

# essastONE™

MEDIA RELEASE

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## A TASTE OF 'LA DOLCE VITA' FOR LOCAL STONEMASON



**Caption (L-R)** – ‘Rewarding you in Luxurious Italian Style’ winners and Adriatic Stone owners, Miren and Angelo Perez being congratulated by essastone marketing manager, Marc Paulusz.

Cheltenham stonemason, Angelo Perez, from Adriatic Stone is set to visit the design capital of the world, Italy, as the winner of the ‘Rewarding you in Luxurious Italian Style’ competition by essastone™ - the pinnacle of engineered stone for kitchen and bathroom interiors.

With all the ingredients for a first-class adventure, Mr. Perez will experience the great works of the masters of his trade as he indulges in an all-expenses-paid, seven night holiday in Milan and Verona. He will enjoy five-star accommodation, visit the captivating Verona Fair – the International Exhibition of Marble, Stone and Technology – and tour two of Italy’s finest design destinations, the Rover and Ferrari factories.

The elated stonemason who has a good relationship with his essastone representative, said he was given the chance to be in the running to get a taste of ‘la dolce vita’, simply by making a purchase of essastone.

“After being told about the competition, I thought it would be fantastic to go to Italy and visit the Verona Fair, which is something I’ve wanted to see ever since I became a stonemason,” he said.

The competition was simple – all he needed to do to be in with the chance of winning the ‘once in a lifetime’ prize was to purchase at least one slab from the leading designs in the 2010 essastone range.

“I was over the moon when I was told I was the winner of such a great prize,” he added.

“I’m looking forward to seeing the great designs of Italy, taking in some of the sights, and not to mention, the visit to the Ferrari factory. I’m so excited!”

essastone Marketing Manager, Marc Paulusz, said essastone wanted to give stonemasons the chance to experience the very pinnacle of luxury and design, as well as the opportunity to be part of the leading global event for their industry.

“With such an amazing prize up for grabs, the promotion proved to be very popular amongst people in the trade. I know that Angelo will have a fantastic time in Italy, learning more about the design industry and enjoying some of the finest things Italy has on offer. To be honest, I’m a little bit envious!” said Mr. Paulusz.

Three lucky runner up winners from around the country were also awarded with a Vespa LX150, a SAECCO Odea Giro coffee machine and an elegant weekend at the Palazzo Versace on the Gold Coast. There were also guaranteed prizes rewarded to customers throughout the promotion such as Apple iPads, Lavazza coffee machines, Alessi homewares, Myer gift vouchers and Ferrari Formula One gear.

To find out more about the essastone range or future promotions, visit [essastone.com.au](http://essastone.com.au).

**ENDS**

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