

**Press release**

## **Pietrablu™ wears new colors**

Pietrablu™ is a system of decorative textures, engineered by Arblu, and fully made in Italy, which can be applied to every element that defines the bathroom: washbasin, accessories, mirror, boxed top, wall panels, furniture sides and tops, shower tray and decorative radiator.

At the core of this system there is a versatile and long-lasting material, which allows multiple personalized solutions to be shaped within the entire bathroom, for a coordinated effect with a great aesthetic impact.

Forged thanks to differently textured molds on exclusive designs, each object is entirely made in Italy: an aesthetically striking choice, ideal for those who enjoy the tactile sensuality combined with durability.

The innovation concerns the available colors, now in fact it will be possible to customize Pietrablu not only in the bianco, avorio, ghiaia, cappuccino, vulcano, corda, cemento and anthracite finishes but also in all 44 Arblu colors.

Five textures have been developed by Arblu:

- **Juta**, a surface that reproduces the warp and weft of natural jute
- **Trendy**, a texture recalling the feel of the natural stone
- **Well**, the charm of the ancient artisan technique of splitting stone
- **Woody**, the natural materiality of wood
- **Easystone**, a light spatula-effect texture

Pietrablu™ confers the advantage of being able to choose a versatile and functional material that is at the same time pleasant to the touch and fascinating in its aesthetics.