**Cosentino deploys its innovative distribution**

**and service model in the Balearic Islands**

* **The Spanish multinational, home to the Silestone® and Dekton® brands, opens a new “City” in the centre of Palma, and a new “Center” in the Son Castelló Industrial Estate.**
* **Opening Event Pictures:** [**https://cosentino.box.com/s/5evuyw2y35mitfdryv6r173uaznhp0ej**](https://cosentino.box.com/s/5evuyw2y35mitfdryv6r173uaznhp0ej)
* **Cosentino City Mallorca Imagery:** [**https://cosentino.box.com/s/18ov8i8a8mbwb4g93wf5djud5pxr50ev**](https://cosentino.box.com/s/18ov8i8a8mbwb4g93wf5djud5pxr50ev)
* **Cosentino Center Mallorca Imagery:** [**https://cosentino.box.com/s/nex4jtdpbpbvjyp7kitedngp7pqh91j4**](https://cosentino.box.com/s/nex4jtdpbpbvjyp7kitedngp7pqh91j4)

**Palma, 29th September, 2021.-** As part of its expansion strategy, the[**Cosentino**](https://www.cosentino.com/es/) **Group**, global leader in the production and distribution of innovative and sustainable surfaces for the world of architecture and design, is investing in the Balearic market, focusing on innovative distribution and service assets. Accordingly, **as of this September, Palma will host a “Cosentino Center” and a Cosentino City,** the two main types of facilities that have made Cosentino one of the most globalised Spanish companies and a leader in its sector.

With the aim of **offering a more efficient service and customer care in the Balearic Islands**, as well as **contributing to the revitalisation of the architecture, decoration and design sectors**, both in Palma and throughout the region, the company that owns the **Silestone® and Dekton® brands** is making its first major investment in the Spanish market after several years of consolidation and expansion in the 35 foreign markets in which it is present.

The flagship of this expansion is the Cosentino City Mallorca, a **spectacular showroom located at Calle Aragón 8**, which replicates the concept of exhibition spaces located in the heart of the world’s largest cities, thus offering architects, planners, interior designers, designers and end consumers the opportunity to see the company’s wide range of products first hand. Cosentino City Mallorca is the **company’s third showroom in Spain, following Madrid and Barcelona, and the seventeenth worldwide, including major cities such as Sydney, New York, Montreal, Milan, London and Dubai.**

With its almost **500m2 distributed over two floors,** this City is in line with the **most up-to-date version of this exhibition model**, already present in the showrooms of Barcelona, Amsterdam and the recently opened Chicago, where **digitalisation, personalised attention and a comprehensive vision of the projects take centre stage**. An experimental concept through different spaces such as the **Atelier**, a workshop where Cosentino surfaces are displayed with other products, the **Digital Experience**, where you can see and experiment with all the products through augmented reality, **several large-format digital displays**, or a fully functional **kitchen**.

Cosentino City Mallorca was the place chosen for the **official opening ceremony of these new facilities**, which was held this morning and was attended by **various design professionals, media and executives of the company**, including Santiago Alfonso, Vice President of Communication and Corporate Reputation, Juan Ignacio Ávalos, Regional Director of Cosentino Iberia, Francisco Fernández Requena, Manager of Cosentino Mallorca, and Caterina Cottarelli, Manager at Cosentino City Mallorca. Among the attendees was the **Director General for Economic Promotion of the Balearic Government, Manel Porras**

As for the **new Palma Center, it adds to the network of such facilities that Cosentino has around the world, 18 of them in Spain**, and which constitute integral distribution and service platforms. **With a surface area of 1,200m2, it will operate as a logistics centre**, providing service to its customers in the islands. The facility, which combines the functions of a warehouse, product showroom, training room and offices, **is located in Calle Gremi de Tintorers, in the Son Castelló Industrial Estate**.

*“For many years, Cosentino products have been marketed on the Islands through a long-standing distributor. It is only now that we have decided to establish our own service model for the Balearic market, as we have been doing for decades in many provinces of the Iberian Peninsula. These facilities therefore represent a quantum leap both in terms of logistical efficiency and supply capacity, as well as in terms of providing a much more personalised and comprehensive service. We are convinced that both spaces will soon become a home, open and available to all design, renovation and architecture professionals as well as end users”,* said **Francisco Fernández Requena, Manager at Cosentino Mallorca.**

Its activity and commercial presence on the islands for several years has resulted in some of the company’s most iconic projects in terms of applications and versatility of materials. In this sense, the [**Rafael Nadal Academy project**](https://pro.cosentino.com/blog/rafa-nadal-academy-by-movistar) stands out, where Dekton® was the most widely used product for cladding surfaces. Specifically, more than 40,000m**2** of Dekton® surfaces were used for the final finish of different spaces, from the façades to the flooring, including the swimming pools and the spa complex, thus demonstrating the high resistance and great versatility of these ultra-compact surfaces. In the hotel sector, a few years ago the [**Hipotels chain opened two new hotels**](https://pro.cosentino.com/flagship-projects/hipotels) in Playa de Palma that stand out, for which more than 72,700m**2** of Dekton® surfaces and more than 1,600m**2** of Silestone® surfaces were used.

**About Cosentino Group**

Cosentino Group is a global family-owned company that produces and distributes high value innovative surfaces for architecture and design. As a leading company, Cosentino imagines and anticipates together with its customers and partners design solutions that offer value and inspiration to people’s lives. This goal is made possible by pioneering brands that are leaders in their respective segments such as Silestone®, Dekton® and Sensa by Cosentino®.

The group bases its development on international expansion, an innovative research and development program, respect for the environment and sustainability, and its ongoing corporate commitment to society and the local communities where it operates, education, equality and health & safety.

Cosentino Group currently distributes its products and brands in more than 110 countries, from its headquarters in Almeria (Spain), and it’s present with its own assets in 30 of them. The group has 8 factories (7 in Almería, Spain and 1 in Brazil), 1 intelligent logistic platform in Spain, and 140 commercial and business units throughout the world. More than 90% of Cosentino Group’s financial turnover comes from international markets.

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