



**MAY 05, Issue II**

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Dear friends,

It's time for another issue of Alony's Quarterly Newsletter. We would like to thank you for the warm responses received after our last issue. We're looking forward to hearing from you again – your feedback, suggestions, and input are important to us.

Alony has invested many efforts and funds in sourcing the REAL, authentic Jerusalem Gold material – the name that stands for the quality that you know. Our quarry in the Israeli desert is producing beautiful material, and combined with our efforts to supply you with first-grade material and the highest quality service – it's the recipe for success.

Since the beginning of the year we have increased our investment in strengthening our branding worldwide. Beginning with tradeshows, catalogues, and this newsletter, after 5 years of successfully exporting Israeli limestone to companies around the globe, we feel that now is the right time to take the next step – directly associating the material with the well-known Alony name and reputation.

Here is a short list of our most popular materials – with the new Alony brand-name, together with the former name you all know. We hope this list will prove useful.

- ☞ **Alony Beige:** Jerusalem Antique (Halila),
- ☞ **Alony Beige RD:** Jerusalem Antique RD (Halila RD),
- ☞ **Alony Gold:** Jerusalem Gold,
- ☞ **Alony Crème:** Jerusalem Crème,
- ☞ **Alony Grey:** Jerusalem Grey,
- ☞ **Alony Pink:** New material,
- ☞ **Alony Yellow:** New material,
- ☞ **Massada Gold:** Name stays as before,
- ☞ **Moav:** Name stays as before,
- ☞ **Moav White:** New material,
- ☞ **Solomon's Gold:** Name stays as before,
- ☞ **V-Grey:** Name stays as before.

### **UPCOMING EVENTS**

#### ▶ **COVERINGS**

3-6 May 05  
Orlando, USA

#### ▶ **STONE+TEC**

25-28 May 05  
Nurenberg, Germany

#### ▶ **MARMOMACC**

29 Sep – 02 Oct 05  
Verona, Italy

**Looking forward to hearing from you!**

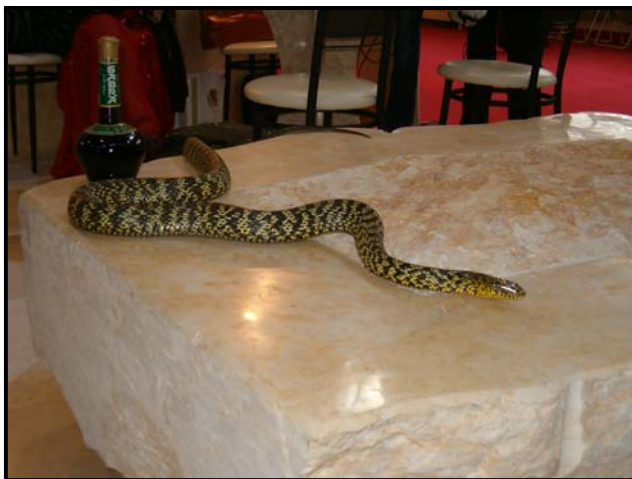
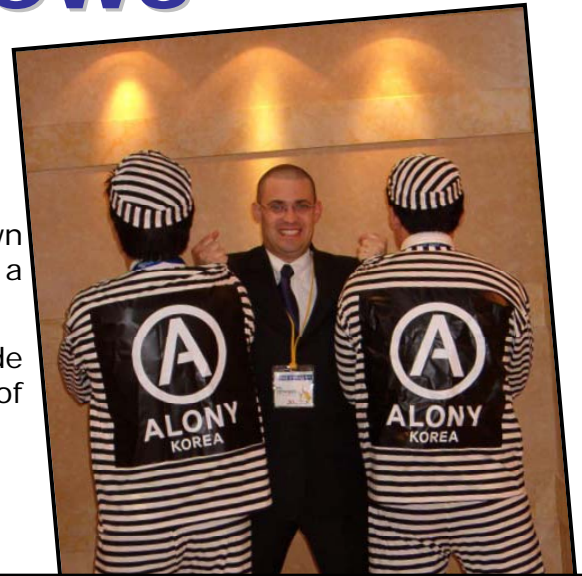
# TRADESHOWS

## SEOUL HOUSING FAIR

KOREA, 25 Feb – 2 Mar 05

The new black-and-white brand of Alony is well known in Korea. At this tradeshow, it was enhanced using a 'different' gimmick – convicts' uniform.

Attracting many visitors, the booth presented a wide variety of materials – showing the broad range of natural stone shades and textures available by Alony.



