



FOR IMMEDIATE RELEASE

SEPTEMBER 2017

2017 CAESARSTONE NEW COLOUR LAUNCH

In the year that Caesarstone is celebrating its 30<sup>th</sup> anniversary. Caesarstone is pleased to announce the launch of new colours into the Caesarstone collection.

Following on from **Rugged Concrete™** released in July we are extremely excited about **Cloudburst Concrete™** - a white on white tonal cloud like patina to complement our existing concrete range, emulating the look of hand poured concrete, including the new “rough” surface finish.

**Frozen Terra™** with its sparsely distributed aggregate set in an off-white base colour reflects the terrazzo/concrete aesthetic fusion.

If it's a granite inspired design that you are looking for, look no further than our **Turbine Grey™** a next generation modern granite with mid to dark grey veins and white features within its unique pattern movement. Perfect for transitional interiors.

Well known for innovation in white tones Caesarstone is introducing **Intense White™** their newest whitest white. Modern, crisp and fresh this bright white works perfectly with any interior style, and many materials.

To fully appreciate the latest Caesarstone colours, large panels can be viewed at the nearest Caesarstone showroom and kitchen retail outlets locatable using Caesarstone's Find a Display website tool.

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

New South Wales  
*Head Office, Showroom & Warehouse*  
 Unit 3/1 Secombe Place,  
 Moorebank NSW 2170

*Showroom*  
 84 O'Riordan Street  
 Alexandria  
 NSW 2015

Victoria  
*Showroom & Dist. Centre*  
 57 Corporate Drive  
 Heatherton  
 VIC 3202

Queensland  
*Showroom & Warehouse*  
 26 Business Street  
 Yatala QLD 4207

*Build & Design Centre Brisbane*  
 66 Merivale Street  
 South Brisbane  
 QLD 4101

Western Australia  
*Showroom*  
 Home Base EXPO, 55  
 Salvado Rd, Subiaco  
 WA 6017

*Warehouse*  
 14-18 Quantum Link,  
 Wangara WA 6065

South Australia  
*Warehouse*  
 214 Victoria Road  
 Largs Bay SA 5016



NEW COLOUR PRODUCT DESCRIPTORS:

CLOUDBURST CONCRETE™ 4011

Subtle. Sophisticated. Cloudburst Concrete with its white on white, tonal cloud like patina delivers a truly unique look. With its “Rough” low reflective matt surface, the design works alongside light and dark timbers, stainless steel, concrete surfaces (including Rugged Concrete) providing wide design flexibility, from industrial loft to Scandinavian through to minimal contemporary aesthetic.

TURBINE GREY™ 6313

Next generation ‘modern granite’ with mid to dark grey veins and white features within its unique pattern movement. At home in modern, transitional and country kitchens alongside natural timber, painted doors, wrought iron.

INTENSE WHITE™ 6011

Intense white brings fresh optimism, brightness to interiors, universally complimentary with timber, paint, concrete and metal surfaces. This new ‘whitest white’ is an exciting addition to our Standard Range.

FROZEN TERRA™ 4601

Fresh, modern, industrial-inspired concrete / terrazzo fusion with sparsely distributed irregular translucent aggregate and fine black basalt. Works with light & dark timbers, white to matt black doors, black taps or sinks.

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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.

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](http://www.caesarstone.com.au)

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