



January 2015

Media Release – For immediate release

Caesarstone® Concetto™ Collection

Concetto™ is a collection of extraordinary surfaces hand-made from individually cut and bound semi-precious stones. A unique blend of art, nature and technology, Concetto™ brings the sophistication and powerful energy of these stones to the surface.

“It is amazing to consider that the semi-precious stones used to make Concetto are sourced from all corners of the Earth and up to one hundred and fifty million years in the making, so Concetto is somewhat akin to owning a special piece of art” said Andrew Dixon, General Manager Marketing for Caesarstone Australia.

Andrew went onto say “We are seeing Concetto used in very unique interiors often as highlight elements in very contemporary, sometimes minimal ways. The development of new LED lighting technologies, often remotely controlled is seeing the fusion of different back lighting effects being used with the six surfaces in the collection which can be backlit”

Each Caesarstone showroom is able to demonstrate Concetto backlighting examples as is our architectural team with designers by appointment.

Ideal for a wide variety of applications such as kitchen benchtops, splashbacks, bathroom surfaces, furniture pieces and feature walls and carry the same superior properties as all Caesarstone® surfaces.

For more information on Caesarstone® Concetto™ please visit www.caesarstone.com.au

For more information on Caesarstone products please contact:

Linda Hannah, Marketing Communications Manager

M: 0408 973 276

E: linda.hannah@caesarstone.com.au

..... END

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

Showroom
84 O’Riordan Street
Alexandria
NSW 2015, Australia

Victoria
Showroom & Warehouse
Factory 4
80 Fairbank Road
Clayton South
VIC 3169, Australia

Queensland
Showroom & Warehouse
26 Business Street
Yatala
QLD 4207, Australia

Western Australia
Showroom
12 Sundercombe Street
Osborne Park
WA 6017, Australia

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



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 panelling, furniture and more. With diverse collections – Classico™, 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 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

1300 119 119

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

Showroom
84 O'Riordan Street
Alexandria
NSW 2015, Australia

Victoria
Showroom & Warehouse
Factory 4
80 Fairbank Road
Clayton South
VIC 3169, Australia

Queensland
Showroom & Warehouse
26 Business Street
Yatala
QLD 4207, Australia

Western Australia
Showroom
12 Sundercombe Street
Osborne Park
WA 6017, Australia

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