

# Floor Covering Media

Your Gateway to the Floor Covering Industry

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## Vitrified tile



Some say there's a surface trend brewing in the beer industry. It's an aversion to coated surfaces in the brewing facilities.



The [Brewer's Association](#) publishes a list of the top 50 craft brewing companies ranked in order sales volume every year.



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In 2019, three of the five craft brewing companies chose [vitrified tile](#) for their brewing facilities. It would appear that these suppliers took a page out of the playbook of the leading brewing companies. As four of the five of them favor vitrified tile.

[Boston Beer](#)  
[Sierra Nevada Brewing](#)  
[New Belgium Brewing](#)

[Anheuser-Busch](#)  
[MolsonCoors](#)  
[Constellation](#)  
[Heineken USA](#)



Brewing demands much from a surface and [vitrified tile](#) appears to resolve wear issues; breweries commonly experience.



Its composition is what makes it capable of enduring the rigors of beer production: It is heat, chemical and slip resistant. What makes vitrified tile so durable? In a word, density. The absorption rate is less than one tenth of one percent (0.1%).

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This type of surface is scratch, crack and break resistant. Could coated surfaces endure the challenges breweries face? Unlikely. [Vitrified tile](#) is a safe bet for breweries. It is most likely to outlast competing surfaces by every objective measure.



## [Vitrification](#)

Floor Covering Media publishes  
press releases called Flooring Updates.

## Flooring Updates



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## Flooring Network

For those in the market and those that serve it

Floor Covering Media is  
a social media network.

## Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and  
information at <https://www.floorsearch.info>.