



DuPont Corian®

## WHITE PAPER

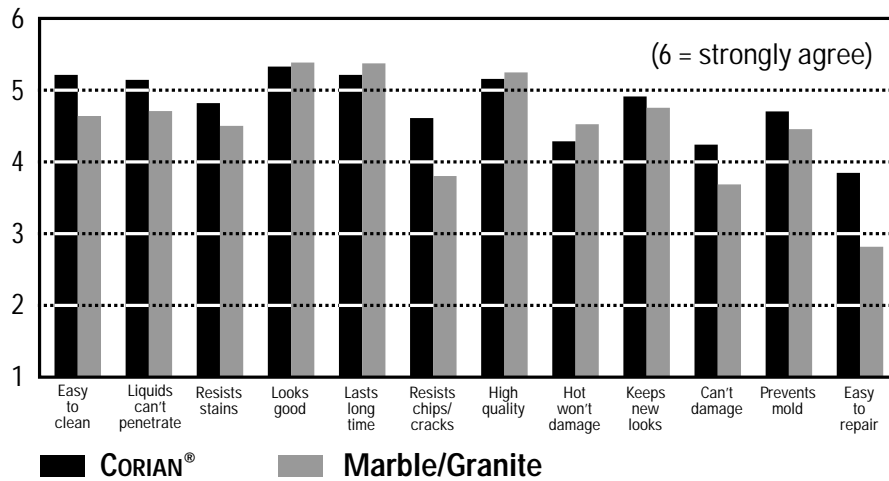
### COUNTERTOP MATERIALS: A COMPARISON OF CORIAN® AND GRANITE

*Both CORIAN® and granite are popular kitchen countertop materials. So how does a consumer choose between the two materials? Frequently, the choice depends on consumer perceptions and the influence of professional kitchen designers.*

You can guide your clients to an informed decision by showing them consumer research on CORIAN® and granite (see charts) and by educating them about the features, benefits and potential drawbacks of each material. To help your customers select the countertop material that best satisfies their requirements, a comparison of CORIAN® and granite is outlined below.

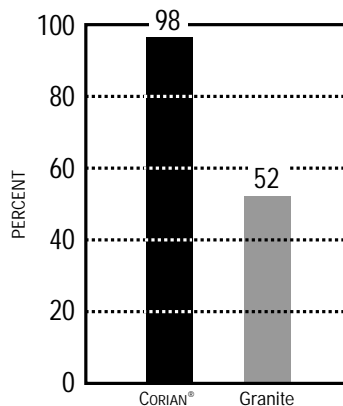
#### Figure 1. How do Consumers Rate CORIAN® and Granite?

*Recent research conducted by four independent research firms shows that consumers rank CORIAN® above granite for performance and value, consistently scoring CORIAN® the highest for having the most desirable characteristics.*



#### Figure 2.

*The same research quoted in Figure 1 found that 98% of people who have CORIAN® surfaces in their homes today say they'd buy it again. However, only 52% of people who have granite surfaces would consider it again.*



(continued)

## **Characteristics of CORIAN® Compared to Granite**

### ***Appearance/Design Versatility***

- CORIAN® surfaces have smooth, inconspicuous seams that eliminate unsightly, dirt-trapping grout lines. Seams on dark granite also can be nearly invisible. However, seams can be obvious on light-colored granite countertops, similar to the grout joints associated with ceramic tile. In addition, seams in a granite surface can become stained and dirty with time.
- CORIAN® can be cut and formed to create unique shapes and curves, complex edge details, custom drain boards and trivets. CORIAN® also can be inlaid with CORIAN® and/or other materials to produce striking surface effects.

Granite lacks the design versatility of CORIAN®. Edge details are limited, and adding inlays creates unsightly seams.

- CORIAN® is available in a broad range of colors and textures, including several shades of natural and white for today's light and airy kitchen styles. Its color, pattern and tone are consistent and uniform.

Granite offers mainly dark colors, no solids and a limited selection of whites. In addition, it varies in tone and texture consistency, and may or may not match the color chosen from the sample.

- CORIAN® sheet can be combined with seamed undermount CORIAN® sinks for a smooth, one-piece appearance. There is no lip or recess to trap dirt and grime. CORIAN® also offers the feature of coved backsplashes, eliminating a seam that is difficult to keep clean.

Granite countertops also can be installed with undermount sinks though matching granite sinks are unavailable. In addition, the countertop typically overhangs the sink, creating a gap that can trap moisture and dirt. Coved backsplashes are usually avoided because they require at least one visible seam, and costs can be prohibitive.

