



**FOR IMMEDIATE RELEASE**  
BOOTH # 2578 (New Exhibitor Showcase)

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## **Aquarius to Debut Laser Etchings at 2005 Hospitality Design Expo**

**Woodland, CA (March, 2005)** – Designers and Architects looking for unique dimensions in interior design at the Hospitality Design Expo, have an exciting new option from Aquarius Laser Etching and Design. The company creates custom artistic stone murals and signage for the hospitality and corporate environments using laser technology to etch artistic images, with near photographic quality into natural stone. Aquarius' pieces are created for use as large scale murals, signage, artistic wall hangings, fireplace surrounds, backsplashes, flooring, and logos.

“We offer a service that combines our knowledge of building and construction with artistic design,” said Jeronimo Martin, general manager of Aquarius. “The design options are unlimited, and our in-house artist works directly with the customer to create a truly magnificent piece of art.”

Laser etching for functional decorative applications is an emerging trend that provides new ways to add elegance and artistic flare to any environment. Architects and Designers can replicate or custom design either black and white or full color images, graphics, and text to be etched permanently into granite, marble, travertine, glass, slate and many other substrates.

The artwork can come from a variety of sources: clientele's in-house art department, corporate logos, classic art, modern art, photography or graphic design to name a few. The only restriction is the resolution quality of the image; a minimum of 300 dpi is needed to etch high quality images. Aquarius works with bitmap and vector files at any size to create stunning stone art.

The design options are limitless due to the flexibility of Aquarius' installation process and low maintenance requirements. Laser-etched tile can be installed either indoors or outdoors by traditional tiling methods. The display location will determine which type of sealant will be applied to best retain the beauty and functionality of the display. These sealants can provide: stain resistance, waterproofing, protection from UV degradation, heat and grease resistance.

Pricing of Aquarius tile is calculated per project, but averages approximately \$135 to \$200 per square foot depending upon the size of each job. Project estimates are calculated by three factors: square footage, substrate choice and whether the piece is going to be classic black and white or colorized. Project turn around time is usually between five to eight weeks, depending on size and complexity.

Aquarius Laser Etching and Design is headquartered in Woodland, CA and has been in operation since 2002. Led by company founder and president Hans Hartmann, Aquarius is dedicated to delivering quality products with personalized and superior customer service. Swiss raised, Mr. Hartmann's hard work ethic and dedication to detail and perfection, provides the special character needed to make Aquarius' laser etched products superior in quality and craftsmanship. In addition to Aquarius, Mr. Hartmann has owned his own steel fabrication and concrete resurfacing company for 26 years. His widespread knowledge and experience in the construction environment helps to enhance his understanding of building specifications and project concerns.

To view the Aquarius portfolio or to find out more information about Aquarius Laser Etching and Design, please visit [www.aquarius-laser.com](http://www.aquarius-laser.com) or call (530) 666-3989. For a complimentary ticket to the show please contact Aquarius Laser.

Hospitality Design Expo 2005 - **BOOTH # 2578 (New Exhibitor Showcase)**  
Sands Expo & Convention Center  
Las Vegas, Nevada  
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[www.hdexpo.com](http://www.hdexpo.com)

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