

**Prize-winning design quality:
Dekton® XGloss triumphs in Red Dot Award: Product Design 2016**



reddot award 2016
winner

*Link to download high resolution images of Dekton® XGloss:
<https://cosentino.box.com/s/rb0x8s79fy1s2l685bh0syf7tz577kad>*

Houston, Texas - March 31, 2016 – Dekton XGloss by Cosentino Group was awarded the Red Dot, an international distinction for high design quality. Participants from 57 nations registered over 5,200 products and innovations for the Red Dot Award: Product Design 2016. Only products that set themselves apart through their excellent design receive this highly sought-after quality seal.

Cosentino has demonstrated its capacity for innovation with the launch of Dekton XGloss, a new line of ultra-polished, high-tech, ultra-compact surfaces characterized by their dazzling crystalline shine.

With 41 experts from around the world, all chosen according to strict rules, the Red Dot Award: Product Design guarantees a very high judging competence. Only freelance designers, design professors and specialized journalists – but not designers employed at companies potentially participating – are appointed to the jury.

The independent expert panel assesses each entry strictly and fairly, live and on site, according to criteria such as degree of innovation, formal quality, functionality and ecological compatibility. Professor Dr. Peter Zec, founder and president of the Red Dot Award explained, “With their performances, the Red Dot winners not only demonstrated extraordinary design quality, but they also showed that design is an integral part of innovative product solutions.”

This new line in the Dekton range boasts an advanced nano technologically treatment, developed exclusively by Cosentino’s R&D department, and a mechanical polishing process that results in a highly reflective surface. In addition to a high gloss finish, this technology gives XGloss water-repellent properties making it extraordinarily stain-resistant without altering the material’s other properties or adding any outer coating to the slabs. Its luminous shine combined with high resistance characteristics make this product line unique to the market. The surface industry has no other product that achieves this combination of aesthetics and technical performance.

Santiago Alfonso, Cosentino Marketing and Communications Director, stated “This Red Dot Award recognizes permanent commitment to research and development, and we are honored to receive the award for our unique and extraordinary surfacing material, Dekton XGloss.”

All of the award winners will be presented at a special exhibition, “Design on Stage”, for four weeks at the Red Dot Design Museum Essen before becoming part of the permanent exhibition. With about 2,000 exhibits from 45 nations, the Red Dot Design Museum Essen displays a complete collection of current product designs. In the more than 43,000 sq.ft. former boiler house of the UNESCO World Heritage Site Zollverein coal mine, it presents products that have won the Red Dot on five floors. Every year, the world’s largest exhibition of contemporary design informs around 150,000 visitors about current trends and top achievements.

About Dekton® by Cosentino

The Dekton by Cosentino ultra-compact surface is a new and innovative category of surfaces created with the objective of becoming a global leader in the world of architecture and design as a universal application material.

Dekton is a sophisticated mixture of the raw materials that are used to manufacture glass, porcelain materials and quartz surfaces. The Dekton surface can recreate any type of material with a high level of quality. It is manufactured in large format (up to 56 in x 126 in) and three thicknesses (0.8 cm, 1.2 cm and 2 cm). It has superior technical characteristics: resistance to UV rays, scratches, stains, thermal shock and very low water absorption.

All of these characteristics unique to Dekton are present thanks to the technology used in its production, which has been developed exclusively by Cosentino’s R&D department. Dekton is manufactured with Particle Sinterizing Technology (PST), an innovative ultra-compaction process. This contributes greatly to the fact that Dekton is a completely revolutionary product; it is durable, very easy to maintain and has potential for both indoor and outdoor uses including countertops, flooring, façades, wall cladding and more.

www.dekton.com

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by the Design Zentrum Nordrhein Westfalen in Essen, Germany.

With more than 17,000 entries in 2015 alone, it is one of the largest competitions in the world. It was in 1955 that a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after “Red Dot” is the revered international seal of outstanding design quality.

www.red-dot.org