



Montreal, QC

WETSTYLE Introduces New Stone Grey WETMAR BiO™ - A Striking Fusion of Quartz-Like Beauty and Concrete Feel

2025-04-29

WETSTYLE, a leader in luxury bath furnishings, proudly unveils its latest innovation: Stone Grey WETMAR BiO™, an eco-friendly solid surface material that redefines sophistication and sustainability in bathroom design.

Crafted with natural mineral stone and soy-based resin, WETMAR BiO™ is solid throughout, offering unmatched durability without the need for reinforcement layers or coatings. Unlike traditional solid surfaces, its uniform composition ensures long-lasting structural integrity and a seamless aesthetic—ideal for high-end bathtubs, sinks, and shower bases.



[Download
image](#)

Now available in a striking Stone Grey finish, this material combines the refined elegance of quartz with the tactile depth of concrete. The matte, textured surface enhances the organic feel, creating a bold yet versatile statement for modern and industrial-inspired spaces. A close-up view highlights its finely detailed mineral-rich composition, reflecting the natural beauty of stone with a soft, contemporary edge.

50% Lighter Than Concrete and Marble - No Additional Floor Support Needed

Despite its solid composition, WETMAR BiO™ is 50% lighter than traditional concrete and marble, eliminating the need for extra floor reinforcement—a game-changer for high-rise installations and renovations. This lightweight advantage allows for greater design flexibility without compromising durability or thermal insulation.

"We are seeing a growing demand for natural materials and the perfect-looking concrete that performs as well as it looks. Stone Grey WETMAR BiO™ delivers the best of both worlds—offering the organic depth and character of concrete while remaining lightweight, durable, and eco-friendly."

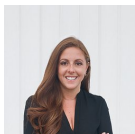
said Mark Wolinsky, President of WETSTYLE

Custom Colors Available

In addition to Stone Grey, WETMAR BiO™ is fully customizable in a range of hues to meet the needs of designers and homeowners seeking a bespoke bathroom aesthetic. This option provides unparalleled creative freedom, allowing clients to tailor their spaces to suit their unique vision.

Like all WETSTYLE products, Stone Grey WETMAR BiO™ maintains high resistance to impact, stains, and wear, ensuring long-lasting beauty and function.

Download High Res
Images



Stacey Savarese

WETSTYLE Marketing Representative
YBG Marketing

stacey@ybgmarketing.com
516-519-3303

Linkedin: <https://www.linkedin.com/in/stacey-savarese/>