



SapienStone

The Future of Surfacing

STONICA

SAPIENSTONE

info@sapienstone.us | www.sapienstone.us

Agenda

- Who are we?
- What is SapienStone?
- Our Business Model & Strategy
- Plan vs. Reality



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Who are we and where did we come from?

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The Minozzi family has been producing porcelains & ceramics for over 60 years!



STONICA

What is SapienStone?

SapienStone is a “**Sintered**” material = Porcelain
Made in Italy – stocked in the USA

Slab Size: **Approx 129 x 61” unrectified**
 Approx 128 x 60” usable

Ingredients:

- Minerals from Earth – **quartz** and **feldspar** which provide the product with **strength and hardness**.
- Minerals from **glass** and **silica** that provide **chemical stability**.
- Natural oxides which aide in the product design (**Body Pigmentation**).
- 13 Raw materials selected.



What is SapienStone?

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Manufacturing Process

- Replicates metamorphic process in just a few hours (Sinterization Process)
- SapienStone compacts the slab at about 420kg/cm² and then use a kiln firing at 1,250 c (2,300-2,700 f) Varies between brands
- The resulting non-porous, abrasion resistant surface has a density of 2.7 grams/cm³ (volume per cubic cm)
- Mohs hardness - 7



Why SapienStone?

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Why 12mm?

12mm porcelain slabs can be used in both commercial and residential for:

- Case goods
- Countertops
- Fireplaces
- Furniture tops
- Shelving
- Shower surrounds
- Tabletops
- Interior / Exterior

NO LIMITATIONS!



Porcelain vs. Natural Stone

Porcelain Slabs

- Designs inspired by natural marble and stone looks
- Composed of strong and durable elements, porcelain is resistant to:
 - Staining, scratching, chipping and high temperatures
 - Low porosity and easy to maintain
 - On the scale of hardness (Mohs), porcelain ranks 7

Marble/Granite

- Beautiful and natural design
- Natural stone is prone to:
 - Etching, staining, scratching
 - Not very resistant to high temperatures
 - More porous, unable to defend against bacteria and day-to-day activities
 - Granite ranges from a 6 – 7 Mohs
 - Marble ranges from 3 – 4 Mohs

Advantages of SapienStone

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- Ease of cutting compared to other 12 mm porcelain slabs
- US Stock – Made in Italy
- Distributors with over \$8 million in inventory
- Trained fabricators across the US for cut to size, installation, etc.
- Our own pre-tinted adhesives proprietary to SapienStone
- Full Body Pigmentation



*BOOK MATCH

- Available only for book-match orders

BOOK MATCH FINISHES

silky | polished



starting size | 129"x 60"

