

Natural vs. Synthetic: Granite vs. Zodiaq®

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The challenge: Determine the better material for use in kitchen countertops by taking into consideration mechanical testing, environmental properties, and intangibles

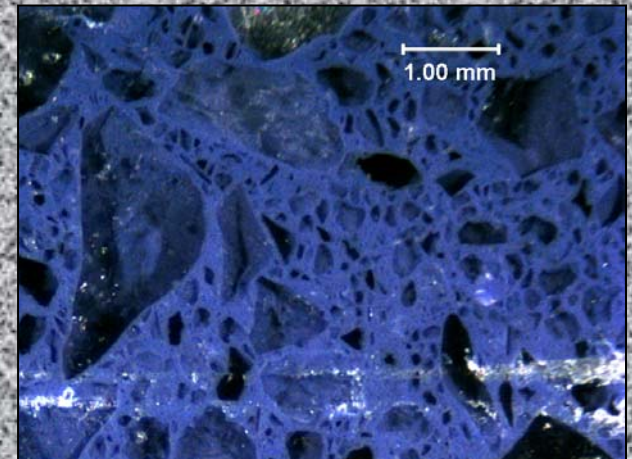


Granite

- Naturally formed by geological processes
- Time tested beauty and unique appearance
- The preferred countertop material; a sign of wealth and class

Zodiaq®

- Developed by DuPont© as a synthetic version of granite
- Boasts improved strength, better heat and scratch resistance, fewer flaws compared to granite
- Claims to be “Nature Perfected”



Mechanical Properties

	Hardness (Vickers Harness)	Compressive strength (MPa)	UTS Bending – (MPa) Humidity
Granite	802	87.4	21.4
Zodiaq®	1050	212	52.0

Eco Properties

- Granite mining requires less energy, has lower emissions
- Granite mining depletes the natural beauty of the landscape
- Quartz in Zodiaq® can be recycled
- Both materials are non-toxic, non-sustainable



Other Considerations

- Zodiaq® comes in a wider variety of colors
- Granite is more pleasing to the look and touch
- Zodiaq® is more resistant to bacterial infiltration
- Granite is cheaper

The Final Verdict

- Zodiaq® outperforms granite in testing
- Zodiaq® results in more sanitary kitchen conditions
- Granite is more environmentally friendly
- Granite is one-of-a-kind in terms of looks

In conclusion we feel that

GRANITE ROCKS!