## STONETEC

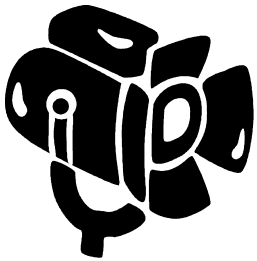
CHINA, 14 Mar – 17 Mar 05

Giving our presentation an extra edge, we hosted an oriental belly-dancer in our booth. Her dance along with the snake was a main attraction at the show and an attractive highlight to our materials.

The impressive Alony Gold block at the middle of the stand was an excellent sample of the fine material of **Authentic Jerusalem Gold** from our new quarry. Generating huge interest, the material was the focal point of the booth.

*(Are you already thinking about what we'll come up with for our next tradeshow?)*





# SPOTLIGHT: ALONY BEIGE

Also known as *Jerusalem Antique* or *Halila*, this fine limestone is popular worldwide. Once you've come to know the material, it's easy to understand why. A beautiful limestone, it has a unique texture and special characteristics. Its strong surface ensures there is no need for a net, adhesive, or resin to strengthen the material.

**Alony Beige** is suitable for both exterior and interior usage, in all weather conditions - from cold (e.g. Hungary) to warm (e.g. South America) - as is evident from both the tests done to the material, and the application of the material in projects around the world. The material can be used for stairs, tiles, and rough finishes for exterior cladding, columns, and more. Although it is a limestone material, its relatively low absorption percentage makes this material highly suitable for fabrication of vanity tops in exclusive private houses and high-end public buildings.

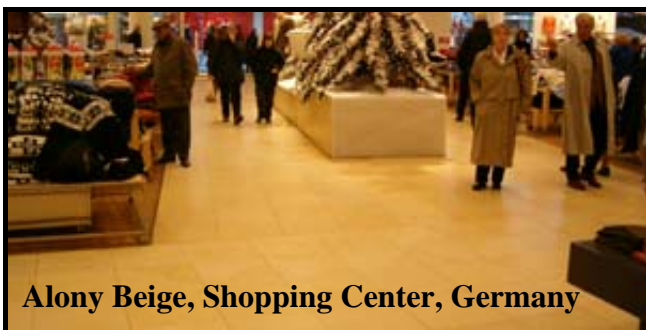
## BENEFITS:

- 👉 **Fast availability:** due to big quantities of raw material in the quarry, and because it's a very easy material for fabrication.
- 👉 **Consistency in texture:** this is the most homogenic material of the Israeli limestone, with minimum veins.
- 👉 **World-wide reference:** the material has been chosen by the most renowned architects around the world, such as Ronald Zurcher Gurdian - the architect of a remarkable new resort on the Pacific coast of Costa Rica, the Four Seasons Hotel, and French architects choosing this material for the new business center in the new arch in Paris - La Defence Plaza.
- 👉 **Low maintenance:** as with all the Israeli limestone, no need for special resin or treatment to strengthen the stone but use of a regular sealer is recommended for long-life maintenance.
- 👉 **Flexibility:** full range of finishes, sizes and thicknesses - to ensure that all the architect's designs can be realized.
- 👉 **Technical standards:** the material meets with your requirements. Water absorption of less than 2% and density of more than 2450. [Ask us if you want the full test results]



**Alony Beige,  
Honed**

**Alony Beige RD** is a sub-group of the **Alony Beige** material. Darker and with more veins, it offers a distinct look that cannot be ignored. This first-grade material can be used to beautify your future projects – why not ask for samples?



**Alony Beige, Shopping Center, Germany**



**Alony Beige, Tumbled**

# CASE STUDY:

## COSTA-RICA COMMUNITY CENTER

The Jewish Community Center and Synagogue in Costa Rica is a unique building – in both design and construction. Designed on the principles of the Kabbalah (the Jewish mystical doctrine), it encompasses the traditional and modern spirit of the community.



🕒 Side Passage

Main Entrance ➡

Involved from the early stages of the design, we at Alony had an exceptional view into the project. Alony supplied approximately 3,000 sqm of Israeli stones for the project's exterior and interior. Materials used in the project include **Alony Gold** and **Alony Crème** in a wide variety of finishes – from Honed and Polished in the inner layers of the building, to the rough finishes of Bush Hammered, Flamed and Tubze in the exterior. The materials were used further in creating unique features such as marble carpets, "mezuzah", etc. for extra finishing touches.



Would you like to show-case your latest project with Alony's materials? Do you have an interesting story to tell? Or even if you would just like to give us some suggestions for the next issues, we'll be happy to hear from you. Send us an e-mail or better yet, pick up the phone and give us a call!



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