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## Artisan Group™ Launches Three Saratoga Soapstone Colors



AUSTIN – January 4, 2010– Artisan Group is launching Saratoga Soapstone throughout North America, adding to the Artisan Stone Collection of exotic and classic granites and marble. Soapstone is often referred to as "the original stone countertop. Very prevalent in the northeast used as a traditional look, Soapstone is now being used with a flat edge for clean, contemporary rooms. Because homeowners now realize that soapstone can have so many looks and is low maintenance, it is becoming more popular. Artisan Group is launching Saratoga Soapstone—to meet some of this demand.

“Soapstone is a very versatile stone with a look all its own,” says Chad Seiders, Artisan Group Executive Director. “The addition of Saratoga Soapstone to the Artisan Stone Collection will provide homeowners with just one more design choice from the Artisan Group branded palette to fit their style. With exotic and classic granite, marble, soapstone, and Heritage Wood reclaimed and exotic wood, Artisan Group is a premium countertop destination throughout North America in-store or online.”

Quarried like granite but with a velvety smooth texture, soapstone is a heavy, mineral talc composition that can endure temperatures up to 600 degrees. Used for years in fireplaces, wood stoves, and ovens, soapstone has recently made its mark with interior designers, homebuilders, architects, and countertop fabricators to achieve a rustic, early American look, yet versatile enough to be used in modern and contemporary interior designs.

Saratoga Soapstone is available in Vineyard Green, Saratoga Black and Stillwater Gray. In addition, Artisan Group will be soon be launching its own brand of Soapstone surface treatment.

The Artisan Group is an independent organization of North America’s premier countertop fabricators that own Artisan Stone Collection brand, the industry’s first granite with comprehensive lifetime warranty, as well as the Heritage Wood™ brand. Artisan Group is a one-stop kitchen shop, also now offering consumers Kohler sinks and faucets through an exclusive specialty dealer program with the Kohler companies.

**Visit the new Artisan Group website to request a quote or to find the Artisan Group fabricator nearest you at [www.artisan-counters.com](http://www.artisan-counters.com).**

### Artisan Group

Artisan Group™ is the premier network of stone fabricators in North America. Its extensive network allows the organization to offer the world’s best granite from the best sources around the globe. Utilizing the most technically advanced, automated shops in the industry, highly skilled craftsmen ensure that each and every installation meets exacting standards. In fact, all Artisan Group members have either achieved Marble Institute of America Accreditation, or have begun the process, making it the first group of granite fabricators in the world to be working towards this distinction. From classic to exotic, Artisan Group offers the most extensive array of stone choices in the industry, and is dedicated to the highest level of customer service. For more information or to request a quote, visit [www.artisan-counters.com](http://www.artisan-counters.com).

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