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New trade fair presence, touch-stone technique in stone and new natural stone line Supreme

## **Strasser ignites innovation fireworks**

**COLOGNE / ST. MARTIN i.M. – At the international kitchen fair "Living Kitchen" in Cologne, STRASSER Steine presents itself amidst futuristic-looking stylised blocks of stone. In 2017, the Austrian market leader in kitchen worktops made of natural stone ignites its innovation fireworks with technical creativity and an exclusive selection of materials.**

### **Stone on stone**

The design duo March/Gut from Linz has created an exhibition stand for STRASSER at Living Kitchen that evokes associations with the elemental force of raw blocks of stone. Like no other material, natural stone calls to mind the wonderful history of its origin. Raw and extracted from quarries, the million-year-old past of the stone is brought to light; the stone is then processed in the STRASSER natural stone works in St. Martin in the Mühlviertel region, where it undergoes a metamorphosis and is turned into large masterpieces for the kitchen.

### **Worktop performing magic**

The pleasant feel of natural stone benefits STRASSER's latest innovation. Inspired by the Austrian smart-home specialist LOXONE, a stone was created exclusively for STRASSER that can perform magic. When you touch the natural stone (or the ceramic worktop) in the engraved areas (touch stone), the user activates the control of the ceiling fan, window shading or music, things usually done with a remote control.

As if by magic, the LOXONE Smart Home control under the worktop in combination with the LOXONE mini server GO turns the Touch Stone into a buttonless "command centre" that is easy to use and absolutely reliable.

"It looks like decorative engraving, but it is technically highly sophisticated", enthuses STRASSER general manager Johannes Artmayr about the combination of natural stone and high-tech. Both the STRASSER natural stones and the Touch Stone technology are user-friendly, robust and easy-care. "Our stonemasons have spent months working out how to design the touch points in the stone so that they perfectly integrate into the worktop and merge with the underlying technology without requiring maintenance", Artmayr explains.

Fewer buttons, greater clarity – that's the motto of LOXONE's standard smart-home buttons. "We thus go against the trend of putting more and more buttons of all kinds into rooms", says LOXONE general manager Martin Öller: "Smart-home simply knows what to do. Only functions that are used several times a day – such as lighting – are activated using buttons. Based on the LOXONE air radio technology this can be done using the Touch Stone as easily as with a conventional touch button in the LOXONE smart home.

An electrical contractor of LOXONE installs the technology.

## **"S" for Supreme**

Over the past few months, STRASSER's stone scout travelled the world to find particularly exquisite and attractive natural stones, which STRASSER has now exclusively launched under the name of "Supreme". In Cologne, STRASSER presents the first two finds from the Supreme line: Black Canyon and White Mistral.

Wild structures pave their way through the surface of the Black Canyon like lava flows. The strong dark natural stone perfectly harmonises with all wood finish fronts. With its earthy and masculine appeal, Black Canyon attracts the glances of your guests. With its boundless energy the stone charges up its environment and combines adventure and experience, experiment and culinary art to create ever new delights.

Light and delicate like an ice cover on a natural lake, White Mistral equally flatters wooden and varnished fronts. This light natural stone offers a touch of fresh lemon, fish and fragrant herbs. Its friendly appeal is reminiscent of

a chef's smile in blissful anticipation of the culinary delights that will be created here.

### **Naturally "Stone Fresh"**

Natural freshness has now also found its way into the kitchen via the products that care for the precious natural stones of STRASSER. STRASSER has launched "Stone Fresh", a new and eco-friendly system to protect and care for all natural stone. Ready to use and solvent-free, "Stone Fresh" prevents water, dirt and oil from penetrating into the natural stone worktops. A special impregnation that fully meets the high standards of quality and naturalness of STRASSER worktops.

### **Largest natural stone processor**

In 2016, STRASSER Steine GmbH in the Mühlviertel region generated sales of around 27.5 million euros. This makes STRASSER Steine the largest processor of kitchen worktops made from natural stone in Central Europe. In Austria, STRASSER Steine has a market share of some 70 percent and has more than 200 employees. In Austria and Germany, the company distributes via specialist kitchen and furniture shops. STRASSER Steine is represented throughout Germany with its own distribution company for kitchen worktops in Kösching.

Press photos can be downloaded here:

<http://www.strasser-steine.at/service/presse/>

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