



Metropolitan introduces a greener alternative- *E-Literature*



Metropolitan Ceramics® is now making available a new architectural sales tool for distributors calling on architects and designers who are eliminating or reducing reliance on print pieces.

The Metropolitan® E-Literature flash drive contains all of the pertinent marketing literature for Metropolitan Ceramics® tile including brochures, test data, specs and green information. The information is displayed in an easy to follow menu format and includes links to the Metropolitan Ceramics® web sites.

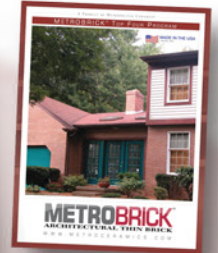
Attract attention with this new point of purchase banner



Quarry Tile Vinyl Banner
Use this point of purchase banner behind your sales counter or anywhere to generate interest and show your customers that you carry Metropolitan Quarry Tile. The banner is four color, highlights an installation and has an easy to read benefits list. Made of sturdy vinyl with grommets - will not fade in the sun.

Banner Size - 2" x 4"

New color added to thin brick line



Metropolitan Ceramics® has added a new color to its METROBRICK® thin brick offering. The 'Top Four' program now includes the beige color #105 Fieldstone for even more design opportunities. METROBRICK® installs like tile and can be used anywhere a brick appearance is desired. The METROBRICK® Top Four Program is available to all Metropolitan Ceramics® distributors.

Reach more vertical markets with these updated sell sheets

- Available in:
- Automotive
 - Commercial Kitchen
 - Health Care
 - Hospitality
 - Industrial
 - Public Spaces
 - Religious Buildings
 - Residential
 - Restaurant
 - Schools
 - Supermarkets
 - Transportation



Vertical market sheets customize the message to a specific market.

These 12 specific sheets relate all the vital features and benefits and speak directly to the needs of targeted market segments.



METROPOLITAN
CERAMICS

Ironrock Since 1866

www.metroceramics.com





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Metropolitan Ceramics & Down to Earth Literature

METROPOLITAN CERAMICS
A PRODUCT OF METROPOLITAN CERAMICS

Unglazed ceramic quarry tile and thin brick for residential, commercial, indoor and outdoor applications.

Deluxe Brochure
DuraQuarry Sell Sheet
Environmental Sheet
Features & Benefits Sell Sheet
Vertical Market Sheets
METROBRICK Thin Brick Sell Sheet
Specifications

WWW.METROCERAMICS.COM

DOWN TO EARTH
A PRODUCT OF METROPOLITAN CERAMICS

A Metropolitan Ceramics product with added texture, unique sizing and shade variation.

Brochure
Commercial Sell Sheet
Pool Surround Sell Sheet
Installation & Cleaning Sheet
Installation Video
Specifications

WWW.DOWNTOEARTHTILE.COM

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Metropolitan Quarry Tile

Quality is Still the Best Value

METROPOLITAN CERAMICS
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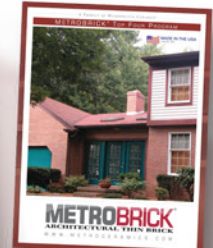
- Through the body color - Color will not wear off
- Expanded and hand fired - Long life cycle
- Low absorption - Resists staining
- Freeze/thaw stable - Can be used outside in any climate
- Full inch thickness - Added strength
- Unglazed surface - Resists dirt accumulation
- Beveled edges - Resists chipping

MADE IN THE USA

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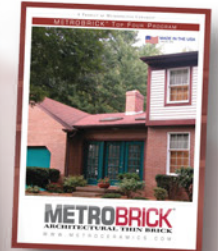
- Through the body color - Color will not wear off
- Expanded and hard fired - Long life cycle
- Low absorption - Resists staining
- Abrasive floor finish - Can be used outdoors in any climate
- Full inch thickness - Added strength
- Unglazed surface - Added slip resistance
- Rounded edges - Resists chipping

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