



Silvara Stone, located in Crossville, Tennessee, is in the heart of Crab Orchard sandstone country. Pictured left to right: Jim Sullivan—Project Manager, Lisa Rogers—Office Manager, Jon Kraus—Owner

## Silvara Stone Makes a Splash with Tennessee's Native Sandstone

**I**F you've visited East Tennessee, chances are you've seen Tennessee's native stone, called Crab Orchard for the community on the Cumberland Plateau where it's quarried. This rustic-appearing, variegated stone forms the infrastructure of many of Tennessee's state parks, public buildings and homes with a distinctive color and character.

But you don't have to come to the Volunteer State to see Crab Orchard stone. Because of its versatility and beauty, this stone can be seen all up and down the Eastern U.S. and into the Midwest. And if you're talking about Crab Orchard stone, chances are Silvara Stone of Crossville, Tennessee, is high on your list of providers.

Silvara Stone owner Jon Kraus doesn't mince words about the company.

"I'm confident in saying that for the large projects that call for

**Shannon Carey**

Photos Courtesy  
Silvara Stone

Crab Orchard stone, we are probably the premier provider," he said. "We have good service, fair pricing, and we don't fall behind on these projects. However, we work very well with our friendly competitors in the area, as well. I see them more as partners than competitors. We help each other out whenever possible. We couldn't do what we do without them."

Silvara Stone was founded in 1960 by the Botbyl family of Silvara, Pennsylvania, and since then Silvara Stone has been a fixture of the Crossville community on Tennessee's Cumberland Plateau. Kraus purchased the company from James Botbyl, son of the founder, in 2012, after working as general manager for Silvara since 2004.

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## Finding Success with a Signature Edge

**S**erving the greater Youngstown, Ohio, area for well over 50 years, Your Tile Center, the parent company of Roman Empire Granite & Marble, is living proof that change combined with originality is key to continued success.

An area and industry game changer from its beginning, Your Tile Center emerged from change. When owner Joseph Angelilli immigrated to America from Italy in 1957, his sights were firmly set on pursuing his chosen trade. However, that vision soon changed, explained Mike Angelilli.

"When dad emigrated from Italy he was 17 and he wanted to be a bricklayer. But bricklaying was seasonal, so he decided on the tile trade, learning it by working for a local tile company. Soon after, in 1961, he opened Your Tile Center. My brothers and I eventually got into the business and took it from there."

**Peter J. Marcucci**

Photos Courtesy Roman Empire Granite & Marble

Mike, along with brothers Mark and Joseph Jr., and father Joseph Sr. (now 80), are all co-owners of Your Tile Center as well as the newer Roman Empire Granite & Marble. Both companies are located



*How one Ohio stone and tile shop stands out with a unique offering*

under one roof in Struthers, Ohio. "We've been in business on the flooring side for over 50 years," continued Mike. "We knew one day we would add fabrication to accommodate the customers that come in looking for flooring and countertops. We are now a one-stop shop for customers who visit us. We can handle jobs from their floor to their countertop, and they don't have to go anywhere else. This seems to work out pretty well."

Serving a 70-mile radius around Struthers, Ohio, Roman Empire Granite & Marble's clientele are a mixed demographic of upscale and middle class and, surprisingly, one more, said Mike. "Funny, last year I had more elderly people wanting granite than I've ever

seen in my life. They're 80 years old and come in and say they want granite countertops. You wouldn't think someone that age would be thinking about remodeling."

According to Mike, the majority of their fabrication is residential, with an occasional commercial job. They offer clients a range of natural stones as well as engineered materials, sourced mostly through local vendors such as Mont Granite, Omicron Granite & Tile and United Stone.

"When customers come in, quite often we send them to one of many suppliers in Cleveland to select their slabs. These vendors are all within five miles of each other, so I give them a map and send them there."

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# Silvara Stone

*Continued from page 1*

Kraus's background is in accounting, but he soon fell in love with the stone industry.

"I love it," he said. "There's no two stones the same, there's no two days the same. Being on the inside of the business for eight years, I had a very good understanding of it. I bought it when the market was recovering, the perfect time. I had a tremendous confidence that we could make a go of it."

