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## CAESARSTONE SETS NEW BENCHMARK IN CONCRETE SURFACE FINISHES

A brutalist industrial material, admired for centuries for its strength and durability – but not its looks - has stepped into the spotlight of modern luxe interiors. Concrete is now the finish of choice, for kitchens and bathrooms, admired for its raw beauty and organic form.



The evolution of concrete means it is now one of the most popular choices for floors, walls, benchtops, vanities and splashbacks. But some of today's concrete finishes offer far more attributes than the original – they are easier to work with, virtually non-porous, stain and chip resistant and are available in a wide array of finishes and textures.

Caesarstone has led the field in terms of concrete-inspired quartz surfaces having been first to market with the most authentic finishes that ensure the look, in all its glorious forms, can be appreciated by all.

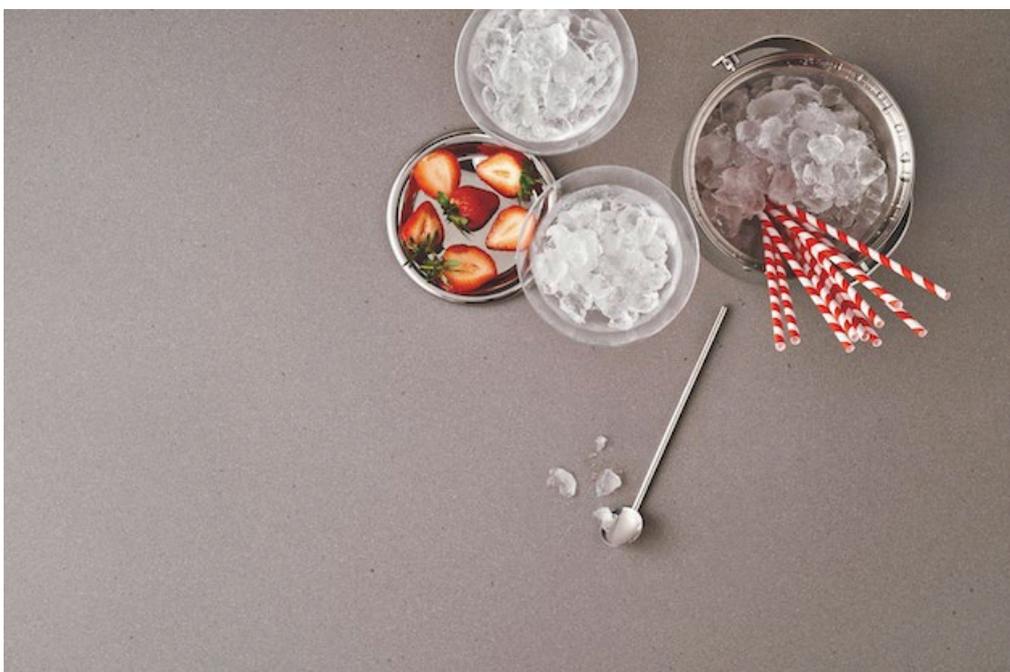
Inspired by the rough, tough and unpolished textures, colours and patinas found in industrial architecture Caesarstone's Metropolitan Collection now offers seven concrete-inspired finishes that take their cue from unique materials such as oxidised steel, weathered cement and hand-poured concrete.



Some are heavily patinated, such as Rugged Concrete and Airy Concrete while Cloudburst Concrete is a whisper grey with barely-there cloud-like markings. These finishes exude tactility, depth and movement and introduce immediate character to a space.



For a lustrous, more refined look Fresh Concrete, Raw Concrete and Sleek Concrete offer inspirational choices from the white, grey and taupe colour palettes.



Topus Concrete, combining mineral formations found in nature with the rugged patinas of industrial materials, introduces neutral blush undertones into the concrete mix. It's an ideal finish for use with neutral or off-white walls, stained parquet or grey tiles. Dark timbers and black elements are the perfect accessories.

Perhaps the real beauty of a concrete surface finish is the versatility it brings to an interior. Caesarstone, working closely with internationally acclaimed trend forecasters such as Li Edelkoort, has ensured its range of concrete quartz surface finishes work well with other on-trend interior surfaces such as timber, stone, metals, ceramic tile and paint.

Suitable for benchtops, splashbacks, vanities, walls and furniture, Caesarstone's concrete collection of quartz surfaces are heat and scratch resistant, easy to clean and never require sealing.

"We saw the concrete decorative trend beginning to emerge about five years ago and launched Australia's first concrete quartz surface finish, Sleek Concrete, in 2014. Since then we have released 8 other concrete finishes and have seen both the commercial and residential sectors embrace them," said Linda Hannah, brand manager, Caesarstone.

Caesarstone is committed to the highest safety and environmental standards and carries the ISO 14001 international standard for environmental management and performance.

Caesarstone quartz surfaces are available nationally.

Go to [www.caesarstone.com.au](http://www.caesarstone.com.au) for more details.

The Caesarstone Metropolitan collection offers nine concrete-inspired finishes:

Fresh Concrete	-	Concrete Finish
Sleek Concrete	-	Concrete Finish
Raw Concrete	-	Concrete Finish
Frozen Terra	-	Concrete Finish
Cloudburst	-	Rough Finish
Rugged Concrete	-	Rough Finish
Airy Concrete	-	Rough Finish
Topus Concrete	-	Rough Finish
Excava	-	Rough Finish

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 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.

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PUBLIC RELATIONS - COMMUNICATIONS

Released by:

Linda Brander  
linda@newscast.net.au  
mob +61 418 683 005

newscast pty ltd  
abn 36 003 392 185  
studio 9-55 avalon parade  
avalon, nsw. 2107 australia  
www.newscast.net.au