



FOR IMMEDIATE RELEASE

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**CAESARSTONE, DESIGNED TO ENDURE THE EVERYDAY. EVERYDAY**

Caesarstone announces new campaign –  
**Caesarstone, designed to endure the everyday. Everyday**

This latest video campaign showcases the strength and durability of Caesarstone surfaces. Kitchen benchtops are some of the most used surfaces in any home. As one of the biggest investments you will make, a new kitchen should last a lifetime.

Not only should your benchtop look amazing, but it also needs to function well and be highly resilient to the constant daily use, and as the old adage says; don't compromise – *“do it once, do it well”*.

Other products may look similar, but it is often what you can't see - the quality of raw materials and the manufacturing technology and know-how that makes the difference as to whether a product will give you years of trouble-free service.

If you are renovating or building a new home, then insist on the Caesarstone® brand. Don't settle for anything less.

Created from up to 93% natural quartz aggregates, organic pigments and enhanced polymer resins, Caesarstone® provides a surface with exceptional properties of heat, stain, scratch and chip resistance.

This latest campaign showcases everyday scenarios and the ease of maintenance when owning a Caesarstone surface within your home

**You had me at coffee | Episode One**

Explores most peoples need for the daily grind. A common drink amongst most households *“Coffee” – How many cups of coffee will you have during your lifetime?*

**View Here:** [https://www.youtube.com/watch?v=ftbCeEz\\_uOY](https://www.youtube.com/watch?v=ftbCeEz_uOY)

**Have you seen my keys? | Episode Two**

For those moments you just want to come home & kick your feet up. But, have you recorded how many times you've tossed your keys on your benchtop? – *What will your kitchen island endure during your lifetime?*

**View Here:** <https://www.youtube.com/watch?v=fUIPL-MuE9M>

New South Wales Head Office, Showroom & Warehouse Unit 3/1 Secombe Place, Moorebank NSW 2170	Showroom 84 O'Riordan Street Alexandria NSW 2015	Victoria Showroom & Dist. Centre 57 Corporate Drive Heatherton VIC 3202	Queensland Showroom & Warehouse 26 Business Street Yatala QLD 4207	Build & Design Centre Brisbane 66 Merivale Street South Brisbane QLD 4101	Western Australia Showroom Home Base EXPO, 55 Salvado Rd, Subiaco WA 6017	Warehouse 14-18 Quantum Link, Wangara WA 6065	South Australia Warehouse 214 Victoria Road Largs Bay SA 5016
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**Another year... another dinner party | Finale**

You look back on the year you've had – all those dinner parties & celebrations your kitchen endured – *How many dinner parties will you throw during your lifetime?*

**View Here:** <https://www.youtube.com/watch?v=XBceY5j96H0>

Discover more at <http://www.caesarstone.com.au>

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**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 paneling, furniture and more.

With diverse collections – Classico™ and Concetto® 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.

[www.caesarstone.com.au](http://www.caesarstone.com.au)

1300 119 119

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