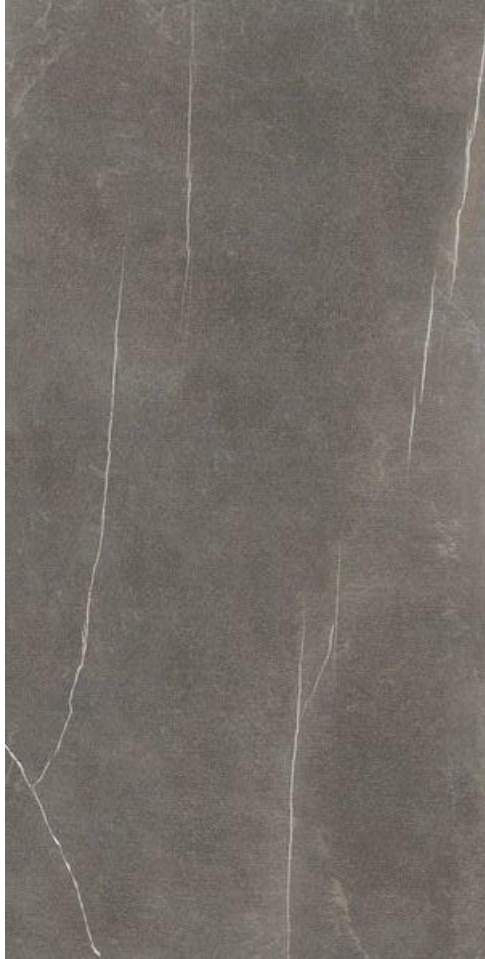


FINISHES
natural | silky | polished



SapienStone – 2020 New Colors

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Piasentina
Structured



Black Diamond
Natural



Palladium Grey
Natural



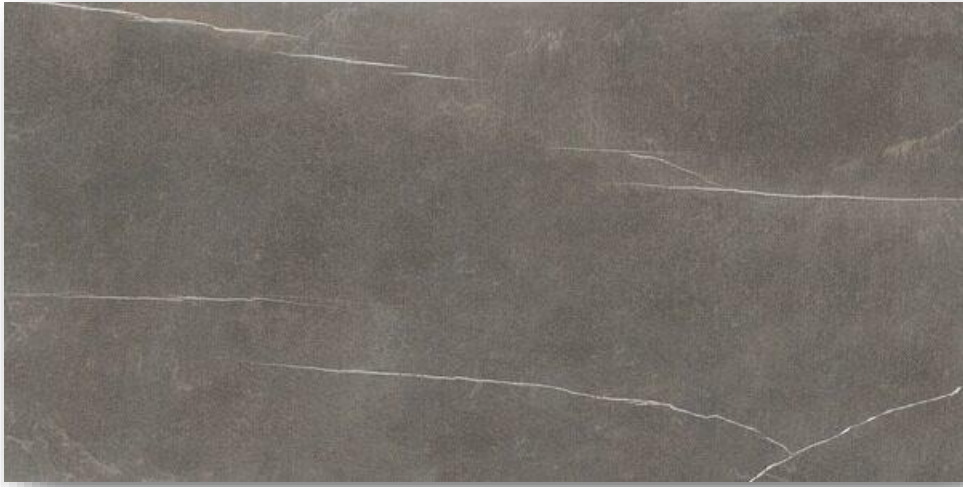
Platinum White
Natural



Calacatta Macchia Vecchia
Silky/Polished

Piasentina

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Finish: Structured
Slab Size: 126" x 60"
Thickness: 12mm



Black Diamond

SAPIENSTONE



Finish: Natural
Slab Size: 126" x 60"
Thickness: 12mm



Palladium Grey

SAPIENSTONE



Finish: Natural
Slab Size: 126" x 60"
Thickness: 12mm



Platinum White

SAPIENSTONE



Finish: Natural
Slab Size: 126" x 60"
Thickness: 12mm



Calacatta Macchia Vecchia

SAPIENSTONE



Finish: Polished & Silky
Slab Size: 126" x 60"
Thickness: 12mm



SapienStone Edge Profiles

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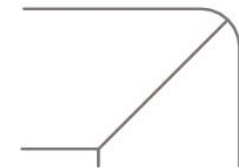
1/8" Rounded ridge
at 45°



1/8" Double straight rounded
ridge



1/8" Rounded straight
ridge



1/8" L-shaped
rounded ridge

- Sharknose Edge with Any Size Apron

- Mitered Edge with Any Size Apron

Through Color Vein Advantage

FAITHFUL
C O U N T E R T O P S

faithfulctrtops.com | @faithfulcountertops



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SapienStone Strategy – Marketing Tools



Tower | AD Box| Tabletop Display | Brochure



An hymn
to diversity
in the kitchen.
People are
different and
live different.
**Dress your
kitchen.**
1 idea:
rethinking
kitchen
countertops
as smart
surfaces
to fit all
contemporary
lifestyles

Partners, Showrooms & Certifications

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SapienStone Kitchens

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Kitchen Countertops

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Kitchen Countertops

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Kitchen Countertops

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Kitchen Countertops

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SapienStone Outdoor Kitchens

