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STONeworld  
Quality Assured

NOVEMBER 2007

www.stoneworld.com.au

PO BOX 307 Toongabbie  
NSW 2146

NSW

1/28 Oramzi Road  
Girraween NSW 2145  
P: 02 9688 9999 - 1800 069 178  
F: 02 9688 9988 - 1800 227 404  
info@stoneworld.com.au

QLD

1/20-24 Riverland Drive  
Loganholme QLD 4129  
P: 07 3827 5555  
F: 07 3827 5566  
stoqld@stoneworld.com.au

VIC

3 Sharon Court  
North Geelong VIC 3215  
P: 03 5272 3300  
F: 03 5272 1144  
stocon@stoneworld.com.au

Welcome to the new, improved,  
supercharged edition of our "Quality"  
newsletter.

Over the coming weeks our sales executives will be  
relaunching Stoneworld to you. We are making  
changes to ensure that we are a leader in the  
Australian ceramic tile and natural stone industry.

There are huge leaps forward with our technology  
and also some innovative concepts that we will be  
unveiling. We will need some Quality time with you  
to explain the benefits of all that we are doing, so  
please allocate some time for us when we contact you  
for an appointment. If you are desperate to find out  
what I am talking about, please contact your sales  
executive to find out when the earliest opportunity is  
for then to see you.

From our latest trip overseas there are many new  
products that we will be developing and ordering to  
launch into the market in the new year, 2008. That's  
right it is fast approaching with really only a few  
weeks left this year. I hope it has been a very good  
2007 for you, as it has been for us.

As this is our last newsletter for the year I must take  
this opportunity to wish you all a Very Merry  
Christmas and a Happy New Year. And we can't wait  
to get stuck into 2008.

Best wishes,

Matthew Voller,  
General Manager

## Q! HOT STUFF!

# Charm

Elegant stone look  
for nature inspired design.



The Charm series is a collection of  
300x300 floor tiles with satin finish  
combined with gorgeous  
300x600 wall tiles with gloss finish



## Riverbed limestones

This magnificent limestones from Turkey  
features beautiful fossil is our latest  
natural stones offering.

Available in:  
457x457x12mm  
406x610x12mm  
both honed and bevelled finish.

## Q! INDUSTRY



## Congratulations Belinda!

On Friday 2nd of November 2007, Belinda Batey, one of  
our sales executive for Queensland, was honoured with  
"Best Customer Service Award" in Queensland.

The award was presented by Mike Snare, president of  
the Australian Tile Council Queensland Division. Pictured  
on the left with Belinda at the event.

Congratulations to Belinda. We are extremely proud of  
her achievement as it serves as the industry's  
recognition for quality of our service.





# FORGE

Forge Series features the latest industrial look, while maintaining the easy to care smooth surface.

This strong ceramic tiles from Alpha Tiles is available in 450x450.



## Thank You!

*We would like to thank all of you who have provided us with great feedback during our September survey.*

*We hope you enjoy the gift that we have sent as a token of our appreciation. We are looking forward to your continuous support in the future.*

*Cheers!*

## Q! INFO

### The Difference Between Limestone, Marble & Granite

#### Marble

True marble is a metamorphic, calcareous rock, which means that – unlike sedimentary rocks – its current form is not its original one. In layman language, marble was originally a limestone (mostly of the fossiliferous, coarse type) that underwent a transformation (metamorphosis) by which – mostly through high pressure and high temperature – it changed into a rock physically different, though chemically the same.

#### Limestone

Limestone is a sedimentary rock originated in several possible environments, but all with one factor in common: they are the sedimentation of organic matters, mostly calcareous skeletons of marine organisms. Limestone is mostly Calcite (Calcium Carbonate) and, as such, extremely sensitive to harsh chemicals, particularly of an acidic nature. In layman language, limestone naturally neutralizes acids by giving itself up. Looking at this fact from the other side, acids—any acid—corrodes limestone. Since most foods are acidic, the use of limestone in a kitchen should be considered out of the question.

#### Travertine

Most travertines derive from the evaporation of spring water rich in Calcium Carbonate, both in rivers near waterfalls and in caves. Travertines are mostly composed of calcite with impurities of Limonite. They often show fossils and imprints, especially of water plants.

#### Granite

Granite is generally considered to be igneous rock. Igneous rocks are the final product of consolidation of a “magma”, a hot molten mass. They can be formed deep in the Earth by the fusion of pre-existing solid masses of essentially silicate composition (“Plutonic” or “Intrusive” result of the solidification of the layer of the Earth immediately below the crust on which we live, after it comes to the surface by mean of eruption (“Volcanic” or Extrusive” rocks, usually basaltic in composition.

*For a complete look at natural stones and how to care for them, download our Stone Facts from our brand new website. Visit [www.stoneworld.com.au](http://www.stoneworld.com.au) where you can find this under “Tips and Tricks”.*

## ENTERPRISE PORTAL

Enterprise Portal is our premier system that gives you direct access to our stock system and control to your orders.

#### Access at your fingertips!

EP users will be able to check stock availability direct from our system anytime of the day, even on the weekend. We believe this will give you the advantage over other retailers, as you are able to give your customers the answer they want right there and then.

#### You're in control!

Now that we know stock is available, secure that order on the spot! You can directly create a purchase order using simple and easy to use online ordering system. With this you can rest assured that the stock is reserved for your orders and they will be packed and delivered with no hassle.

#### Use it now!

All you need to do is go to our website: [www.stoneworld.com.au](http://www.stoneworld.com.au), click on the EnterprisePortal shortcuts on either the top menu or the main menu on the side. You will need username and password that we will provide. A manual for you to use will also be given.

Log in using your assigned username and password, and you're on!

#### Unfair advantage!

Soon you'll see all the benefits of having Enterprise Portal on your side. As always, we welcome your suggestions for further improvement. Over time, we will endeavour to add more features to EP.

Some are already in development, such as statistics tools to help you keep track of previous orders. We will be in touch when this becomes available.

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[stoqld@stoneworld.com.au](mailto:stoqld@stoneworld.com.au)

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