



FOR IMMEDIATE RELEASE

CAESARSTONE USHERS IN A NEW ERA OF SURFACE INNOVATION WITH THE LAUNCH OF CAESARSTONE ICON™

Pioneers of design and innovation, Caesarstone proudly introduces the next generation of surfaces: A premium crystalline silica-free collection



June 23, 2025 – Canada – [Caesarstone](#), a global pioneer in premium surfaces since 1987, proudly introduces **Caesarstone ICON™** - a groundbreaking new category of advanced fusion surfaces that are entirely crystalline silica-free and crafted using a proprietary blend of innovative, responsibly sourced, and recycled materials. With this bold debut, Caesarstone reaffirms its leadership in the industry, redefining the future of surface design with the same durability, quality and warranty that Canadians have come to trust for almost four decades. ICON™ is more than a collection; it is a milestone that signals a new era: progressive, intelligent, and sustainably minded.

“Caesarstone ICON™ is a transformative moment for our brand and the industry,” says Ken Williams, President of Caesarstone Canada. “This innovative formulation is the result of years of research, development, and an unwavering commitment to progress. It reflects our leadership in surface design, our dedication to material integrity and sustainability, and our drive to shape the future with solutions that inspire and endure. ICON™ marks the next chapter in Caesarstone’s legacy, defined by innovation without compromise.”

Developed through a proprietary process grounded in more than three decades of expertise, ICON™ represents Caesarstone’s most advanced material innovation to date. Free of crystalline silica, it sets a new benchmark for the surfaces category. Each slab is composed of a distinctive fusion of natural minerals, high-performance raw materials, and approximately 80% recycled content, including post-industrial glass.

This launch is a major step forward in Caesarstone’s commitment to fully transition its entire product portfolio to crystalline silica-free surfaces by the end of 2026, reinforcing the brand’s role as a catalyst for change in the industry.

Pushing the Boundaries of Design

True to Caesarstone’s design-led ethos, the ICON™ collection introduces a new level of visual sophistication. Engineered for both beauty and performance, these surfaces feature enhanced transparency, rich dimensionality, and a tactile aesthetic that captures and reflects light like never before. Durable, modern, and timeless, ICON™ represents a perfect balance of form and function.

New Designs from the ICON™ Collection

8101 Clearlight

Clearlight features a bone-white base threaded with delicate veining. These faint, chalk-like lines trace across the

surface like quiet whispers of light grey, adding a sense of ancient depth to a clean, contemporary design. Caesarstone's latest fusion technology allows the veins to gently dissolve into the background, enhancing Clearlight's soft, authentic texture.



8101 Clearlight

8451 Wild Storm

Wild Storm is bold and expressive, with opalescent grey marbling and golden-brown, foam-like streaks that appear to float across the surface. The dynamic layering of colour and texture creates movement and energy, making it a powerful design statement in any space.



8451 Wild Storm

8477 Ocean Sage

Ocean Sage evokes the wild beauty of the sea. Its deep, oceanic base is flecked with cream and white foaming textures throughout a translucent body. Dark seaweed-toned veins emerge and dissolve into the smoky grey background, giving the surface a fluid, organic feel. Composed entirely of highly durable recycled minerals, Ocean Sage brings quiet drama and atmospheric depth to any room.



8477 Ocean Sage

The Sustainable Surface Revolution

Sustainability is central to the ICON™ vision. By integrating high-quality recycled content and conserving raw materials, Caesarstone has created a premium surface solution that meets the needs of today's environmentally conscious world. ICON™ ranks among the most eco-considerate offerings available, further advancing Caesarstone's mission to lead sustainable transformation in the global design space.

A New Standard for the Industry

With the launch of ICON™, Caesarstone sets a powerful precedent for the future of the surface industry – one where innovation, environmental responsibility, and design excellence are no longer separate goals, but inseparable priorities. Adhering to Caesarstone's rigorous standards for performance and fabrication, ICON™ delivers on the promise of forward-thinking design with a lasting impact.

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About Caesarstone

Established in 1987, Caesarstone is a global leader in premium surfaces, specializing in designs that create dynamic and inspiring spaces. An award-winning multi-material portfolio of over 100 colours combines the company's innovative technology with its powerful design passion. Spearheading the market for high-quality, sustainable surfaces, Caesarstone delivers timeless beauty with functional resilience – creating materials for a vast range of indoor and outdoor applications, such as kitchen countertops, bathroom vanities and so much more.

Since pioneering quartz countertops almost four decades ago, Caesarstone has continued to innovate in both aesthetics and performance, expanding into porcelain, mineral, and advanced fusion surfaces. Porcelain provides bold design options, whilst its UV resistance and weatherproof qualities make it equally suitable for indoor and outdoor spaces. The brand's mineral surfaces are crafted using up to 40% recycled materials, offering customers an eco-friendly and low-silica worktop choice that beautifully merges form and function. ICON, Caesarstone's range of advanced fusion surfaces and the most recent addition to its portfolio, is formulated with up to 80% recycled content, resulting in superior sustainability, exceptional robustness, and remarkable design versatility.

Caesarstone holds a steadfast commitment to our planet's wellbeing, as demonstrated in its latest Environmental, Social, and Governance (ESG) progress report. Additionally, Caesarstone is proud to have an Environmental Product Declaration (EPD) certification, providing transparency on the sustainability of its products. Caesarstone has also earned ISO 14001 (environmental management standard), ISO 9001 (quality management standard), and NSF (public health and safety) certification, has third-party verified Declare Label status, and offers a unique Lifetime Warranty across all residential applications.

Caesarstone Canada has showrooms and distribution centres in Toronto, Montreal, Calgary and Burnaby serving fabricators, kitchen retailers, homebuilders, architects, designers, and consumers across the country – and on a global scale. From design selection to installation and aftercare, Caesarstone provides comprehensive support at every stage. The knowledgeable team offers expert guidance, tailored solutions, and reliable after-sales care to ensure both homeowners and professionals feel supported and confident in their surface choices.

More information on Caesarstone: [Caesarstone.ca](https://www.caesarstone.ca), [Instagram](#), [Facebook](#) and [YouTube](#).

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