- CORIAN® has a rich, visual translucency. It is smooth to the touch, presenting a warm, inviting feel, much like leather or wood.

Granite also is smooth, but sometimes feels cold and hard to the touch, almost like glass.

### ***Ease of Cleaning and Maintenance***

CORIAN® is easy to clean, using just soapy water or a little abrasive cleanser. It resists stains because it is nonporous and liquids can't penetrate. Mold, mildew and germs cannot live on it. Because it is sanitary, CORIAN® is commonly used in hospital operating rooms and is listed by the National Sanitation Foundation.

Compared to CORIAN®, granite is a high-maintenance surface. Because of its porosity, granite requires application of a nonpermanent surface sealant to prevent staining. In addition, granite is more difficult to clean. Small surface crevices and craters are harder to keep free of mildew and bacteria. Most soap or abrasive cleansers cannot be used on granite as they can cause stains. Instead, granite must be cleaned very carefully with chemicals purchased from the granite supplier. Hard-water residue is difficult to remove from a granite surface and will sometimes cause damage that requires costly professional attention. Also, spotting or discoloration can occur from the water in the adhesive used to set the top, as well as from food and beverages left on the countertop. Once stains penetrate the surface coating, they can bleed into other areas of the countertop.

Because the porosity of granite can vary so greatly, consumers have no way of determining how well it will perform over time. CORIAN® surfaces are consistently nonporous, an assurance to consumers that CORIAN® will continue to provide the same level of performance for as long as it is installed.

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### ***Durability***

CORIAN® is an advanced composite, created from natural minerals and pigments blended with pure acrylic polymer. It is extremely difficult to permanently damage. Because the color and pattern of CORIAN® run through its entire thickness, it is completely renewable. Nicks, cuts or scratches are easily removed with ordinary abrasive cleansers, a Scotch-Brite® pad or fine sandpaper. More serious damage can usually be repaired to a like-new appearance by a DuPont Certified Fabricator/Installer. To protect CORIAN® from heat damage, trivets or tiles can be inlaid into the countertop to create a hot pot safety zone.

Granite is generally regarded as strong, durable and permanent, although weak spots may exist due to internal fissures, natural cracks and impurities. This can sometimes lead to cracking in granite countertops. Though granite is normally scratch-resistant, if nicks, cuts and scratches should occur, they are difficult to remove and usually require the attention of a professional. In many cases, more serious damage requires replacement.

In addition, it is a common consumer misconception that hot pots can be placed directly on granite. This is not recommended, as heat can break down the surface sealer, making the granite susceptible to staining.

### ***Warranty***

DuPont backs residential applications of CORIAN® with a 10-year warranty on the product and the labor when the product is fabricated and installed by a Certified Fabricator/Installer for DuPont CORIAN®. The warranty is transferable with the sale of the home. In addition, DuPont has service centers worldwide to handle warranty claims should disputes arise.

Granite suppliers generally do not offer a warranty on the product. A one-year warranty may be offered by the installer against fabrication and installation defects.

CORIAN® is a registered trademark of DuPont.  
Scotch-Brite is a registered trademark of 3M.

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## QUICK COMPARISON OF DUPONT CORIAN® AND GRANITE

*(For Kitchen Countertop Use)*

In a comparison of major features and benefits most important to designers and consumers when choosing a kitchen countertop material, CORIAN® scores equal to or better than granite in 16 of 18 categories.

<b>Feature/Benefit</b>	<b>CORIAN®</b>	<b>Granite</b>
• Quality Image	✓	✓
• High Resale Value	✓	✓
• Uniform Grade/Quality	✓	
• 10-Year Installed Warranty (backed by DuPont)	✓	
• Integrated Kitchen Sinks (no lip to trap dirt)	✓	
• Smooth, Solid, Inconspicuous Seams	✓	
• Unlimited Variety of Edge Treatments	✓	
• Easy to Repair	✓	
• Coved Backsplash Possible (no caulk line/seam)	✓	
• Color Inlays Possible	✓	
• Superior Stain Resistance (overall)	✓	
• Solid Colors Available	✓	
• Custom Integral Drainboards Available	✓	
• Easy Field Alterations	✓	
• Thermoformable	✓	
• Superior Heat Resistance		✓
• Superior Scratch Resistance		✓
• Best Overall Design Flexibility	✓	