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- Ideal for outdoor kitchens
- Resistant to UV rays; will not damage or wilt in the sun
- Can be used for fireplace and outside entertainment areas

Residential Countertops

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Commercial Countertops

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United Polaris

Newark NJ - Induction Tabletop: Pietra Grey Natural

San Francisco, CA - Buffet Tabletop: Uni Ice Polished

Induction Countertops

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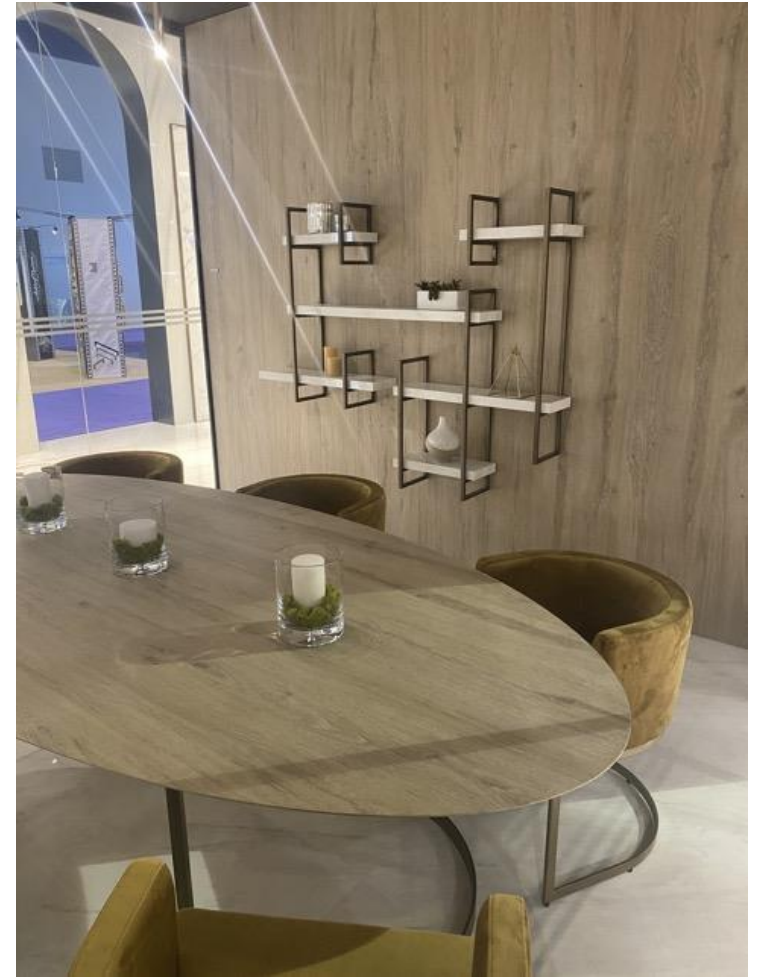
Hospitality

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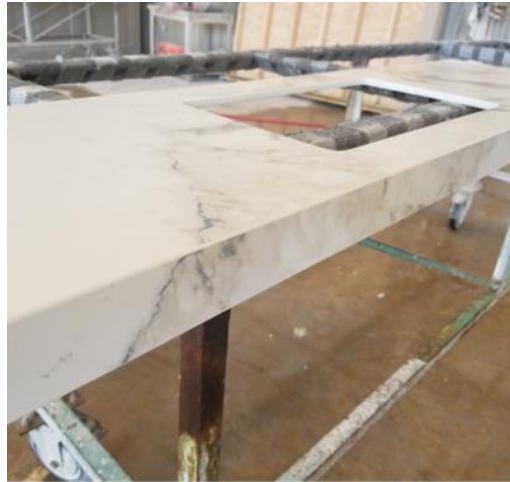
Furniture Pieces

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Vanities & Kitchenettes

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No Limitations

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Q&A

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Thank you!



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People are
different and
live differently.
Dress your
Project.