



**PRESS CONTACT: Joanne DiFrancesco
JDCommunications, Inc.
(781) 828-0323**

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**GERRITYSTONE’S ARCHITECTURAL DIVISION UNVEILS ITS PLATINUM
COLLECTION, CHANGING THE WAY CLIENTS LOOK AT GRANITE FOREVER**

GerrityStone, New England’s premiere interior and exterior custom stonework specialist, today unveiled its Platinum Collection – a distinctive and stunning line of one-of-kind stones handpicked from quarries around the world.

“People are drawn to granite for its unique beauty and visual texture,” said Dawn Carroll, director of the GerrityStone Architectural Division. “It is that must-have finishing touch in today’s luxurious kitchens and bathrooms. But some granite is more unique than others. Choose a granite from our Platinum Collection and you are guaranteed it will stand out from the rest.”

Some of the region’s top interior and kitchen designers rely on GerrityStone for selections above and beyond the standard choices. “I am enamored with new stone options that are available at GerrityStone,” said Rosemary Porto, kitchen designer for Poggenpohl. “This particular collection I call precious gems for your home.”

Currently the collection features stone such as Molten Ember Polish, Pewter Moonscape, and Polar Ice. One of the most striking of the collection is Garnet River, a quartzite with cabernet and moss-colored streaks running through the stone, blurrily entwined in a totally linear movement. The texture suggests the cool and calm running of a forest stream.

“We tell our clients that you need to be careful when you enter our Platinum Collection showroom,” Carroll said. “Once you’ve seen these stones, you’ll never look at granite the same way again!”

Stone in the Platinum Collection is handpicked and quarried in places like Nova Scotia, Brazil, Italy, and even Madagascar. The rock itself is formed through unusual geological events, giving each stone its unique qualities. Once these rare and limited textures are gone, they are literally gone forever.

In fact, selecting a stone from the GerrityStone Platinum Collection is very much like choosing a piece of art. To ensure a successful installation, GerrityStone will only allow its own craftsmen to fashion, finish, and install it.

“Each step in the process from stone selection to fabrication and installation requires meticulous attention,” Carroll said. “That is especially true when you get into unique textures and movements like you’ll find in the Platinum Collection.”

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GerrityStone specializes in custom stone fabrication and installation for kitchens, bathrooms, fireplaces, and outdoor living spaces. Achieving the industry's highest customer satisfaction ratings and offering the widest selection of directly sourced materials are the cornerstones of the company's philosophy. GerrityStone is an industry leader in green practices providing education on LEED certification, as well as continually reducing its own ecological footprint and promoting green initiatives in the Boston area through its "Green Team," an employee volunteer program.

GerrityStone is located just 10 miles north of Boston, in Woburn, Massachusetts and serves architects, designers, builders and homeowners throughout New England. The GerrityStone Design Center is open Monday through Saturday with extended hours Tuesday through Friday. For more information please call GerrityStone at 781-938-1820, or visit www.gerritystone.com. Press inquiries; please contact Joanne DiFrancesco, JDCommunications, Inc., 781-828-0323 or jdcommunications@verizon.net.

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