

## **FIRST UV RESISTANT OUTDOOR QUARTZ SURFACE RANGE;** **AN INNOVATION BREAKTHROUGH FROM CAESARSTONE**



A pioneering breakthrough in design and patent-pending technology sees leading engineered stone manufacturer, [Caesarstone](https://www.caesarstone.com.au), launch the new [Outdoor Collection](#) from November, combining the beauty, strength and durability of Caesarstone quartz surfaces with exceptional UV protection.

According to **Caesarstone GM Marketing, Grant Vandenberg**, the Outdoor Collection represents years of research and testing by the product development team to meet consumer demand. *"For the first time, Caesarstone brings proven, highly UV resistant quartz surfaces to the marketplace. It's an industry-first for engineered stone products,"* he says. *"Until now, there hasn't been an outdoor surface material as durable as Caesarstone. With our new outdoor range, people can have complete peace of mind for a long-lasting application in their alfresco designs."*

Caesarstone Outdoor Collection surfaces maintain exceptional mechanical and physical properties after long-term exposure to the sun and seasonal weather changes; outperforming other common outdoor surfaces, including granite, ceramic, concrete and stainless steel in standardised testing.

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Featuring **three new colours - Midday, Palm Shade and Clearskies** - the Outdoor Collection works for a broad range of applications, from internal kitchens and bathrooms to external poolside bars and alfresco kitchens; opening up a well of inspiration for seamless design inside and out.

**Palm Shade** takes the classic look of marble from inside to outside; combining the luxury of quartz with ground-breaking durability. The milky white base and beautifully discrete charcoal veining of Palm Shade brings a fresh, light accent to alfresco kitchens and elegant splashbacks.



**Clearskies** celebrates the desire for an organic-look introducing a wonderful sense of luxury with its natural earthen style. A soft beton grey with authentic dark flecks, Clearskies enhances outdoor tables and poolside bar tops with its subtle yet tactile Concrete Finish.



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**Midday** invites an uplifting yet tranquil lifestyle with its soft white base and warm grey flecks. Endowing spaces with a sophisticated organic look and beautiful concrete feel, Midday sits quietly alongside stainless-steel cooktops and light timber decking for a covetable visual effect.



Available in 20mm thick standard size slabs (3050mm x 1440mm), Caesarstone's Outdoor Collection performs the same as traditional Caesarstone products in most aspects relating to fabrication, installation, repairs, and care and maintenance. Product pricing, including fabrication and installation, is around \$650 per sqm.

Preview Caesarstone's Outdoor Collection at [www.caesarstone.com.au/outdoor-collection](http://www.caesarstone.com.au/outdoor-collection) with availability in [Caesarstone showrooms](#) nationally from 2 November 2020.

**-ENDS-**

**Notes for Editors:**

**Applications**

The Outdoor Collection surfaces are suitable for a broad range of applications including indoor kitchens, laundries, bathrooms, outdoor kitchens, alfresco areas, BBQs and furniture.

**Trends**

The new Outdoor Collection works in harmony with modern architectural designs and the neutral exteriors favoured on modern homes. Cooking and gardening continue to be among the most influential lifestyle activities; so much so, consumer appetite for fine food and entertaining is inspiring the desire for outdoor kitchens. Grilling, smoking and baking are just some of the trending techniques that form the basis of year-round cooking; from winter roasts to spring lunches and summer barbecues, bringing friends and family together in a convivial environment. Accustomed

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to chic chef-quality kitchens in homes, homeowners want their outdoor kitchens to be equally stylish settings.

### Product Design

The Outdoor Collection is a category breakthrough; the first engineered stone to be specially formulated for UV resistance; holding its intended colour when exposed to sunlight. Three years in the making, this innovation, for Caesarstone and the category, was the focus for Caesarstone's R&D team in Israel. Caesarstone can now bring it to Australia after launching in the US early in 2020.

Uniquely formulated with an acrylic-based resin for exceptional UV resistance, the Outdoor Collection surfaces are unlike any other engineered stone product which contains a polymer resin. No other product on the market is structured this way. Comprehensive testing shows Caesarstone Outdoor surfaces offer superior performance against standard engineered stone products.

### Can the product be used for Outdoor BBQs?

Enclosure requirements for different makes and models of BBQ vary substantially; some models require a heatproof jacket or zero clearance from Caesarstone outdoor surfaces. All product applications must be per the BBQ manufacturer guidelines and regulations for heat clearance and gas ventilation. All structures must be fully compliant with relevant building codes and regulations.

### Warranty

Outdoor Collection surfaces have a warranty for outdoor use.

### About Caesarstone

Caesarstone is a leading manufacturer of premium quality quartz surfaces. Established in 1987, the company pioneered high-quality surfaces utilising advanced technologies and expertise. Caesarstone continues to lead the industry with new trends and colours of high-quality quartz surface. Consisting of up to 93% quartz, they retain the cool tactile qualities of nature's strong stones with enormous application possibilities including kitchen benchtops, bathroom vanities, furniture and more. Caesarstone offers a product that is highly functional, design-forward and beautiful. The unique and rich variety of colours, patterns and textures enable customers to find their 'ultimate surface' and create their own unique space. Caesarstone's extensive designs are continually evolving and developing to meet the latest global trends and the highest level of international quality standards. Caesarstone® quartz surfaces are available across all states of Australia and New Zealand.

**For more information:** <https://www.caesarstone.com.au/>, [Facebook](#), [Instagram](#) and [Pinterest](#).

**Contact:** 1300 119 119.

**Media Enquiries:** [media@caesarstone.com.au](mailto:media@caesarstone.com.au)

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