





Renovating or building your home can be both exciting and daunting as you go through the process of choosing an optimal layout, the best materials, and pleasing colors and finishes. If you love the look of stone, and envision it playing a role in your renovation, you'll want to learn more about the types of stone available.

Whether you're redoing your home's façade, adding a dream kitchen or bath, or looking to make your fireplace a gorgeous eye-catcher, stone can add a natural and sophisticated look to your space.

Choosing the right stone—whether it's manufactured or natural—doesn't have to be a laborious decision. Consider this your user's manual for all things stone. Get insights on what manufactured stone is, how it differs from natural stone, and what you should consider when picking the right stone for your project.



## WHAT IS MANUFACTURED STONE VENEER?

Manufactured stone veneer is made of concrete and replicates natural stone textures and colors. The best manufacturers hand paint each stone and create their molds from natural stones to capture the finest textures. The end results are stones a few inches thick which create the illusion of a structural stone wall with simply a lightweight decorative material.

Manufactured stone veneer can be used in interior or exterior applications. This versatile building material is easy to install and transforms any space by adding the look and feel of natural stone walls. One of the many benefits of manufactured stone is that it's a manufactured product allowing for a wide range of colors and textures based on current design trends.





# WHAT ARE THE DIFFERENCES BETWEEN MANUFACTURED STONE AND NATURAL STONE?

The main differences between manufactured stone and natural stone are that manufactured stone:

- Is lighter in weight
- Is more cost-effective, and less labor-intensive to install
- Is easier to install and does not require fasteners or footings
- Creates less waste
- Is designed to adhere to a variety of surfaces
- Can be more consistent in color
- Can be customized
- Has a variety of color and texture options

When deciding whether to use manufactured stone or natural stone in your space, consider color, texture, and scale when making your decision.





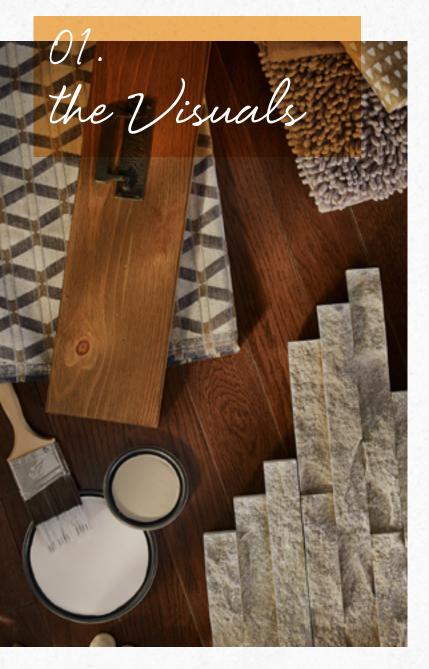
## KNOW YOUR STONE

Each home is different, not to mention tastes and styles can run the gamut. The right stone for you might not be the correct choice for someone else. How do you decide whether to use manufactured stone or natural stone?

On the next page you'll find a list of what to consider when you're choosing stone for your home.







What kind of look are you going for and can you achieve it with natural stone or with manufactured stone? Whether you've got modern leanings or are more traditional, there are a variety of styles, shapes, colors, and textures to choose from.

### Manufactured stone:

- Style: Traditional or modern
- Shape: Rectangular, linear, irregular, or round
- Colors: Creams, golds, earthen browns, burgundies, grays, blacks

The region of the country where you live and the architectural style of your home should also play a role in your decision.





How does manufactured stone hold up over time? Quite well. It can stand up to years of weathering, with little change to the color just like natural stone. Freezing and thawing are also not an issue, and manufactured stone can withstand hot environments.

Make sure to evaluate the warranty when purchasing manufactured stone. Should anything go wrong with the stone, you'll be protected.



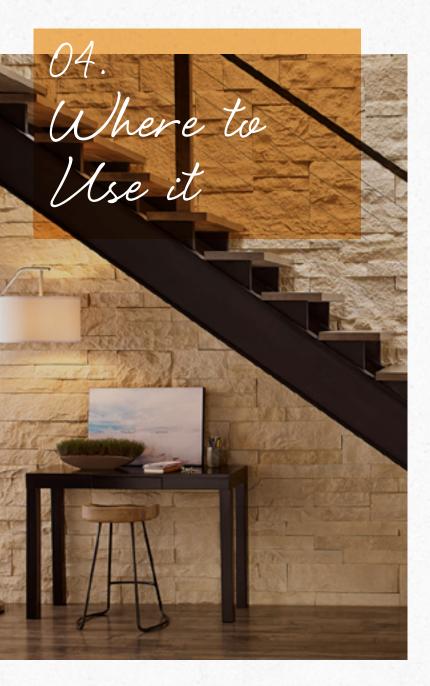


Depending on the type of natural stone you're considering, manufactured stone is typically 1/3 to 1/2 the price.

Consider the fully installed cost of both types of stone.

