

<b>CULTURED STONE versus REAL THIN CUT STONE</b>	
<b>Cultured Stone - Pros</b>	
<b>FEATURE</b>	<b>BENEFIT</b>
Lower Material Costs	Lower cost to produce than real stone extraction.
Brand Recognition	Cultured Stone backed and CSR
Availability	Once the quarry runs out of stone it is gone—can't get matching material. With Cultured Stone, we have the ability to produce stone textures and colours that may no longer be available.
All The Beauty of Natural Stone	Cultured Stone makes their moulds from natural stone, allowing all of the detail and texture to be fully captured in production.
Continuous Innovation	Cultured Stone offers an innovative and a growing product line, including new textures, colors, and accessory pieces.
Installation Efficiency	Lower installation cost with lighter stone, packaging staging, consistent sizing, less scrap and better adhesion.
Design Flexibility	Cultured Stone can be installed over a variety of substrates, including wood framing, concrete, block, brick, corrugated metal. Interior or exterior with no extra footing.
Design Solutions	Numerous textures and colors to meet most design needs. And, the easy ability to mix and match textures and colors to create ones own unique design.
Quality Control	Cultured Stone is manufactured in a controlled environment ensuring quality and consistency in all of our products.
Performance Standards	Cultured Stone meets the requirements of the ICC Acceptance Criteria for Precast Stone Veneer, AC-51, Doing so assures the product meets all applicable building codes and providing stone that has been tested for Quality, Durability, Reliability, and Safety.
Installation Standards	Installation guideline follow ICC AC-51 requirements and Masonry Veneer Manufactures Association USA (MVMA) guidelines.
Manufacturing Standards	Cultured Stone operates its manufacturing facilities in a manner that protects the environment and health of its employees.
Performance Standards	Cultured Stone is manufactured from Portland cement, one of the more inert building materials in use today. It does not rot, rust, or burn, providing durability that significantly outlasts many other building materials.
Product Stewardship	Cultured Stone products incorporate life cycle thinking into all aspects of our design – from raw material selection through manufacturing, delivery, use, re-use, recycling and disposal.
Longevity	Cultured Stone offers a 50 year limited warranty. Because of its longevity, Cultured Stone can be a viable solution for environmentally responsible design.
<b>Cultured Stone</b>	
<b>FEATURE</b>	<b>BENEFIT</b>
54 percent recycled content	Life cycle thinking into all aspects of our design
50 Year Limited Warranty	Peace of mind with a product backed by 2 major Australian Companies - Boral & CSR
Quality Control	Product can be matched to existing jobs as Cultured Stone is manufactured to ensure consistency in colours and textures.

## CULTURED STONE versus MANUFACTURED STONE

### Cultured Stone Pros

FEATURE	BENEFIT
Color Fastness	Cultured Stone uses only the highest quality pigments available.
Color Consistency	The manner in which the colors are applied is more consistent than our competition creating a more realistic appearance.
Product Offering	Cultured Stone offers the largest selection of texture/colour combinations in the world.
Quality	Process start to finish quality control tests in place.
Quality	Colors that match from batch to batch and flats to corners.
Realistic Colors and Shapes	Cultured Stone utilizes the largest master mold fleet in the industry, minimizing redundancy and making each stone shape and color unique.
Packaging	Accurate package content and yields.
Packaging	Minimal breakage providing accurate jobsite yields.
Durability	Minimal breakage during transport.
Adhesion	Clean stones to provide better adhesion to the substrate.
Mould Management and Maintenance	Microchips embedded in the molds provides better visibility to wear and tear.
Adhere to ASTM (America) Specification	What are the ASTM standards? - Strict manufacturing and installation standards for durability now and in the future.
Adhere to ICC Codes and Testing	What is the ICC Code? - Strict manufacturing and installation standards for durability now and in the future.
Lower Installed Cost	More usable flats and true 90 degree corners - less scrap and less manual manipulation

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FEATURE	BENEFIT
Price	While our products may cost more, they provide a lower installed cost and provide years of beauty and performance

