



September 2013
Media Release – For immediate release

Caesarstone Launches New Online Visualiser App

As part of our ongoing commitment to providing the highest levels of service and convenience for our customers, Caesarstone is delighted to announce the launch of a new online Visualiser app which makes designing your dream with Caesarstone even easier.

The online Visualiser app offers a photorealistic representation of a kitchen, bathroom or commercial space which can be customised with a colour palette of your choice from the Caesarstone range.

This allows you to simply and conveniently convey different design styles and refine colour choices together with your clients with immediate results and feedback.

Together with the entire Caesarstone colour range, the Visualiser app also lets you select flooring materials, wall colours and even cabinet styles to accurately depict the overall tone and feel of your colour selection with a visual design mock up.

From there, you can save your selection, share it with friends and clients, or see a summary of the design options you have chosen.

The Visualiser app is available to try now on the Caesarstone web site, for best results we recommend using a desktop, laptop or tablet device.

www.caesarstone.com.au

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For more information, please contact:

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Note to Editors

About Caesarstone

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, wall panelling, furniture and more.

With four diverse collections – Classico™, Supremo®, Motivo® and Concetto® there is no limit to choice. The unique and rich variety of colours, patterns and textures gives each customer the ability to find their 'ultimate surface' and create their own unique space. 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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