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**Soci Showcases New Tile and Sinks at the 2017 International Builders' Show**  
*One of the largest designers and wholesalers of tile and sinks in the U.S. unveils new collections  
at Booth #S2027*

**Dallas, TX, December 5, 2016** -- Soci, one of the largest designers and wholesalers of high-end tile and plumbing products in the United States, will be presenting its newest tile collections and sinks at NAHB International Builders' Show® (Booth #S2027). Designers, contractors and consumers attending the show will get the first look at the launch of Soci's latest tile collections, including new line extensions that more than doubles some of the company's most popular current lines. The new products include a new unique cement series with striking patterns, exquisite waterjet mosaics, durable ceramic mosaics and modern large-format porcelain tiles.

“From cement to intricate mosaics, Soci's new tile collections and our new custom-designed Vitreous China vessel sinks are fittingly on-trend with the major themes we'll be seeing at this year's show,” said Leslie Dalton, marketing and purchasing director of Soci. “We are committed to expanding our vision and designing beautiful, leading-edge products year-over-year for our customers.”

Additionally, one of Soci's new products has been named as a finalist for the 2017 Best of IBS Awards - Waterjet Series Encore pattern in the “Best Bath Product” category.

**NEW TILE COLLECTIONS SHOWCASED AT BOOTH #S2027**

**CEMENT**

## **CEMENT SERIES**

The alluring Cement series is a modern take on a historic design of authentic encaustic cement tile with its Moroccan, geometric and traditional patterns - one of today's most sought after tile trends. Sure to make a "wow" statement, the series is offered in 8" x 8" pieces with six patterns: Cosette, Veneta, Fenchurch, Heirloom, Regency and Gramercy.

## **CERAMIC**

### **BOSTON SERIES**

The Boston series recreates the look of brick with durable ceramic tile. Offered in 2.5" x 10" pieces, the series creates a rustic and industrial feel for walls and floors and is available in three colors: Downtown, East-North and West.

## **PORCELAIN**

### **TERRE SERIES**

The Terre series creates an earthy look of a generations-old, cement floor with multi-colors of rust, beige, white and gray on each plank. The porcelain collection is available in an oversized straight edge 10" x 40" size and is offered in Ice Natural, Sand Natural and Rosso Natural colors with high color and texture variation.

### **KRONOS SERIES**

The Kronos series provides a semi-polished cement look with a slight sheen that adds dimension. The series is offered in three modern colors (Marfil, Gris and Graphite) in a rectified large-format 24" x 24" size. Additionally, Soci offers a 12" x 36" grooved plank wall tile creating stylish depth with three colors: Tide Marfil, Tide Gris and Tide Graphite.

## **JACQUARD SERIES**

Emulating the texture of cement, the Jacquard series gives a masculine and modern feel to a contemporary space. The series is offered in three distinct colors (Grey Natural, Graphite Natural and Ivory Natural) in a rectified 24" x 24" size. Also available is a 2" mosaic on 12" x 12" sheets in the same colors.

## **NEW LINE EXTENSIONS**

### **WATERJET SERIES**

***\*BEST OF IBS AWARD FINALIST \****

The graceful intertwining of Dolomite and various stone accents create a truly captivating design within the Waterjet series line extension, which now includes six new patterns (Encore, Merge, Zodiac, Tufted Harlequin, Knot and Metric) in various sizes and blends ranging from traditional to modern. The blend of these stone mosaics create a refreshing new look that is both trendy and forever timeless.

### **CHATEAU SERIES**

The popular ceramic Chateau series has been extended with two new on-trend colors (Anchor Crackle and Dove Gray Crackle) for three of its mosaic collections - Amara, Bricks and Renaissance.

## **BATH SINKS**

The custom designed high-gloss, stain-resistant Vitreous China vessel sinks are available in various shapes and sizes with above-counter, semi-recessed, single faucet hole and no faucet hole options. The sinks create a contemporary and vibrant look that easily complements the existing color and design of almost any bathroom space.

### **About Soci**

Soci is one of the largest designers and wholesalers of custom tile and plumbing products in the United States. Soci offers an extensive line of high-end stone, ceramic and glass mosaics, diverse porcelain collections, decorative pieces, accessories and its own branded sinks. Dedicated to innovative product design, Soci provides a rich palette of quality products created to inspire residential and commercial designs. For more information, visit [www.sociinc.com](http://www.sociinc.com) and follow Social on [Facebook](#), [Instagram](#) and [Pinterest](#).

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