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STARON BOOTH #3484

Samsung Introduces Staron® Quartz to its Surfaces Collection

LOS ANGELES – Quartz surfacing and natural stone will see the highest increase in both value and volume within the countertop category through 2009, according to Freedonia Group, Inc., a Cleveland-based market research firm. At the forefront of technology, Samsung is now introducing Staron® Quartz to its product line. The luxury quartz collection will be available this spring, but can be previewed at the Kitchen Bath Industry Show in Chicago, April 21-23. Visit the **Staron booth #3438**.

As a relatively new surfacing option, quartz resembles the look of natural stone, but is easier to care for and maintain. “Staron Quartz provides customers with a beautiful countertop option that brings with it some added benefits,” says Dale Mandell, national sales manager for Staron Surfaces. “There are certain limitations with natural stone including color and pattern inconsistency, and hygienic concerns related to its porous nature.”

Unlike granite, quartz does not require routine sealing, and staining and discoloration are never an issue. There is also much more color variety with quartz. Staron Quartz initial product offering will include 14 colors that range from rich blacks and browns to a deep midnight blue. Quartz is also naturally durable. More than 90 percent of the composition of quartz surfacing is mined quartz crystals – the hardest component of natural granite.

Staron Quartz surfacing will initially be available to the general public through select retailers and homebuilders in major metro markets across the nation. Many of the same retailers and builders already promoting Staron Solid Surfaces will offer Staron Quartz.



The new Staron Quartz colors include Soback Beige, Aleutian White, Patagonia Gray, Rocky Mountain Brown, Solimar Taupe, Appalachian Umber, Atlas Brown, Trevethan Black, Mauna Loa Black, Himalayan Blue, Cascade Pebble, Andean Sepia, Verde Canyon Sienna and Matala Tan.

Staron® Surfaces by Samsung. Customers now have two great surfacing options – high performance Staron Solid Surfaces and the luxurious Staron Quartz. Both combine natural beauty with design sensibility to offer a variety of colors and patterns. Durable, stain-resistant and hygienic, Staron Surfaces makes the design and selection process easy. For more information about Staron and application ideas, please visit www.getstaron.com or call 1-800-795-7177.

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