



## UTOPIA EXPANDS PRODUCT PORTFOLIO

Utopia is reporting an enthusiastic response to its new range of marble and granite worksurfaces. Introduced last Autumn specifically to complement the new Timber Collection, these luxurious stone worktops are the perfect accompaniment to natural timber. There are three granite and three marble options, carefully chosen to co-ordinate with the Golden Oak and Walnut furniture in the range. So far, Imperial Marrone, a dramatically patterned marble worksurface, is proving the best-seller with Star Galaxy, a sparkling black granite, coming second.

Explaining the rationale behind the move into natural stone, Helen Clark, Utopia's Marketing Director says, "We are continually seeking to expand our product portfolio to give our customers the widest possible choice. In any bathroom, the worksurface is the ultimate finishing touch and we wanted something really stunning to team with our new Timber Collection. The marble and granite surfaces we selected are undoubtedly a premium product but it is already clear from our sales that where they are displayed with the Timber Collection, the customer is nearly always happy to trade up to get the look."

Alongside natural stone, Utopia also offers an extensive range of laminate and solid surfaces options designed to complement the Timber Collection

The Timber Collection, launched in October 2009, is a range of solid timber and veneer doors and fascias, offered in both modular and fitted furniture and in a choice of Walnut or Golden Oak.

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