

# front back & sides

Holcim Australia is helping Australian homeowners embrace outdoor living with Geostone™.

**A**ustralian homeowners increasingly want more liveability from their outdoor spaces, from the driveway and front entrance to the side paths, alfresco entertaining and poolside areas. Holcim Australia is taking note of this trend.

Holcim has now brought its new and improved product range together under new brand Geostone. Sourced from the great outdoors and designed for great outdoor living, the range fuses the uniqueness of Australian stone with reinforced concrete.

Consumers are increasingly looking beyond plain concrete or basic paving for exterior surfaces. According to Holcim, research reveals that new home builders and renovators want colour, texture, design and variation to create a harmonious flow for their outdoor spaces. They want areas that can create a grand entrance, a sense of space or a personal oasis; finishes that help to connect with nature and reawaken the senses.

The Geostone range is now widely available across most of Australia, and has been carefully selected for its colour,



## New selection centres

Holcim Australia will soon be opening new inspirational selection centres across the ACT, New South Wales, Queensland, Victoria and Western Australia, and is about to launch a new Geostone website designed to educate, inspire and make selection easier. A suite of materials including a glossy national brochure, range sheets by region, handy hints and tips, a simple best practice guide, fan decks and sample cards are available.

size and shape. It opens up a world of design potential and possible applications for enhancing a homeowner's unique sense of style and place.

Geostone brand ambassador Peter Colquhoun is the resident architect on long-running Australian television series *Better Homes and Gardens*, and says that using Geostone in a home project has a number of advantages.

**Designed for great outdoor living, the range fuses the uniqueness of Australian stone with reinforced concrete**

‘It’s one of those naturally beautiful products that immediately adds a sense of class and permanence, and can be applied to just about anywhere around the home,’ he says.

Peter has a number of tips for designers and architects who want to use Geostone to its full potential. ‘When using Geostone outside, look for colours and tones that will complement the surrounds

and existing structures, such as lighter colours to reflect the sun’s natural light and make spaces look bigger and feel more comfortable underfoot, or darker colours for adding drama.’

Looks are only half the story when it comes to Geostone – Holcim understands that the product needs to perform outside too. The Geostone decorative concrete range is hard-wearing, lower-maintenance and stain-resistant once sealed. It delivers on all fronts, from the range of mixes to the quality of manufacture, and backup services and tools are provided to builders, designers and tradespeople.

For more information phone 13 11 88 or visit [www.geostone.com.au](http://www.geostone.com.au) 

