

Manufacturers and suppliers to
housebuilders, developers and kitchen retailers

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WHY CHOOSE ATHENA?

We manufacture and install worksurfaces for housebuilders, developers, and kitchen retailers. With a wide choice of quartz, natural stone, and sintered stone worktops, get the surfaces you need to complete your projects without added hassle.

Streamline
your supply
chain



WHAT WE DO

Your customers' chosen worksurfaces, in under 72 hours

Kitchen worksurfaces are one of many decisions within a house build and site managers have plenty of other things to think about. That's why we designed a process that makes the design and install of new kitchen worktops fast and easy for everyone involved.

INCREASE YOUR MARGINS

To make the decision easier for customers, we recommend showing them a range of 8 popular surfaces. The easier choice increases upsell opportunities for your sales team, and any upgrades increase your margins.

We help you select and market your range of Quartz and natural stone surfaces to customers. We see the difference a defined sales process makes and provide showroom support to help your salespeople maximise upgrades.

HOW IT WORKS

1. Create a range of surfaces
2. Agree a clear pricing structure
3. Customers pick standard or upgrade worktops
4. We template and manufacture the worktops
5. Worktops are installed within 72 hours



Silestone by Cosentino

£ SIMPLE PRICING

£ COST SAVINGS

FAST TURNAROUND

DIGITAL TEMPLATING

FIRST TIME FIT

UK-WIDE INSTALLERS

ACCREDITATIONS

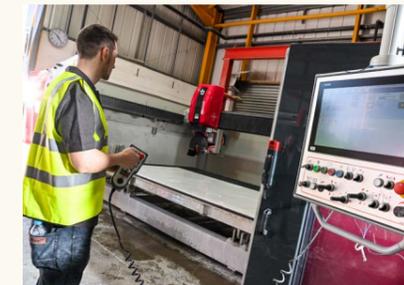
We are committed to safe and efficient processes. These standards protect and support our customers and employees, and ensure we do the most effective job possible.



