

Triangle

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# HOMIE

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# MYTH-BUSTERS & DOING GOOD

BY SUNNY SURANA

MANY HOMEOWNERS LONG TO DESIGN A KITCHEN OR BATH WITH A NATURAL STONE COUNTERTOP, BUT UNDERSTANDING THE FACTS CAN BE OVERWHELMING.

Natural stone is formed in the earth through many geological processes, so it is, by its very nature, a hardworking, durable choice. I'd like to share the myths most commonly associated with natural stone countertops and the truth you need to make an informed decision.

**Myth:** Natural stone is too expensive for me.

**Truth:** The popularity of marble and natural stone in celebrity homes, luxury hotels, and designs featured in the media have led to the misconception that they are not an option for most homeowner budgets. In reality, most natural stones are extremely affordable, and the price is often surprisingly comparable to man-made stones.

**Myth:** Natural stone stains too easily. Acidic and richly colored substances will permanently etch and stain all natural stones.







"THE PURCHASE OF OUR NATURAL STONE SLABS PUTS FOOD ON THE TABLE, WHICH MEANS YOU CAN FEEL GOOD ABOUT YOUR COUNTERTOP PURCHASE."

**Truth:** Today's advancements in surfacing and sealing technology ensure stones are hardier and more stain-resistant to things like lemon juice, vinegar, red wine, and tomato juice than ever before. Hard marbles, dolomites, and quartzites such as our Maharaja are highly resistant to heat and normal wear and tear. Maharaja is the first quartzite of its kind, with beautiful composition of off-white understated crosshatch veining and warm crystalline deposits. Exclusively supplied by our partners at RSG Stone, this quartzite from India is quite impervious to even the most enthusiastic kitchen endeavor. To prove it, CRS has a countertop testing station in our gallery where you can try rich and acidic foods on various types of stone.

**Myth:** Natural stone is artificially treated.

**Truth:** While it's true that some suppliers may add color-enhancing treatments or fillers to their natural stones,

CRS believes that nature adds all the beauty a natural stone needs. We strongly encourage homeowners to question the integrity of natural stone from suppliers and look for full transparency when choosing countertops.

The last myth we want to bust is near and dear to our hearts because we work hard to give back and be a friend in the stone sourcing community. The myth is that natural stone is unethically sourced; on the contrary, we work in tandem with quarries and suppliers who promote fair trade and make charitable donations to those in need. The purchase of our natural stone slabs puts food on the table, which means you can feel good about your countertop purchase.

There is more to CRS Marble & Granite than beautiful veins of gold, black, and gray running through the natural stones. There is also a vein of philanthropy, where a

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portion of CRS' proceeds serves the surrounding Triangle community. A project that's particularly special to us is NCIAP People's Medical Care, a nonprofit organization whose motto is Hassle-Free Healthcare for All.

Operated through the voluntary time and financial contributions of local businesses like CRS and individual contributors, NCIAP People's Medical Care collects a small service fee to partially cover a range of primary- and specialty-care services for patients. Donors' contributions cover the fee gap. Operating without fear of being out-of-network or not adequately covered by insurance, patients can schedule visits with physicians at two office locations, one in Raleigh and one in Apex.

NCIAP People's Medical Care is an organization whose main goal is to make the lives of local residents easier and healthier. To date, NCIAP has served over 60,000 patients.

In addition to financial support, I helped co-found this organization with some talented and caring physicians and have served on the board of directors since its inception. You, too, can get involved by making an individual donation to assist those in need and help fund the newest office in Apex.

CRS wants to educate our customers on the merits and truths of choosing natural stone, and giving back to our community is just another way we let our actions speak louder than our words. ♦

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