



STONE & PEWTER ACCENTS

LUNADA BAY TILE Malaga Cove Tile

Tile Designer & Manufacturers: Ceramic ■ Glass ■ Pewter ■ Stone ■ Wood
StonePewterAccents.com

IMPORTANT PRESS INFORMATION!

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Feras Irikat Joins Stone & Pewter Accents as Director of Design & Marketing



For immediate release: Stone & Pewter Accents, Los Angeles-based designer, manufacturer and marketer of world-class tile designs, announced that Feras Irikat has joined the company as Director of Design & Marketing. A tile industry professional, for the last seven-plus years Irikat was the Design Director of Oceanside Glasstile.

Additionally, his vast background includes designing tile collections of all mediums: glass, stone, metal and porcelain; planning and forecasting design trends, colors and patterns for future tile collections; and creative direction for marketing, merchandising and branding of these new collections. Irikat holds a B.A. in Interior Design and M.A. in Family and Consumer Sciences from

San Francisco State University, where he did advanced graduate work and research in color theory and color psychology. He has taught color theory, applications and psychology at UC Santa Cruz extension, West Valley College and several other colleges, as well. A featured speaker at design seminars, professional organizations and industry shows (Coverings, KBIS, Dwell, NPC, etc.), he intends to continue these educational presentations now as an ambassador of Stone & Pewter Accents.

Carl Steady, Owner of Stone & Pewter Accents commented, "Feras is someone we have known personally for several years. He brings much to the table, including strong experience in product design and design & trend market research, which are very important to us. Our plans for him include enhancing the Stone & Pewter brand on a national and international scale, developing and implementing product launches, expanding our presence through new marketing tools, a refreshed website, social media, architectural and design presentations/meetings... and, much more to raise our public profile."

"I am excited to join Stone & Pewter Accents team," stated Irikat, "starting on a new adventure, meeting new challenges and sharing new successes. I believe authentic and memorable connections via new designs and marketing techniques will define our brand. Passion and a full commitment are the tools of my trade."

About Stone & Pewter Accents

Los Angeles-based Stone & Pewter Accents designs and manufactures hand-made Ceramic, Glass, Pewter, Stone & Wood tile. Styles range from traditional to contemporary to avant-garde. Discover design ideas, new launches and product images by logging on to

StonePewterAccents.com. For more information contact Stone & Pewter Accents info@StonePewterAccents.com

or call 310.257.1300. Feras Irikat can be reached at frikat@stonepewteraccents.com or at 310.257.1300 ext 205.