



For immediate publication.

January 23rd 2012

Caesarstone® brand strengthens – both South and West

With the ever increasing demand for Caesarstone® brand products across Australia, the brand has now opened its own direct distribution into both the Western Australia and South Australia markets commencing January 23rd.

The Caesarstone® brand has been in both states for many years, establishing itself as the market leading quartz surface brand of choice amongst end consumers, new home builders and architects and interior designers.

The global brand available in over 40 countries, now becomes firmly local. This new increased presence in each state will allow the brand to make available all of its four collections and directly support the market with its high customer and technical services.

“The timing is excellent as our recent launch of five new Classico™ colours late in 2011 which are seeing widespread selection. In addition the launch of our brand new premium quartz collection – Supremo® allows us to directly support these new innovations in both markets” says Chris Lenihan – Regional Manager WA/SA/Vic.

“Choosing a new bench top in a major kitchen renovation is a major investment decision, and from our ten years experience in Australia we know that end consumers want to be able to talk directly to us as a brand to give them direct advice and assistance” say Chris.

To assist customers who may be undertaking a major kitchen renovation, the “**where to view**” function on the Caesarstone® website allows renovators in either state to search by postcode and colour to save time in locating kitchen showrooms near to them.

So whether you are building a new home or renovating existing home, Caesarstone® is here to help you visualise the end result with large samples available to be viewed at the Caesarstone® showroom located at:

12 Sundercombe St Osborne Park. Perth. Open Monday to Friday 9 – 5pm. Phone 1300 119 119

Visits www.caesarstone.com.au “where to view” to locate your favourite colour on display by our trading partners in Adelaide or call 1300 119 119.

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For more information, please contact Linda Hannah – Marketing Communications Manager 02 8197 4900 or 0408 973 276

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



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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