**Dekton® by Cosentino, the Mutua Madrid Open's new surface**

* ***As an official sponsor of the tournament, Dekton® will be making the Mutua Madrid Open the most ultra-compact tournament in the world, attracting the attention of all of the spectators at la Caja Mágica during the tournament's 15th Anniversary. Product placement, hospitality, social media, prize draws, special events and a spectacular surprise in the form of a culinary tennis court will have a leading role in the leisure activities on offer at this years' tournament.***
* ***Just three years since its launch, Dekton® is already a brand recognised all over the world as being synonymous with advanced technology, versatility, design and innovation. What's more, last week the brand's latest collection, XGloss, received the prestigious Red Dot Best Product Design 2016 award.***

**Cantoria, Almería, 6 April 2016**. Once, there was only clay, grass, cement, carpet and latest-generation innovations, such as synthetic astroturf. 2016 heralds the arrival of a new and revolutionary surface for tennis: Dekton®. The ultra-compact material made by Cosentino Group for the world of architecture and design makes its entrance into the world of tennis at the Mutua Madrid Open, the only combined ATP World Tour Masters 1000 and WTA Premier Mandatory event held in Europe.

Dekton® is the fruit of over 22,000 hours of research, incorporating PST technology developed by Cosentino and used by the most prestigious international architects. It is suitable for a variety of indoor and outdoor uses, already employed in thousands of homes around the world. Here, it is put to the test in one of the most demanding of sports. Just three years since its launch, Dekton® is already a brand recognised all over the world as being synonymous with advanced technology, versatility, design and innovation. What's more, last week the brand's latest collection, XGloss, received the prestigious Red Dot Best Product Design 2016 award.

Behind Dekton® is Cosentino, a global Spanish company that distributes innovative surfaces and solutions around the world from its headquarters in Almeria. The multinational company is present in 32 countries. More than 90% of its turnover is generated on international markets, making the group the most internationalised Spanish company, according to the latest report published by the *Leading Brands of Spain Forum*.

As a major and official sponsoring brand of the tournament, Dekton® will be making the Mutua Madrid Open the most ultra-compact tournament in the world, playing a leading role in several events that are sure to attract the attention of all of the spectators at la Caja Mágica during the tournament's 15th Anniversary. Product placement, hospitalitys, social media, prize draws, special events and a spectacular surprise in the form of a culinary tennis court will be just a few of the highlights that will show off all of the features of this 21st-century product.

What's more, spectators at la Caja Mágica over the course of the MMOpen16 will be able to see first hand Dekton® qualities, as a variety of spaces and areas of la Caja Mágica will be covered with this ultracompact surface. As proof of its versatility, Dekton® will be used for surfaces and counters, flooring or wall surfaces. Of special interest will be a walkway made from the latest Dekton® collection XGloss, which was seen at the last Madrid Fashion Week in the label Ailanto's show, as well as a show cooking kitchen that will doubtless be at the heart of the leisure activities on offer at this years' tournament.

Through this sponsorship, Dekton® and Cosentino Group are linked once again to top level sport. In 2013 and 2014, the ultra-compact surface was the personal sponsor of current MotoGP champion Jorge Lorenzo. Rafa Nadal has been the face of Dekton® since last year, based on the collaboration with his forthcoming Tennis Academy. The relationship that Cosentino and another of its leading brands, Silestone®, has with sport is even more extensive. Silestone® was the first and only Spanish brand so far to be advertised at the American SuperBowl. It has also been one of the NBA Houston Rockets' main collaborating firms for eight years. Maintaining its links with leading Spanish sports figures, the brand was also Fernando Alonso's personal sponsor for three seasons.

**About Dekton® by Cosentino**

The Dekton® by Cosentino ultra-compact surface is a new and innovative category of surfaces created with the objective of becoming a global leader in the world of architecture and design both for indoor and outdoor spaces.

Dekton® is a sophisticated mixture of the raw materials that is used to manufacture glass, porcelain materials and quartz surfaces. The Dekton® surface can recreate any type of material with a high level of quality. It is manufactured in large format (up to 320 cm x 144 cm) and thin thicknesses (0.8 cm, 1.2 cm and 2 cm). It as superior technical characteristics: resistance to UV rays, scratches, stains, thermal shock and very low water absorption.

All of these characteristics unique to Dekton® are present thanks to the technology used in its production, which has been developed exclusively by the Cosentino Group’s R&D department. Dekton® is manufactured with Technology of Sinterized Particles (TSP), an innovative ultra-compaction process. This contributes greatly to the fact that Dekton® is a completely revolutionary product; it is durable, very easy to maintain, and has potential for both indoor and outdoor uses including flooring, façades, wall cladding and worktops.

The prestigious architect and designer Daniel Libeskind used Dekton in the creation of “Beyond The Wall”, his only work in the Iberian Peninsula.

Since 2015 Dekton® is sponsor of the “Rafa Nadal Academy by Movistar”, where the product will be used in different areas such as the façades, flooring and other applications.

Dekton XGloss has obtained Red Dot Award: Product Design 2016

[www.dekton.com](http://www.dekton.com)

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