

**Media Release
January 2012**

Caesarstone® Launches its New Interactive iPhone Application

Caesarstone® the Original Quartz Surface is proud to announce the launch of the official new Caesarstone® App which is now available to download from iTunes.

“As innovators and leaders in quartz surfaces it was a natural progression to take our service offer to the next level and develop an iPhone App to assist our customers on the go!” Says Linda Hannah Marketing Communications Manager – Caesarstone Australia

Specifically designed with end consumers in mind the Caesarstone® App is the ideal pocket size sales tool accessible at any time. Designed to inspire with creative ideas and information, whether you are embarking on a kitchen or bathroom renovation or building your new home the Caesarstone App will assist you along the way with designing your dream.



Key features available on the new Caesarstone® App include:

Our Caesarstone® Catalogue, showcasing all 4 Caesarstone® collections - Classico™, Supremo™, Motivo™ and Concetto™.

Where to Buy/View, an extension of the Caesarstone website’s “where to view”, finding your nearest Caesarstone showroom display has never been so easy!

Visualizer, a clever and interactive feature, simply take a photo and match your desired colour with the available Caesarstone collection and colour, finding your closest match couldn’t be easier.

An Interactive Design Module, A ‘drag and drop’ feature, allowing users to match Caesarstone’s vast range of collections and colours with a selection of cabinet door shades, creating different kitchen and bathrooms ideas to inspire.

New South Wales
Head Office
154–156 Adderley Street
Auburn
NSW 2144, Australia

Showroom
84 O’Riordan Street
Alexandria
NSW 2015, Australia

Victoria
Showroom & Warehouse
Factory 4
80 Fairbank Road
Clayton South
VIC 3169, Australia

Queensland
Showroom & Warehouse
26 Business Street
Yatala
QLD 4207, Australia

T +61 1300 279 927
F +61 02 8197 4999

T +61 1300 119 119
F +61 02 9091 2999

T +61 1300 119 119
F +61 03 9549 9099

T +61 1300 119 119
F +61 07 3089 0199

www.caesarstone.com.au
CaesarStone Australia Pty Ltd
ACN – 121 819 976



Share your ideas using the **My Notebook** feature, Save favourite colours and designs to the notebook to compare, review and share on facebook.

This original application is yet another touch point to enhance our brand promise as we continue to innovate and further develop the Caesarstone® brand offering to our customers across all platforms.

The “**Caesarstone**” App is free and can be downloaded for iPhone users at the Apple store.

For more information on the Caesarstone® App please visit www.caesarstone.com.au

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For more information, please contact Linda Hannah – Marketing Communications Manager
1300 279 927 or 0408 973 276

About Caesarstone

Operating in Australia since 2001 Caesarstone® is the market leading brand of quartz surfaces in Australia. Today Caesarstone Australia Pty is a fully owned subsidiary of Caesarstone International and with the Caesarstone® brand now available in over 40 countries Worldwide.

The Caesarstone® product range offers a contemporary approach to kitchen design and renovations while maintaining the quality and luxury that consumers have come to expect from this category.

Caesarstone® engineered stone surfaces are a smart, modern alternative to products such as marble and granite for kitchen bench tops and splash backs as well as bathroom vanities and wall linings.

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

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