

# Counter VISION

## The quartz invasion

Quartz surfaces have been used in upscale homes around the world for more than 15 years but have more recently entered the American market. Thanks to increased manufacturer product development, quartz surfaces are in demand as a must-have in new and remodeled homes throughout the country. Quartz surfaces are experiencing incredible growth which is driven by the style, luxury and durability quartz delivers.

Argus adds, "Quartz surfaces are growing in popularity because although they have the appearance of natural stone, unlike granite, these surfaces never need to be sealed. Quartz is a non-porous material, which means it will not promote the growth of mold, mildew or bacteria."

Staron Quartz countertops by Samsung contain more than 90 percent natural quartz crystals — a higher percentage of quartz than natural granite. The crystals are combined with technologically advanced polymers, resulting in a smooth, high-gloss surface.

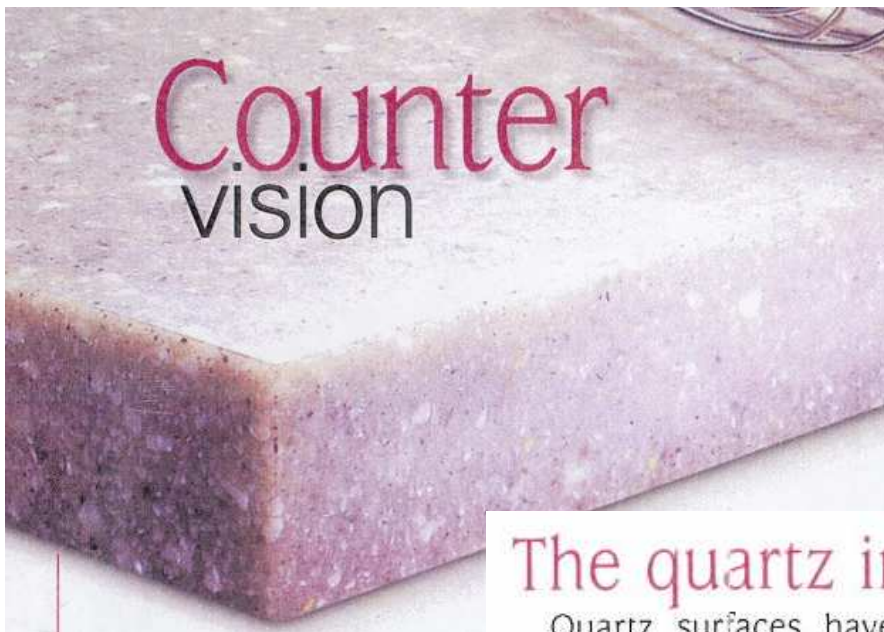
"Quartz countertops have an aesthetic that can emulate the look of granite, but is also available in unique colors and surface effects not found in natural stone," Mandell says. "The benefit of quartz is that it doesn't have any of the drawbacks associated with materials such as granite."



Samsung Staron's new Tempest line is a solid surface alternative specifically designed to mirror natural stone and quartz. "Tempest is a unique and versatile surfacing product," explains Mandell. "There's a new visual dimension with Tempest that is like nothing else we've offered. While it has the look of natural quartz, it still offers the practicality of solid surface, making it ideal for any possible residential or commercial application."

"More and more consumers and builders are demanding green products in new construction and remodeling projects," says Peter Martin, director of marketing operations for Cambria. "Cambria is very proud of its certification by GreenGuard and its reputation as being environmentally conscious in the methods we use to produce our product."

"Cambria's certification by GreenGuard will assist projects in qualifying for points under the United States Green Building Council's LEED program. In addition, because Cambria is the only producer of natural quartz surfaces in the United States, additional LEED points are available for any project within the 500-mile radius of its Minnesota manufacturing facility," Martin says.



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