

## **Kale – Cersaie 2019 Press Release**

### **KALE MADE A DIFFERENCE AT CERSAIE —THE MEETING POINT OF THE WORLD OF CERAMICS**

**One of the world’s leading ceramics manufacturers with 62 years of experience, high production capacity and a record of innovation, Kale once again exhibited remarkable series at its 32<sup>nd</sup> participation in the Cersaie Trade Show.**

Based on a philosophy of **uniqueness, mastery and excellent experience** with the aim of improving and transforming living spaces, Kale designed a special booth for Cersaie 2019 to welcome its visitors on **23-27 September**.

Designed by renowned Italian architect Paolo Cesaretti to reflect the Kale philosophy, the booth took its inspiration from the infinity symbol in reflection of timeless designs that evoke excellence and durability.

On exhibit at the dazzling, 700-square meter booth, which featured elevations composed of Kalesinterflex slabs, were 66 distinct product series that offer functional Kale solutions to make life easier.

An interactive digital experience area, created using Kale products, storified the reflection of Kale philosophy transforming our homes, buildings, cities and environments into unique living spaces.

#### **“Reinterpreting ceramics”**

Preferred for many years both in interiors and exteriors due to its resistance to cracking, stains, scratches, and chemicals, Kalesinterflex has also come to be used with innovative touches on tables, kitchen counters, washbasins, and bathroom furniture.

“With Kalesinterflex, we are re-defining the use of ceramics in architecture” said Okan Gedik, General Manager of Kaleseramik, underlining their intention to meet the expectations of all professionals and users.

“We reflect on various surfaces in living spaces our philosophy of uniqueness, mastery and excellent experience. With uniqueness, we focus on people, design and technology, applying our 62 years of know-how and knowledge to our new inventions. Operating in line with a production philosophy based on uncompromised quality, we ensure comfort with the goal of offering a perfect experience to all our stakeholders thanks to the confidence in our name,” said Gedik, adding that they had bigger dreams for the future with a sense of responsibility bestowed upon them as Turkey’s leading brand.

## **Kalesinterflex continues to break the routine**

The biggest polished ceramic slab in Turkey, Kalesinterflex once again became one of the most attention-grabbing products at Cersaie this year.

Having made the first investment in porcelain slab technology, Kale puts its ongoing innovation in this field as well as its new series on exhibit for the first time. Offering an extraordinary view with its distinct design and transparency, the Onyx Series is *the world's biggest translucent ceramic slab* with its dimensions of 100x300 cm.

## **Imagination and more with Kalestone+**

One of the rising stars of architecture, the Kalestone+ Collection also impressed visitors with its **Onyx**, **Terrazzo**, **Cement** and **Piasentina** series.

Standing out with its structure, natural looks and rich selection of colors, Kalestone+ offers an infinite selection of surfaces with its Divario double charge system. Preferred in areas with high pedestrian traffic such as subway stations, shopping centers, and major business areas, Kalestone+ offers an ideal look with its polished and matte surfaces.

#PassionForLivingSpaces

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