



FOR IMMEDIATE RELEASE

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CAESARSTONE INTRODUCES THE METROPOLITAN COLLECTION

Caesarstone leads the industrial trend with its new Metropolitan collection, a range inspired by the rough touch and unpolished colours, textures and patinas found in industrial architecture.

“Caesarstone's new Metropolitan collection rethinks the brutalism of concrete incorporating textural effects, aged patinas, and oxidized accents for the first time ever in quartz surfaces using innovative proprietary technology.

The result is an urban look of concrete with a more experimental, refined and romantic expression.

The new 2018 colours are created with the view towards the upcoming trends and our vision of consistently meeting and anticipating different interior design schemes and palates.

They represent our steadily evolving journey as leaders in premium surfaces”

says Eli Feiglin, VP of marketing at Caesarstone.

Robust construction finishes have become a popular choice amongst urban consumers, inspired by factories and lofts, and translated into residential and commercial interiors. Each sturdy surface in the Collection has been designed to reflect the authentic textures of manufacturing, such as oxidized steel, poured plaster and raw concrete.

By innovating cutting-edge technology exclusive to Caesarstone, weathered patinas have been achieved in quartz for the very first time – a breakthrough that one can literally feel and experience.

These intriguing materials are organic, capturing real depth and movement; therefore, an engaging visual impact is embedded within each of the Metropolitan Collection's colours making them inspiring in kitchens, surprising in bathrooms and striking in hospitality.

The variations in appearance capture real depth and movement, revealing different qualities that make our Metropolitan Collection unique.

Introducing the **Metropolitan Collection**:

Airy Concrete™ a versatile light grey colour with airy textures, enriched by dark grey and white areas in our authentic rough concrete finish.

Topus Concrete™ inspired by topological strata and combines mineral formations found in nature with the rugged patinas of industrial materials. With a gentle hint of warm pink blush undertone and our authentic rough concrete finish.

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Excava™ characterized by the intriguing patinas of casting and oxidizing, combining the authentic features of rust and concrete. Its beauty reflects the geological decay of stone, weathered by time and nature in our authentic rough concrete finish.

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 and white haze surface patina in our authentic ‘Rough’ matt surface finish.

Cloudburst Concrete™ with its white on white, tonal cloud like patina delivers a truly unique look. With its “Rough” low reflective matt surface.

Frozen Terra™ Fresh, modern, industrial-inspired concrete / terrazzo fusion with sparsely distributed irregular translucent aggregate and fine black basalt.

Raw Concrete™ Natural soft grey colour and distinctive texture delivers the classic industrial concrete look.

Fresh Concrete™ A delicate and clean modern industrial appearance of fine white concrete, with delicate white and light warm grey features.

Sleek Concrete™ encapsulates the look and feel of fine concrete with a warm grey base.

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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 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.

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With diverse collections there is no limit for 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.

Discover more at:

www.caesarstone.com.au

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