



## Samsung Introduces Radianz™ Staron® Quartz Surfaces

*Re-branding celebrates distinction of quality Quartz product*

LOS ANGELES (February 2009) – Staron Surfaces, a division of worldwide technology leader Samsung, recently announced the re-branding of its line of Quartz Surfaces – now called Radianz™.

“The creation of the Radianz line allows us to distinguish this unique product from our other product lines, including Staron Solid Surfaces and Staron Tempest,” says Dale Mandell, Staron’s North America Sales Director. “We liked the Radianz name because it exudes design that is brilliant, radiant and precious, which is what people should expect in this beautiful, natural Quartz material.”

The current Radianz collection features 14 unique, eye-catching colors. According to Mandell, the brand will expand its product offering by adding several new color choices by Summer 2009.

The Radianz material is comprised of more than 93% natural Quartz crystals, which is one of the hardest materials that can be extracted from nature. Because Radianz is a manufactured surface that blends the unique attributes of natural quartz with technologically-advanced polymers, it’s able to ensure color consistency and predictability in each application. It is also non-porous making it extremely hygienic.

According to Mandell, the Radianz collection will be manufactured in Samsung Staron’s new, state-of-the-art facility in South Korea.

**About Staron® Surfaces by Samsung Staron:** offers three great surfacing options – high-performance Staron Solid Surfaces, luxurious Radianz (Staron Quartz Surface) and the versatile Staron Tempest. All combine natural beauty with design sensibility to offer a variety of colors and patterns. Durable, stain-resistant and hygienic, Radianz Quartz Surface makes the design and selection process easy. For more information about Radianz and application ideas, please visit [www.staron.com](http://www.staron.com) or call 800.795.7177.

###

Your ideas and comments will help us make staron Newsletter even better.  
If you do not want to receive this e-mail, please notify the sender by return e-mail immediately.  
Contact at [staron@samsungchemicalusa.com](mailto:staron@samsungchemicalusa.com)