



Stone Veneers:

Will You Win Jobs – Or Lose Out?

Stone veneer is one of the fastest growing exterior cladding styles. It's growing in squares and total dollar value, with a market size estimated at 250 - 260 million square feet. Over the next three years, compounded annual growth is forecasted at 12 percent.*

As homeowners opt for a mix of stone and siding, installers who can handle both can take advantage of this growing trend.

STONEfaçade keeps you in the game, with a beautiful, high-performance stone veneer product designed for easy installation **by siding contractors.**

12%
GROWTH *
IN THREE YEARS



A PROFIT-BUILDING OPPORTUNITY

**NOT selling stone means losing sales,
we help you earn more with STONEfaçade:**

The average home has 2-3 squares of stone installed as a decorative accent. For a siding installer who doesn't install stone, that can represent thousands of dollars in lost sales opportunity. With STONEfaçade, you and your customers can quote the entire job and retain those squares.

*According to recent statistics from the NAHB Home Innovation Research Labs.

DON'T LOSE OUT ON POTENTIAL PROFITS

A simple and efficient path to bottom line growth

STONEfaçade expands your customers' product offering and gets them in stone veneer game without the intense labor of traditional masonry. Stone is a fast-growing market, and adding STONEfaçade to your product mix helps you become a one-stop shop for exterior projects by regaining those lost squares!



EXCEPTIONAL LOOKS AND PERFORMANCE

Homeowners want the real thing: STONEfaçade looks and feels like stone

STONEfaçade has the authentic appearance and texture of real stone. It's made from a proprietary blend of concrete, with each stone hand selected and molded to create a natural appearance on the wall. Competitive products are made from vinyl and plastic, and can have frequent pattern repeats. When installed, STONEfaçade covers up to 110 square feet without a repeat.



CertainTeed is here to help you SELL



We are committed to ensuring your first jobs go smoothly, with support resources that include product promotions, install demonstrations, job site support, and much more. We also have videos with tips and tricks to support installers. Contact us for trial material and samples, and start quoting TODAY!

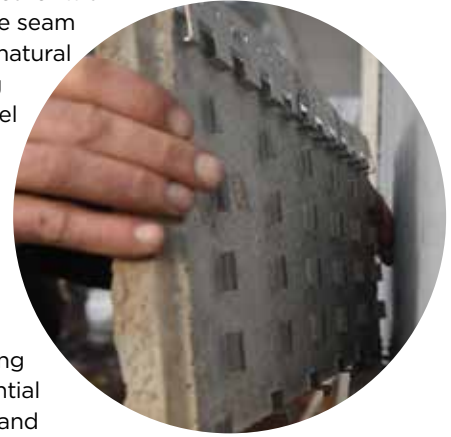
BIM/CAD INFORMATION

The BIM and CD UL fire rated assemblies and sound assemblies can be found on CertainTeed's BIM and CAD Design Studio at bimlibrary.saint-gobain.com. CertainTeed's BIM and CAD Design Studio provides BIM and CAD details to many UL fire rated assemblies and sound assemblies in easy to view experience. Plus downloadable Revit and DWG and PDF CAD Details are available.

CAN BE INSTALLED BY SIDING CONTRACTORS

Simple and clean installation

You can create the beautiful look of a real stone installation, but faster and easier with the STONEfaçade panelized system. The panels fit together with beveled edges to minimize seam appearance and create a natural look on the wall, including around corners! Each panel installs with exterior-rated screws for fast and easy application. Plus, each panel features a built-in rain screen with a 3/8" offset to help ensure adequate air flow behind the panel, promoting drying and helping prevent potential moisture issues like mold and mildew within the wall cavity.



Cold-weather friendly

Since STONEfaçade does not require mortar, it can be installed in cold weather - so the jobs don't stop just because the temperature drops. And, since it's a panelized system, it stores and transports



in nice, neat, wax-coated cartons - eliminating the extra supplies and jobsite mess that comes with traditional masonry.

Be sure with CertainTeed

CertainTeed is one of the nation's largest and most respected building product manufacturers. With over 100 years of building product leadership, CertainTeed products are consistently ranked number one in brand recognition and brand use by installation professionals. STONEfaçade continues the CertainTeed tradition of excellence and design leadership, and offers a 20-year limited warranty.

