

**FOR IMMEDIATE RELEASE**

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**Walker Zanger debuts new category of countertops, Secolo Porcelain Slabs**

*Revolutionary Secolo Porcelain Slabs replicate the look and feel of marble*

**LOS ANGELES, CA** – [Walker Zanger](#), the world’s most comprehensive stone and tile company, announces an entirely new category of countertops—[Secolo Porcelain Slabs](#). By utilizing cutting-edge technology to replicate authentic marble veining, these slabs mimic the look and feel of marble, yet offer the durability and versatility of porcelain.

Thinner than natural stone, porcelain has traditionally been offered as slabs between three and six millimeters thick, which can be fragile and difficult to fabricate. By increasing the thickness of the porcelain to 12 mm, Walker Zanger is among the first in the industry to offer entire slabs up to 126 inches by 63 inches to use as countertops.

“Porcelain is nonporous and stain-proof, making it impervious to red wine, lemon juice and other acids that are common culprits of staining natural stone,” said Jared Becker, Walker Zanger’s Vice President of Design and Marketing. “Additionally, porcelain has significant advantages over quartz due to its strength and durability. You can cut food directly on the surface or even place hot cookware on the counter without damaging the material, and it’s also suitable for outdoor use.”

**TWEET THIS:** [New category of #countertops by @walkerzanger replicate the look & feel of marble with the durability of #porcelain http://bit.ly/SecoloPorcelainSlabs](#)

“Walker Zanger has a rich history of providing high-quality, hand-picked natural stone,” said Becker. “With our new Secolo Porcelain Slabs, we have been able to expand the category of countertops by utilizing advanced Italian glazing technology to recreate the luxurious look of stone on porcelain.”

The new porcelain slabs emulate marble, cement and wood—all with a polished finish—and come in 12 colorways including Calacata Classic, Calacata Gold, Calacata Premio, Calacata Regent, Marron Glace and Statuary Pieta. The durability of porcelain allows the slabs to be used in a wide variety of applications—both residential and commercial—including all interior surfaces, exterior walls and water features such as pool lines.

For more information about Secolo Porcelain Slabs, please visit <http://bit.ly/SecoloPorcelainSlabs>.

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Secolo Porcelain Slabs create a luxurious marble look in a wide range of applications—both residential and commercial—including all interior surfaces, exterior walls and water features. Shown: Calacata Premio.



Secolo Porcelain Slabs are fire-proof and stain-proof, making it impervious to red wine, lemon juice and other acids that are common culprits of staining natural stone. Shown: Calacata Classic.



Walker Zanger is among the first in the industry to offer entire slabs up to 126 inches by 63 inches to use as countertops. Shown: Calacata Classic.

### About Walker Zanger

Walker Zanger, the world's most comprehensive stone and tile company, combines traditional tile-making techniques with a modern sophistication that transcends any singular design style. A leading choice for design professionals and consumers, Walker Zanger natural stone and tile products can be found in luxury homes, trendy boutiques, lavish spas and resorts, famed museums and fine restaurants around the globe. Walker Zanger is available through 14 beautiful showrooms and more than 200 authorized dealers nationwide.

