

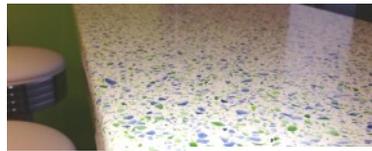
One of the latest home trends is eco friendly countertops. If your customers are thinking of a countertop replacement or counters for their new home, take a look at these 'green' alternatives.

GĒOS, Environmentally-Friendly & Sophisticated ...

Over the last decade, with more and more focus on protecting the environment, we wanted to do our part. After researching other recycled glass products, we selected GĒOS and are now the authorized GĒOS dealer in New England - distribution territories include Connecticut, Massachusetts, Maine, New Hampshire, New York, Rhode Island, and Vermont.

LEED Certified, and offered in a wide range of evocative colors, GĒOS makes a striking visual statement and is a rare find among environmentally conscious products—it's both earth-friendly and affordable. With a carefully chosen mixture of both post-consumer and industrial-use glass, GĒOS gives new life to a cast-off resource. Combined with superior and proven binders, the resulting fusion of strength and beauty takes very little from the planet, and gives back an enduring product rich with colorful organic texture.

GĒOS is a new environmentally friendly countertop material made from recycled glass and a proven proprietary binder that ensures a strong and durable countertop that does not require sealing. Much of the glass is sourced from recycling centers or directly from factory by-product.



If you're looking for an environmentally-friendly countertop with a sophisticated color pallet, look no further than GĒOS!

White Glass, Amazing & Radiant ...

This unique, radiant white glass is sometimes called Nano Crystallized Glass or 3rd Generation Crystallized Glass to differentiate it from normal Crystallized Glass (crystallization is the process which seals pores). The purpose of this new generation is to clear up the defects that previous generations had, such as breaking on the edges and corners when cutting, resisting changes in temperature and cracking after use, etc. This new product has a toughness, higher density and increased quality than previous generations. Product features include Nano structure, no pore holes and therefore zero water absorption, free of dirt absorption; Shiny and consistent surface; High thermal stability; and Easy to cut and shape.



Nano Crystallized Glass Slab is virtually impermeable to moisture and other harsh elements. All contaminants are easily removed during regular maintenance.

Kalingastone, Environmentally-Friendly & Elegant ...

Kalingastone surfaces are offered in a unique combination of Italian design and state-of-the-art technology. These engineered stones, made from 96% crushed natural stone left over in quarries, is environment-friendly and virtually maintenance free and consistency in terms of designs, patterns and color.

Kalingastone Quartz surfaces are created from pure natural quartz, an extremely hard stone crystal mined directly from the earth. In fact, quartz is the hardest non-precious stone that can be found on the earth's surface and quartz can be used for commercial and residential flooring, airports, malls, theatres & subways - areas prone to high foot traffic & weathering. Quartz surfaces form a beautiful blend between modern sophistication and timeless luxury and due to its ever-lasting finish requires simple and routine care to maintain its beauty.

Kalingastone Marble is made of marble aggregates from quarries around the world. These elegant engineered marbles are a cost effective option to the original marble, and are available in an array of colors and design.



COUNTERTOP DESIGN TRENDS:

Specialty finishes like leathered, brushed, flamed and honed are giving even the most common granites a new life!

If you're looking for some new ideas, one trend gaining in popularity is a leather finish on granite countertops. A leather finish brings a subtle, elegant difference.

Also, Whites and Off-White Slab Colors are HOT right Now!

See Page 2 for more!

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Meet the Staff at EleMar New England

EleMar strives to give customers top notch service. We have a wonderful crew standing ready to assist whenever, however they can.

Alyxandra, *Receptionist*

Leisa, *Stone Consultant*

Linn, *Stone Consultant*

Tania, *Stone Consultant*

Ian, *Stone Consultant*

Valerie, *Marketing & Customer Relations*

Brendan, *Purchasing & Inventory*

Jim, *Finance*

Christine, *Sales Representative*

Hugo, *Warehouse Manager*

Bernardo, *Warehouse Assistant*

Matthew, *Sales Representative*

Tony, *Driver (not pictured)*

Barbara Harris, *Owner*

Carl Harris, *Owner*



Alyxandra



Leisa



Linn



Tania



Ian



Valerie



Brendan



Jim



Christine



Hugo



Bernardo



Matthew



Barbara Harris



Carl Harris

Polished & Leathered — a subtle, yet interesting look ...

... more and more, designers & homeowners are combining leather and polished surfaces...