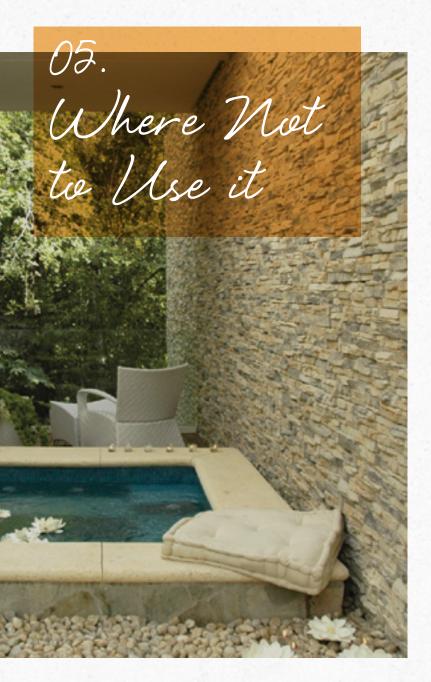
Be sure to account for labor plus materials and waste to guarantee you're comparing apples to apples.





Manufactured stone veneer is a decorative siding product which can be used throughout the inside and outside of a home. Common places manufactured stone appears in the interior are living rooms, fireplaces, kitchens, bathrooms, stairways, wine cellars and other unique spaces. On the exterior, common uses include full facades, entry ways, landscape walls, outdoor kitchens, fireplaces, fire pits, and more.





Manufactured stone should not be used any place where water would constantly flow over the stone. It is not a good choice for showers, pools or hot tubs.

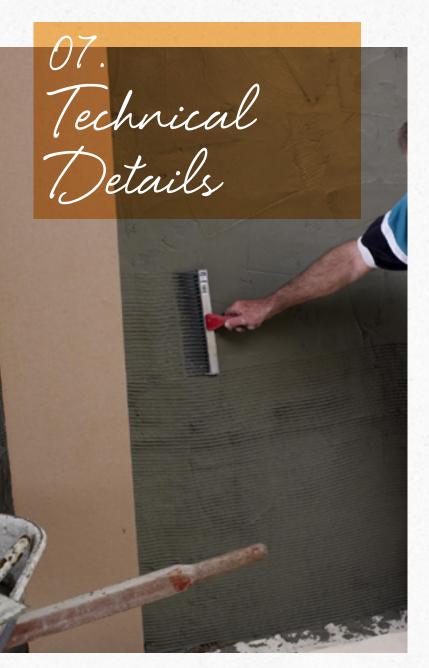




Manufactured stone veneer is a relatively easy material to install. Hiring a professional is always a good route to take, but you can tackle this project yourself with a little knowledge of mortar.

The material consists of flat stones and 90 degree corner stones. These two designs work together to create a natural looking full depth stone wall. Tips and tricks of the trade will result in a successful, beautiful stone installation.





Proper installation of manufactured stone is critical to an attractive, durable, and functional installation.

Always use the correct materials and techniques to ensure a proper wall system which will withstand the elements and hold up over time. This includes, but is not limited to, water barriers, metal lath, mortar type, installation technique, flashing, and more.



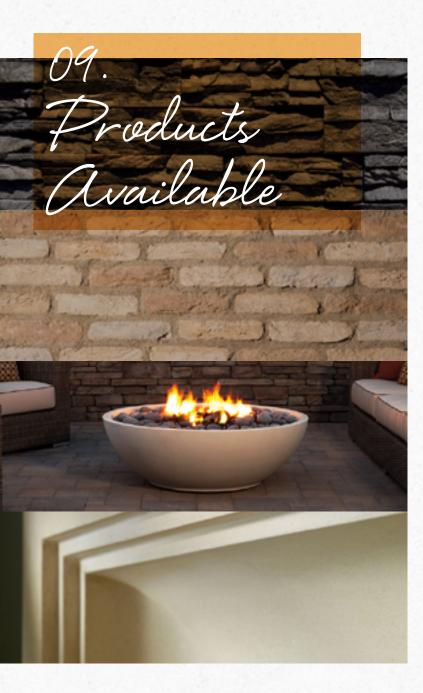


Manufactured stone requires little maintenance after installation. You can clean it with a water rinse and a soft bristle brush to remove any debris.

Protective treatments can be used to repel water from the surface of the stone. Any protective treatments should be breathable and penetrating to allow for trapped water to escape.

Use of a soft bristle brush can be used to clean dirt or other particles from manufactured stone. Rinse with clean water. Using a sealant is not required, but you can seal manufactured stone for added protection and ease of cleaning.





Ledgestones, squares, rectangles, and rubble stones along with numerous colors and a variety of stone accessories are available.

From mountain ledge or river rock, to hearthstones and arch stones, the choices in manufactured stone are numerous.

#### Pick from:

- Stone products
- Brick products
- Outdoor living products
- Fireplace surrounds





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