

PRESS RELEASE

Stonepeak Showcases A Symphony of Its Evolution At Coverings 2025 Featuring A Harmonious Orchestra of Three New Avant-Garde Collections, New Innovative Technologies, And The Crescendo of Stonepeak's Transformation

(Orlando, FL – April 29, 2025) – Stonepeak Ceramics, the U.S. operation of the Italian Iris Ceramica Group and prominent manufacturer of high-tech porcelain and stoneware solutions, presents three new avant-garde porcelain collections at Coverings 2025 **Booth 4020**. These collections mark the culmination of Stonepeak's transformative journey, utilizing state-of-the-art machinery and sustainable practices to produce top-tier solutions for its customers. Additionally, Stonepeak debuts its newly achieved Organizational Carbon Footprint Validation, new cutting-edge technology, and dynamic merchandising displays.

The three new collections— **Mystère, Lythos, and Victorian Stone**— provide customers with on-trend solutions that are versatile and durable, making them suitable for a variety of settings.

- **Mystère:** An elevated interpretation of terrazzo, available in eight colorways and two finishes (Structured and Semi-Polished), in three dimensions (12"x24", 24"x24", 24"x48").
- **Lythos:** A blend of French limestone and Ambrosia stone, in five neutral shades, semi-polished finish, and three dimensions (12"x24", 24"x24", 24"x48").
- **Victorian Stone:** Inspired by English stone, available in five finishes (Natural, Natural Plus, Structured, Flamed, Antislip) and six dimensions (12"x24", 24"x24", 40"x40", 24"x48", 48"x48", 48"x108").

In addition, Stonepeak showcases for the first time its newly released 12mm XL porcelain slab colors: Brilho Azul, Beleza, Crystal Onyx, Marine Opulence, Mystic Cascade, Silver Serenity, and Namibia White. These new colors, available in 60"x126", are part of the innovative Limitless Porcelain® concept, a collection of 12mm porcelain slabs engineered to be applied anywhere—from indoor and outdoor spaces to tabletops, countertops, flooring, walls, custom furnishings, and beyond.

All new products, along with Stonepeak's entire portfolio, meet healthy building requirements and certifications including ISO 9001, LEED, EPD, Green Gold, Green Squared, and Declare, as well as Stonepeak's newest accomplishment – the **Organizational Carbon Footprint Validation, ISO 14064-1**, as announced at Coverings 2025. This validation is a voluntary 360-degree assessment of the climate footprint of our

entire U.S. organization, encompassing the entirety of our operation - logistics, manufacturing, product life cycles and any indirect contributions associated with our company's activities, such as business travel and employee commuting. Achieving this verification reflects Stonepeak's sincere commitment to transparency, accountability, and adherence to the highest environmental standards.

The booth also features an interactive room showcasing several technological innovations in an engaging setting.

- **DYS:** Design Your Slab technology showcasing the eligibility of any graphic to be printed on an XL slab to bring any creative design imaginable to life.
- **ATTRACT:** An innovative magnetic laying system that replaces the 'one-time-use' logic with the forward-thinking choice of reusability and exchangeability.
- **Hypertouch:** An integrated system of home-automation sensors, controlling smart technology, enhancing the design and continuity of surfaces, and eliminating unsightly cover plates and external switches.
- **4D ceramics:** Groundbreaking full-body technology, available in 12- and 20-mm thicknesses, showcasing the seamless continuity between a surface and its edge.
- **Moonlight:** A unique backlighting solution offering a soft, welcoming light, delicate as moonlight, that emerges from the translucent slab, amplifying the beauty of the surface.

To close on a high note, a glimpse of the brand new technology introduced in Europe: **Alchimia**. A revolutionary technology that seamlessly integrates advanced audio-video systems into ceramic surfaces. This innovative solution transforms traditional ceramics into dynamic, interactive elements, creating a synergy of video, sound and intelligent control. The technology allows surfaces to change appearance and function, offering a unique blend of aesthetic beauty and high-tech functionality.

Finally, in addition to Booth #4020, Stonepeak is excited to announce the presence of a satellite Booth #4213. This exclusive booth is dedicated to key customers, showcasing dynamic, new merchandising displays tailored to improve the shopping experience for distributors' customers. Visitors to Booth #4213 have the opportunity to explore innovative solutions designed to enhance retail environments and drive customer engagement.

With these innovations, Stonepeak orchestrates a harmonious symphony where every element plays a vital role, offering customers a comprehensive product and service experience that showcases the brand's unwavering commitment to innovation and excellence.

About Stonepeak Ceramics:

Stonepeak, U.S. operation of Italian parent company Iris Ceramica Group, has been pioneering porcelain flooring solutions since its establishment in 2004.

It is the leading domestic manufacturer of high-end ceramics solutions, renowned for its relentless pursuit of innovation, unrivaled product quality, and unwavering commitment to exceptional service. With its headquarters in Chicago, IL, and its manufacturing plant in Crossville, Tennessee, Stonepeak leads the industry, taking porcelain surfaces to new heights according to the Group's vision:
Re-engineering ceramics to improve the interaction between people and the environment.

For more information visit www.stonepeakceramics.com and for media inquiries, please contact:

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