Lately we've been getting many requests for white and off-white colors and quite often in both polished and leathered finishes! In some cases people are combining the two! For instance, a polished perimeter with the same material in a leather finish for the island makes a very subtle difference yet an interesting look!

With this in mind, we've selected some beautiful whites and off-whites in both polished and leathered finishes!

- Colonial Cream
- Harvest Cream
- Eagle White
- Golden Typhoon
- Delicatus Crema
- Ubatuba

Other recent arrivals include:

- Giallo Verona
- Taj Majal, and
- Monte Carlo
- White Ice
- Blue Barracuda
- Typhoon Bordeaux

Please visit our website for our full inventory categorized by Material, Color and Finish to make it easier for you to find just what you need

www.elemarnewengland.com



Become a Licensed Dry Treat Accredited Applicator

Dry-Treat's impregnating sealers are technologically different from commonly available silicone, Teflon and siloxane impregnators. Their specially engineered molecules penetrate deeper into porous materials and bond permanently inside the pores, without blocking them. This creates a deep barrier of protection within the tiles, paving, natural stone etc, which not only protects against staining, but against other serious damage, such as salt efflorescence. Dry-Treat impregnating sealers stand up to cleaning chemicals, traffic, sunlight, and even commercial cleaning techniques such as high pressure hos-

ing. They back their technology with written performance warranties of up to 20 years, when the sealers are applied by a Dry-Treat Accredited Applicator.

There are many benefits in becoming an Accredited Applicator:

Marketing Differentiator – The number of Accredited Dry-Treat Applicators in a town is generally kept low to allow Accredited Dry-Treat Applicators to differentiate themselves from the rest of the market.

Overcome Customer Objections to Using Stone – Help dissipate some of the anxiety customers may have when they've heard the

myth on how "hard stone is to maintain," by reassuring them that Dry-Treat products make stone care much easier.

Increased Revenue – Most Accredited Dry-Treat Applicators are using \$3-7/sq. ft. as a guideline for sealing with Dry-Treat. This varies based on many variables. Offering a 15-year written warranty typically justifies the price.

Contact EleMar and we'll arrange your Dry-Treat training at a convenient time for you. These are often one-on-one but can include others from your company as well.



EleMar is an authorized dealer for Dry-Treat Products!

EleMar Proactively seeking solutions ...

As a value-added service, EleMar New England also inventories a variety of sinks, including Artisan and Serenity Stainless Steel Under-mount Sinks. We are watching closely the impending Anti-dumping penalties to be imposed on Chinese manufactured Stainless-Steel Sinks. This will include most Artisan and Serenity Sinks, however the cost of most stainless-steel sinks from China will go up, based on a U.S.-government trade decision.

EleMar has been closely monitoring this situation and is continually seeking solutions that will help in minimizing these costs to our valued customers.

Soon after the announcement is made and the new costs are determined EleMar will be issuing an updated Sink Inventory Price List. In the meantime, please feel free to contact us with any questions and/or concerns you may have.

<http://www.gpo.gov/fdsys/pkg/FR-2012-10-04/pdf/2012-24549.pdf>



EleMar is proactively seeking solutions to the impending anti-dumping penalties.

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We're on the web! Visit
ElemarNewEngland.com

Worldwide Purveyors of Unique Stones

To remove your name from our mailing list, please [click here](#).
Questions or comments? E-mail us at elemar@elemarusa.com or call
203-782-3544



EleMar New England is a natural stone wholesaler located in the Southern New England area. We carry hundreds of varieties of natural stone that are warehoused and displayed beautifully for viewing. While we do not design or manage your project, that's your expertise, we do provide your valuable clients with quality customer care in helping them with their stone selection.

In doing our part to help the environment, **EleMar New England** is now introducing an earth-friendly, recycled glass material made from post-consumer or industrial discard sources known as GĒOS. GĒOS is designed to provide high visual impact, requires little to no maintenance and is both earth-friendly and affordable.

Because **EleMar New England** understands that the stone selection process can be overwhelming at times, we've provided guidelines to share with your clients on what to expect when visiting our warehouse on our website at www.elemarnewengland.com. Our website also has photos of our current inventory and other valuable information!

Please make an appointment by calling us at 203-782-3544 to visit our showroom!

Stone viewing hours:

Monday through Thursday 9 a.m. - 4:30 p.m.

Friday 9 a.m. - 4 p.m.

Saturday 9 a.m. - 1 p.m.

Closed Sunday

