



FOR IMMEDIATE RELEASE

JULY 2017

AN INDUSTRY FIRST IN QUARTZ SURFACES
RUGGED CONCRETE BY CAESARSTONE

Rough. Refined. Rugged Concrete delivers the authentic look of a hand poured concrete benchtop, with its authentic, robust, industrial-inspired design. Accentuated by high movement grey textural variations, white haze surface patina and a new 'Rough' matt surface finish, makes each slab individually unique.

The first of its kind for quartz surfaces, **Rugged Concrete** has a visually stronger and dramatic look with its unique imperfections lending it to a continuing shift towards industrial interiors with a sturdier approach to style symbolic of urban environments and the converted loft aesthetic.

Rugged Concrete offers the same ease of care and maintenance synonymous with Caesarstone.

To fully appreciate the beauty of Rugged Concrete, large panels can be viewed at the nearest Caesarstone showroom and also at kitchen retail outlets to experience first-hand the nature of this dramatic new design.

This year marks Caesarstone's 30th anniversary. The launch of Rugged Concrete is another demonstration of the brands continued commitment to design innovation leadership, production of high quality surfaces and ultimately helping consumers and designers realize their design ideas.

Discover more at <http://www.caesarstone.com.au>

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For more information on Caesarstone products please contact:

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Note to Editor

About Caesarstone

Caesarstone is a publicly traded company on the NASDAQ. The company's surfaces and products are sold in over 48 countries worldwide. Established in 1987, Caesarstone pioneered the original quartz surface and continues to be a leading developer and manufacturer of

New South Wales <i>Head Office, Showroom & Warehouse</i> Unit 3/1 Secombe Place, Moorebank NSW 2170	<i>Showroom</i> 84 O'Riordan Street Alexandria NSW 2015	Victoria <i>Showroom & Dist. Centre</i> 57 Corporate Drive Heatherton VIC 3202	Queensland <i>Showroom & Warehouse</i> 26 Business Street Yatala QLD 4207	<i>Build & Design Centre Brisbane</i> 66 Merivale Street South Brisbane QLD 4101	Western Australia <i>Showroom</i> Home Base EXPO, 55 Salvado Rd, Subiaco WA 6017	<i>Warehouse</i> 14-18 Quantum Link, Wangara WA 6065	South Australia <i>Warehouse</i> 214 Victoria Road Largs Bay SA 5016
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premium surfaces. Caesarstone surfaces consist of up to 93% quartz and utilize advanced technologies and proprietary know-how.

The surfaces are highly functional, design forward and have endless application possibilities including kitchen bench tops, bathroom vanities, flooring, wall paneling, furniture and more.

With diverse collections – Classico™ and Concetto® there is no limit to choice. The unique and rich variety of colours and patterns gives each customer the ability to find their ‘ultimate surface’ and create their own unique interior environment. Caesarstone's extensive designs are constantly evolving and developing to meet the latest world trends and the highest level of international quality standards.

Caesarstone® quartz surfaces are available across all states of Australia and also New Zealand.

www.caesarstone.com.au

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