

# Apaiser bathware wins "outstanding new product" award at USA Hotel Design trade event.

Apaiser bathware has been awarded the Best New Product "Green Design" award at the Boutique Design New York (BDNY) show held in New York at the Javits Centre on 11th and 12th November, 2012. Apaiser is the first Australian manufacturer and exporter to ever be awarded with such recognition at the show, widely regarded as the most prestigious event in North America for the hotel industry. Apaiser was recognised as creating unique bathware, hand finished by artisans. As the original stone composite creator, Apaiser leads the global marketplace and maintains an undiminished focus on quality and natural material.

While many companies are constantly cutting costs through cheapening formulations, Apaiser has never wavered from using only the finest raw materials and the highest percentage of natural stone.

Instead of mass-production in cheaper (often harmful) materials, Apaiser uses crushed reclaimed marble and hand finishes each product, guaranteeing a superior finish, performance and individual beauty. The combination of design and "Green award highlights Apaiser's remarkable success.

The BDNY show, which showcased over 250 of the world's leading manufacturers of products for the hotel and resort industry, attracted over 7000 of North and South America's hoteliers, developers, architects and designers during its two days. Showing the strong re-emergence of the hotel industry in USA and regionally, attendance was well above expectations even though Superstorm Sandy had ravaged New York barely a week before the event.