SAFETY SCHEMES IN PROCUREMENT



HUGE STOCK



DIGITAL TEMPLATING



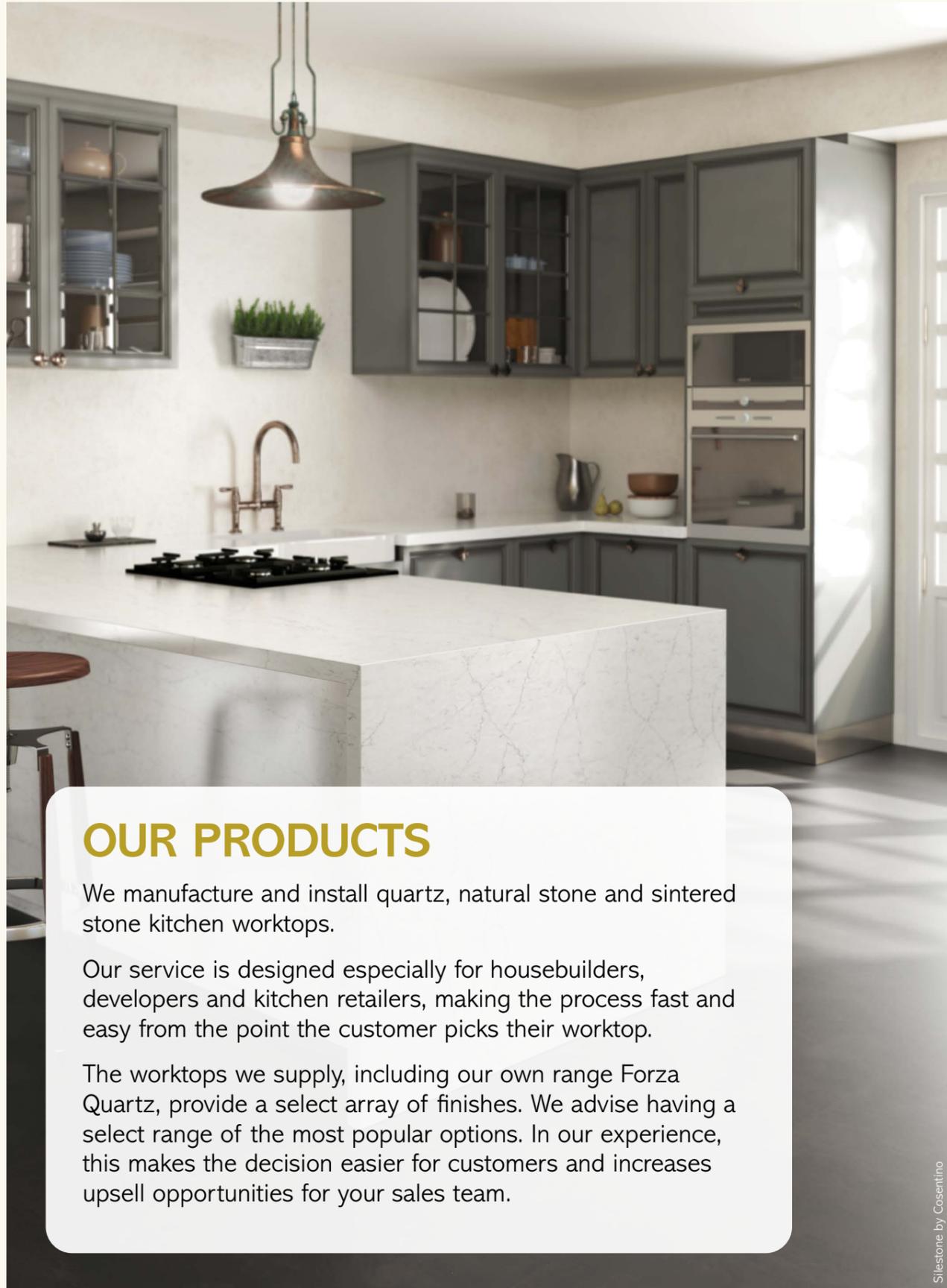
EXPERT MANUFACTURE



Quality, speed, and efficiency. Athena understand the pressures, constraints and timelines faced by large housing developers, and go the extra mile. We rely on Athena for quality of installation, speed, and efficiency. Their service has streamlined our supply chain."

Adam Lindsay-Smith, Chief Buyer, **Persimmon Homes**





OUR PRODUCTS

We manufacture and install quartz, natural stone and sintered stone kitchen worktops.

Our service is designed especially for housebuilders, developers and kitchen retailers, making the process fast and easy from the point the customer picks their worktop.

The worktops we supply, including our own range Forza Quartz, provide a select array of finishes. We advise having a select range of the most popular options. In our experience, this makes the decision easier for customers and increases upsell opportunities for your sales team.

Silestone by Cosentino

FORZA

Forza has been developed by Athena, with cost savings in mind. We saw a gap in the market for an affordable quartz surface with all the properties and benefits of the established materials.

Our own range is built with the same properties and benefits of established quartz surfaces but with a lower cost. You get the same quality worktops, templated and installed by our team, but at a smaller price point.



WHY CHOOSE FORZA QUARTZ?

INCREASE MARGINS

Our own range bypasses the need for purchasing from large manufacturers. The savings are passed to you.

NON-POROUS

Forza is non-porous and resistant to stains including coffee, wine, olive oil, and other everyday products.

HIGHLY DURABLE

Quartz and synthetic materials combined are extremely hardwearing, with impact and scratch resistance.

PREMIUM COLOURS

We have handpicked the most popular colours and finishes, making the choice easy for the consumer.

UNIQUE SAVINGS

Forza is completely unique to Athena Surfaces and brings unique cost savings to our customers.

Our Forza Quartz worktops come with a **25-year warranty** backed by Athena.





SILESTONE

Silestone kitchen worktops are popular for the durability and luxury they provide. Silestone fabrications require specialist machinery and skilled templating and manufacturing. Once created, Silestone kitchen worktops are fitted in one go, to complete a kitchen design. Your sales team can increase margins and help customers to create the beautiful kitchen of their dreams with Silestone worksurfaces.



WHY CHOOSE SILESTONE?

STAIN RESISTANT

Silestone is a non-porous surface and highly resistant to stains from coffee and wine to many everyday products

ACID RESISTANT

Silestone is one of the hardest minerals in the world which makes our surfaces highly resistant to most acids

IMPACT RESISTANT

Silestone has high impact resistance meaning they stand up to daily use and last for many years to come

LOW POROSITY

Silestone's advanced production system involves extreme compaction resulting in a material with low porosity

WIDE COLOUR RANGE

Both the smooth finishes and elegant rough finishes are equally luxurious, and the range of colours is ever-growing

Our Silestone Quartz worktops come with a **25-year warranty** backed by the manufacturer, Cosentino.



