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## CAESARSTONE RELEASES TWO NEW COLOURS FOR 2019

With the release of the first of its new colours for 2019, Caesarstone has highlighted the huge shift in kitchen aesthetics. Once a sleek, shiny, almost sterile environment, the new Australian kitchen embraces the raw beauty of the industrial landscape and the organic imperfections of nature.



Concrete, once confined to brutalist, industrial landscapes, has become the undisputed star of the kitchen, its raw beauty and inherent imperfections delivering a rare authenticity to the space. In the words of global trends forecaster, Li Edelkoort, 'the characteristics of concrete are an antidote to the alienation and fatigue people are experiencing from too much technology'.



Caesarstone's Primordia, part of its Metropolitan collection, is an inspired rough concrete finish, equally at home in the kitchen or bathroom. Its light grey base features soft mineral markings in off-whites and greys combined with veins of deeper grey and brown that reflect the oxidised rusts found in the natural environment. Traces of faint yellow and washed greens add to the textural quality of Primordia and create a sense of movement to the quartz surface.



Empira White, the second new colour for 2019, has taken Caesarstone a decade to perfect. Embodying the latest interpretation of authentic white marble, Empira White features the purest of white bases that creates an elegant backdrop to the fine black veins and underlying shadowy alluvial layers that together add depth to the polished quartz surface. The result is an organic interplay between light and dark.



Li Edelkoort sums up the new direction in kitchen aesthetics:

“Concrete will continue to reign and black and white will continue to jostle for position. Brass will make a big difference in the kitchen – everything becomes more sophisticated when combined with different metals.”

Caesarstone's Primordia and Empira White quartz surfaces will be available from June 1, 2019 and are just two of 48 quartz surfaces available nationally. Go to [www.caesarstone.com.au](http://www.caesarstone.com.au) for more details.

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

RRPs:

Caesarstone Primordia, installed, from	\$ 900m2
Caesarstone Empira White, installed, from	\$1100m2

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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