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For more information, contact:

Jeronimo Martin
AQUARIUS Laser Etching and Design
(530) 666-3938 PT
jeronimo@aquarius-laser.com

Aquarius Etches New Niche at the International Builder's Show

Woodland, CA (Jan. 19, 2004) – Homeowners and builders looking for unique dimensions in interior design at the International Builder's Show in Las Vegas, Nev., have a new option from Aquarius Laser Etching and Design. The company creates custom artistic tile installations for residential and corporate environments using laser technology to etch images into stone. Aquarius' pieces are created for use as murals, backsplashes, fireplace surrounds, flooring, logos and signage, as well as personal photographs and mementos.

“We offer a service that combines our knowledge of building and construction with artistic design,” said Jeronimo Martin, general manager of Aquarius. “The design options are unlimited, and our in-house artist works directly with the customer to create a truly magnificent piece of art.”

Laser etching for a residential decorative application is an emerging trend that is expected to gain popularity among homeowners looking for new ways to add elegance and artistic flare to their homes. Designers or homeowners can replicate or custom design either black and white or full color images and have them etched permanently into marble, granite, travertine, glass, slate and many other substrates.

Laser-etched tiles are a means of immortalizing memories, whether they depict antique maps or baby pictures. The artwork for the tiles can come from a variety of sources: classic art, modern art, photography or graphic design to name a few. The only restriction is the resolution

quality of the image; a minimum of 300 dpi is needed to etch high quality images. Aquarius' in-house graphics team can touch up or restore older images that have been damaged over time.

The design options are limitless due to the flexibility of Aquarius' installation process and low maintenance requirements. Laser-etched tile can be installed either indoors or outdoors by traditional tiling methods. The display location will determine which type of sealant will be applied to best retain the beauty and functionality of the display. These sealants can provide: stain resistance, waterproofing, protection from UV degradation, heat and grease resistance and even additional traction for outdoor flooring.

Pricing of Aquarius tile is calculated per project, but averages approximately \$100 to \$135 per square foot depending upon the size of each job. Project estimates are calculated by three factors: square footage, substrate choice and whether the piece is going to be classic black and white or colorized. Project turn around time is usually between two to four weeks, depending on size and complexity.

Aquarius Laser Etching and Design is headquartered in Woodland, CA and has been in operation since 2002. Led by company founder and president Hans Hartmann, Aquarius is dedicated to delivering quality products with personalized and superior customer service. Swiss raised, Mr. Hartmann's hard work ethic and dedication to detail and perfection, provides the special character needed to make Aquarius' laser etched products superior in quality and craftsmanship. In addition to Aquarius, Mr. Hartmann has owned his own steel fabrication and concrete resurfacing company for 26 years. His widespread knowledge and experience in the construction environment helps to enhance his understanding of building specifications and project concerns.

To view the Aquarius portfolio or to find out more information about Aquarius Laser Etching and Design, please visit www.aquarius-laser.com or call (530) 666-3989.

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