GRANITE

Granite surfaces are popular because of the unique beauty and lasting finish they provide. Granite kitchen worktops require specialist machinery and skilled templating and manufacturing. They are a statement that enhances a kitchen design. Your sales team can increase margins and help customers to create the beautiful kitchen of their dreams with natural stone worksurfaces.



WHY CHOOSE GRANITE?

IMPACT RESISTANT

The stone we use, such as Sensa, has high impact resistance and its long lifespan makes them ideal for kitchens

STAIN RESISTANT

Easily wiped clean and boasting a protective treatment, Granite surfaces are resistant to common household stains

NO MAINTENANCE

The expert finish means they require only regular cleaning and don't need to be treated to keep them looking good

COMPLETELY UNIQUE

Every Sensa slab is different from the rest because each surface has an exceptional design that is found in no other

Our Sensa Granite worktops come with a **15-year warranty** backed by the manufacturer, Cosentino.





SINTERED STONE

Sintered stone worktops are made from a blend of materials such as glass, porcelain, and quartz.

Using sintered particle technology, the material is ultra-compacted in an accelerated version of the change that natural stone undergoes over thousands of years.

WHY CHOOSE SINTERED STONE?

ZERO POROSITY

A non-porous surface structure eliminates micro-defects that cause tension or weak spots making the surfaces hugely durable

STAIN RESISTANT

The material's zero porosity makes the surface of Dekton sintered stone impermeable to liquids, preventing stains

ACID RESISTANT

Sintered stone is engineered to provide a completely sealed surface. This makes products resistant to most acids

IMPACT RESISTANT

The sintered stone material we use, Dekton, has high impact resistance and stands up to daily use

NO MAINTENANCE

Without requiring sealing or special care, Dekton sintered stone worktops last for many years

FIRE AND HEAT RESISTANT

Dekton is ultra-compacted and built to be resistant to heat and flames, making it safe and durable in the kitchen

ULTRA-COMPACT AND VERSATILE

The compact design of Dekton slabs makes them easy to work with and allows surfaces to be templated precisely.



Our Dekton Sintered Stone worktops come with a **10-year warranty** backed by the manufacturer, Cosentino.



MAGNA LARGE FORMAT TILES

Magna Porcelain large format tiles achieve the luxury finish of materials like marble, at a cost attainable to homebuyers.

Our clear pricing structure helps salespeople easily upsell the benefits of Magna tiles and increase margins on houses sold.

DREAM TILES MADE AFFORDABLE

The Magna Porcelain range has 30 colours with 3-4 price points, making the choice simple for customers. The tiles themselves are 2.8m x 1.2m and 6mm thick, with 9mm floor tiles available in the same material for a consistent and aesthetically pleasing finish.

FAST AND ACCURATE TILING

The tiling process is almost identical to smaller tiles but takes far less time and uses fewer tiles. Our stone masonry experience means we have the skills and expertise to cut and install the tiles quickly and precisely.

We offer a full install in as little as 5 hours and provide 48-hour turnaround times from order to install. Templating and handling large format materials is what we do. We have capacity to order stock in volume and pass these savings on to our customers.

WHY CHOOSE MAGNA?

SHOW HOME APPEAL

Magna Porcelain tiles are a desirable feature that wows potential buyers in the showroom

FAST INSTALLATION

Tiling takes a matter of hours and our expert installers precisely cover the bathroom floors and walls

48-HOUR TURNAROUND

Speed up install by choosing our express service and getting tiles installed within 48 hours of placing the order

COMPETITIVE EDGE

Be the first to offer large format bathroom tiles to home buyers and create a unique selling point for your properties



SEAMLESS FINISH
Hygienic and easy to clean with minimal grout lines



DIGITAL TEMPLATING

Fast and precise

The accuracy of our templating is part of the reliable, end-to-end service we provide. It ensures the consistent quality of our worksurface installations and gives us the rapid turnaround times that sets our service apart from other suppliers.



We use digital templating as it is fast and precise. The laser allows us to template with total accuracy and have that template file back to the factory and being cut within minutes of our teams leaving the site - allowing us to install 72 hours later.

Once back at the factory the CAD operators double check everything before sending the designs through to the machines.

