



FOR IMMEDIATE RELEASE

For More Information Contact:
Mindy Meyring, Public Relations Account Director
(206) 628-7700
mmeyring@purdierogers.com

STARON BOOTH #3484

Samsung Adds Four New Staron® Solid Surface Colors to its Designer Collection A Wide Array of Colors to Complement Any Interior Design

LOS ANGELES – Natural colors, such as cream, tan and gray, continue to be the most popular countertop choices among homeowners. Samsung, a world-class leader in technology and manufacturer of Staron® Solid Surface, has recently added four colors to its Designer Collection that complement this design trend. To preview the new colors, visit Staron during the Kitchen Bath Industry Show, April 21-23, **booth #3484**.

The Staron Designer Collection now features 16 solid surface colors, which blend large and small particulates in a neutral base to create a warm, rich appearance. “The Designer Collection of colors are some of our best sellers,” says Dale Mandell, national sales manager for Staron Surfaces. “They feature colors and patterns that emulate natural materials.”

The new colors include:

Quarry Palisade combines a variety of brown, white and gray tones to create a pattern that resembles light gray granite.

Quarry Bluff is similar to Quarry Palisade in its granite appearance, however this pattern is darker in color with a softer overall brown tone.

Breccia Bisque is characteristic of Breccia’s mosaic pattern, offering a base that resembles light tan clay.

Breccia Rio Grande blends a dark and translucent particulate in a light-color base, creating a mosaic reminiscent of a sandy riverbed.



With such a wide variety of colors to choose from, Staron Solid Surface can complement any interior design scheme. “In addition to color choice, the durability, easy-maintenance and wearability of solid surface are qualities that homebuyers are looking for in a countertop material,” explains Mandell.

The Staron designer colors are part of Samsung’s entire product line that includes 62 solid surface colors in seven color categories. Although typical installations include kitchen countertops and bath vanities, Staron is also used in mudrooms and laundry areas, as well as for shower walls and tub decking. “It’s a multipurpose material that allows for more flexibility and color variety than most other surfaces,” adds Mandell.

Staron Solid Surface is available nationwide through a network of distributors. **Visit the Staron booth, #3484** at K/BIS to view all the Staron colors and find a distributor in your area.

Staron® Solid Surface by Samsung. Introduced to the U.S. market in 1999, Staron is a 100 percent acrylic solid surface material for kitchens, baths and commercial projects. Staron combines natural beauty with design sensibility by offering more than 60 countertop colors, and nine integral sinks and bowls. Customers can choose from stain-resistant and hygienic kitchen countertops and backsplashes to easy-to-clean bath vanities and sinks. For more information about Staron and application ideas, please visit www.staron.com or call 1-800-795-7177.

###