup>®</sup> was chosen as the paving tile of choice in the renovation of the historic Georgian Terrace Hotel in downtown Atlanta. Walkways, entryways, and outdoor seating areas were all enhanced with Down to Earth<sup>®</sup> 4"x 8" paver tiles. The result was the revival of a landmark space with a tile product that looks like it has always been a part of the historic design.

Down to Earth<sup>®</sup> is a textured, unglazed 'paving' tile line featuring kiln fired shading and distinctive size options. Down to Earth<sup>®</sup> fits both traditional and contemporary design concepts and the tiles are particularly appealing with the move toward more natural elements in design. With its extremely long life cycle, use of natural elements, efficient

manufacturing process and recyclable-ness, Down to Earth<sup>®</sup> also meets the desire for more environmentally friendly ‘green’ building materials.

Down to Earth<sup>®</sup> is available in three sizes-traditional 4” x 8”, 6” x 9” and 4” x 12”. Each size has its own unique texturing. Four earth tone colors are available for all sizes in the line.

Down to Earth<sup>®</sup> is a 1/2” thick ceramic tile and must be installed on a cement slab or similar substrate using standard tile setting methods. Down to Earth<sup>®</sup> is recommended for outdoor areas exposed to extreme climate changes, moisture and heavy foot traffic. Walkways, pool surrounds, and cement slab patios are examples of outdoor areas that can be greatly enhanced with the Down to Earth<sup>®</sup> paving tile product.