Using digital worktop fabrication templates enables us to provide customers with express turnaround times, accurate installations, and competitive prices.

COREX

We do use Corex when it is useful for the customer to physically see their design as part of the process.

Even when we physically template using Corex, we still use a digital system to turn the physical template into a DXF file in the factory.



SHOWROOM SUPPORT

When a customer upgrades their kitchen worktops, you add to the value of the house sale with minimal effort. Make it easy for your sales team to upsell worksurfaces, and you stand to increase margins significantly.

Most customers are open to the options when it comes to choosing their new home interiors. Creating a select range of worksurfaces and providing the materials in which to sell them helps your sales team to present the upgrade options.

SUPPORT TO INCREASE SALES

SALES SUPPORT

Our sales support team are on hand to visit every 8 weeks. They check training requirements and make sure your team have the samples and materials they need.

TRAINING

We provide group, individual and online training to make sure your team are clear on pricing and understand how to quote and order accurately.

REPORTING

Get an accurate picture of how upgrades and sales are performing in each area. We report on sales performance via our Nexus portal.

WHAT'S INCLUDED?

- ✓ Care and maintenance documents
- ✓ Training for your sales team
- ✓ Sales support visit every 8 weeks
- ✓ Sales reporting via Nexus portal
- ✓ Show home worktops, including sinks and taps
- ✓ Sets of samples and sales brochures



Increase upgrades with a smooth process

CASE STUDY

PERSIMMON HOMES



Founded in 1972, Persimmon Homes build over 13,500 new homes a year in more than 350 prime locations nationwide. Persimmon is one of the UK's most successful housebuilders, committed to the highest standards of design, construction and service.

The Persimmon Group is made up of a network of 31 regional operating businesses, giving them nationwide coverage, building places homes from North Scotland through to the South West of England. Having started supplying one region in 2014, Athena Surfaces is proud to now be the sole solid surface partner of Persimmon Homes and has supplied them with over 6,000 surfaces across 350 sites.

Our worksurfaces form part of the Finishing Touches programme of customer upgrades that are chosen when the end user purchases the new property and the Quartz worksurface upgrade replaces laminate kitchen worksurfaces that are fitted as standard.

The surface upgrades offered are available in 8 different colours, all of which are available at the same price point, which is a major advantage over other suppliers.

“ Quality, speed, and efficiency. Athena understand the pressures, constraints and timelines faced by large housing developers, and go the extra mile. We rely on Athena for quality of installation, speed, and efficiency. Their service has streamlined our supply chain.”

Adam Lindsay-Smith, Chief Buyer,
Persimmon Homes

350+
sites across the UK

Over **1500**
surfaces supplied last year

6244
installations since 2014

CASE STUDY

LIONCOURT HOMES



Lioncourt Homes is an award-winning Home Builder, building new homes in desirable locations throughout Central England. Lioncourt prides themselves on their approach to sustainable new home building as well as quality of workmanship, quality of service and customer satisfaction.

Athena started supplying Lioncourt Homes in 2016 supplying one site. Today Athena supplies all 8 sites in Southern England. Being the sole supplier to Lioncourt Homes, Athena will also shortly be supplying them with the newly introduced Magna range of large format tiles.

All quartz worksurfaces fitted in a Lioncourt property are manufactured from Silestone by Cosentino and replace the laminate worksurfaces that are fitted as standard. These and the Magna large format tiles form part of the customer upgrades programme.

The surface upgrades in 8 different colours are all available under one pricing group which is a major advantage over our competition and the Magna large format tiles are new to the housebuilder market, with Lioncourt are only the second developer to add them to their portfolio.

“ Athena have supplied and installed solid kitchen surfaces to Lioncourt Homes Ltd for approximately four years. During this time we have received an excellent service at a competitive price. The products supplied and fitted have been to a high standard and we encounter no issues with customer care and aftersales service.

Athena Work Surfaces provide worktops and sinks for all of our show homes and their product is fitted as standard in a number of our prestigious developments. We find the company easy to deal with, helpful and responsive so would not hesitate to recommend them to future clients.”

Matthew Underwood, Commercial Director,
Lioncourt Homes

8 SITES
across the South of England



ATHENA SURFACES



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**UK-WIDE
INSTALLERS**

athenaworksurfaces.co.uk



SAFETY
SCHEMES IN
PROCUREMENT

