

Counter Reactions Recognized for Helping Homeowners Make Informed Countertop Choices With 2026 Consumer Choice Award

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Consumer Choice Award is proud to announce that Counter Reactions has been named the 2026 Consumer Choice Award winner in the Countertops category. This recognition reflects the company's commitment to craftsmanship, innovation, and educating homeowners throughout the countertop selection process.

Founded in 2007 and based in Uxbridge, Counter Reactions is one of Durham Region's longest-established custom stone fabricators. Specializing in quartz, granite, marble, quartzite, soapstone, and porcelain countertops, the company combines precision manufacturing with personalized service to help homeowners, builders, and designers create beautiful, functional spaces.



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Counter Reactions Team

For many homeowners, selecting a countertop is one of the biggest decisions in a kitchen or bathroom renovation. While colour and style are often the first considerations, each material offers distinct advantages in durability, maintenance, heat resistance, and everyday performance. Understanding these differences can make a significant impact on long-term satisfaction.

“At Counter Reactions, we believe an informed customer is a confident customer,” said the Counter Reactions team.

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Quartz remains a popular choice for its low maintenance and consistent appearance, while natural stones such as granite, marble, and quartzite each offer unique characteristics in colour, veining, and durability. Soapstone develops a rich patina over time, while porcelain has become increasingly popular for its strength, versatility, and heat resistance. By educating clients on these differences, Counter Reactions helps homeowners make investments they'll enjoy for years to come.



The company's commitment to quality extends beyond material selection. Using advanced laser templating and CNC fabrication technology, Counter Reactions manufactures each countertop with exceptional precision before completing every installation with meticulous attention to detail.

This combination of expert craftsmanship and modern technology ensures a seamless fit and premium finish.

The Consumer Choice Award is based on independent market research evaluating reputation, customer satisfaction, and overall excellence. Counter Reactions' selection as the 2026 winner highlights its continued dedication to educating customers while delivering exceptional custom stone surfaces.

For more information, visit www.counterreactions.com or [CLICK HERE](#).

About Counter Reactions

Founded in 2007, Counter Reactions is a custom stone fabrication company based in Uxbridge, Ontario, specializing in quartz, granite, marble, quartzite, soapstone, and porcelain countertops. Through expert craftsmanship, advanced fabrication technology, and a commitment to customer education, the company creates custom stone surfaces for residential and commercial projects throughout Durham Region.

About Consumer Choice Award

Consumer Choice Award has been recognizing business excellence in North America since 1987. Its rigorous selection process ensures that only the most outstanding service providers in each category earn this prestigious recognition. Visit www.ccaward.com to learn more.

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