LOTTE CHEMICAL

Originally established in 1954 as Cheil Industries, the Samsung Group launched its chemical business units in 1991 as part of an overall business expansion strategy.

In 1992, the company commenced the manufacture of acrylic solid surface products marketed under the “Staron” brand, followed by the introduction of the Tempest Collection launched in 2006. The Samsung Group further expanded its decorative surfaces portfolio by introducing Radianz® Quartz Surfaces in 2009.

With its drive to become a global supplier of top-tier decorative surfacing materials, LOTTE Chemical Corporation launched LOTTE Advanced Materials in May of 2016 through its acquisition of Samsung Chemical.

In 2020, LOTTE Advanced Materials has reached a new milestone with the acquisition of LOTTE Chemical California Inc. (LOTTE CHEMICAL CALIFORNIA INC.) as a subsidiary of LOTTE CHEMICAL Co., Ltd.

LOTTE CHEMICAL CALIFORNIA INC. is a subsidiary of LOTTE CHEMICAL Co., Ltd.

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With the aim of sustainable growth, LOTTE CHEMICAL has been pursuing various strategies to maintain its competitiveness on the global market. In 2020, LOTTE Advanced Materials has reached a new milestone with the acquisition of LOTTE Chemical California Inc. (LOTTE CHEMICAL CALIFORNIA INC.) as a subsidiary of LOTTE CHEMICAL Co., Ltd.

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COLORS OF STARON

SUPREME
- Dandelion VN180
- Coconut
- Sanded Tundra
- Sanded Taupe
- Sanded White Pepper
- Morning Sky
- Flux
- Sanded Meadow
- Sanded Onyx
- Sanded Grey

NEW COLORS
- Noir Concrete VN180
- Ash Concrete VT115
- Tranquil
- Terra Nova MT108
- Ash Concrete VT115
- New Fork VT115
- Tranquil
- Terra Nova MT108

SOLID
- Noor Concrete VN180
- Vincenzo FT115
- Tranquil
- Noor Concrete VN180

ASHEN
- Noir Concrete VN180
- Ash Concrete VT115
- Tranquil
- New Fork VT115

SANDED
- Sanded White Pepper VN180
- Sanded Grey VN180
- Sanded Tundra VN180
- Sanded Taupe VN180

CONCRETE
- Sanded Concrete VN180
- Sanded Chalk VN180

PADDLE
- Paddle Stone VN180
- Paddle Stone VN180

Pebble
- Pebble Onyx VN180
- Pebble Sunset VN180

METALLIC
- Metallic Yukon EY510

TERRAZZO
- Terrazzo Venezia NT150

QUARRY
- Quarry Cyprus
- Quarry Ridge
- Quarry Mahogany

SANDED
- Sanded Concrete VN180
- Sanded Chalk VN180

METALLIC
- Metallic Yukon EY510

SANDED
- Sanded Tundra VN180
- Sanded Taupe VN180

PRINTED REPRESENTATIONS OF COLORS MAY VARY FROM ACTUAL SAMPLES. PLEASE REVIEW ACTUAL SAMPLING PRIOR TO SELECTION.