Kraus also hired project manager Jim Sullivan, who brought his architecture design and drafting expertise with him when he looked to move south from New England.

"He came at a perfect time," said Kraus. "We needed a professional piece, a professional person that could take our business to the next level."

That next level, according to Kraus, is taking on more large-scale and custom projects.

Right now, the Silvara Stone core business is providing stock items to landscape and stone supply yards throughout the Northeast, Midwest and Southeast. Silvara Stone quarries the material, fabricates and delivers, but they do not install.

The Silvara quarries have three color ranges: earth-tone (brown and tan), variegated (a variety of colors, including pink and brown), and Tennessee blue/grey. It is a hard stone, and the layers come from the quarry in different thicknesses that lend themselves to different applications, from landscape boulders to full stones or even thin veneers.

"The color ranges are so unique that you can't find it anywhere else in this country," said Kraus. "Rarely do you find a stone that is so versatile."

So, while the stock side of the business is booming and will continue to do so, Silvara is reaching out to more custom project work, including civic buildings, parks, and homes. Project work has been part of the Silvara model for some time, but Kraus and Sullivan want to expand.

And Silvara's already got some impressive completed projects to its name. New York City's Rockefeller Center sports Silvara Crab Orchard stone in the outside front walkway and inside floor. Silvara's work appears in Nashville's Centennial Park and Walk of Fame, Cumberland Medical Center near Silvara's headquarters, and at Dollywood's Splash Country.

Atlanta has a healthy dose of Silvara's Crab Orchard stone, too. The Atlanta Braves stadium

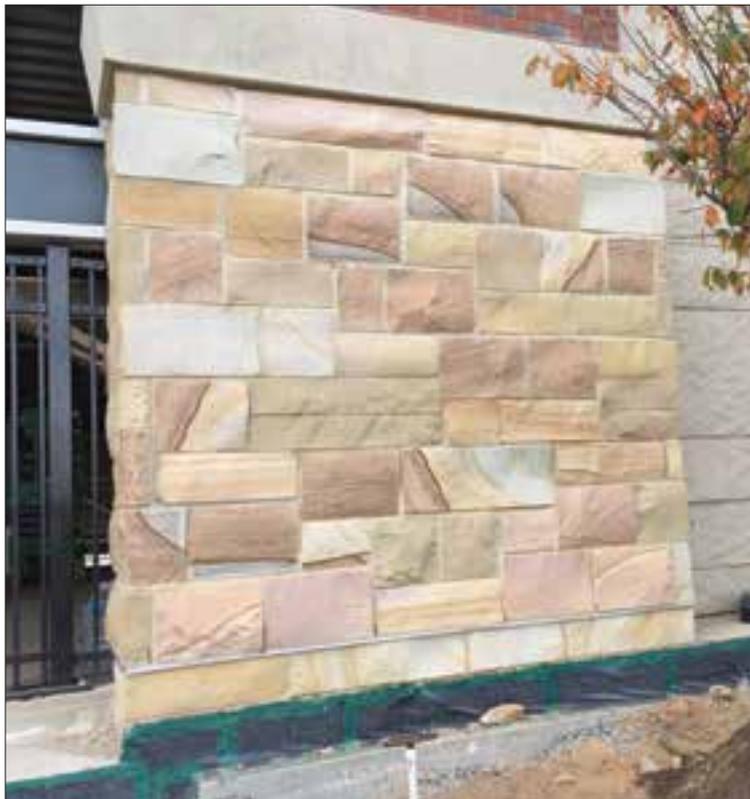


**Silvara Stone's Wilson block saw sections a custom order for Tennessee Crab Orchard sandstone. This dense, dimensionally stable stone is now finding a larger audience outside the region.**

features 1,800 linear feet of benches by Silvara that wrap around the diameter of the stadium, plus a wall of Silvara's Crab Orchard.

Coca-Cola's corporate headquarters in Atlanta has a decorative stonework entryway by Silvara as well.

Silvara's stone also appears in



**Crab Orchard perimeter blocks and piers going up on the updated Braves stadium in Atlanta, Georgia. This wall shows the beautiful range of color available in the sandstone.**



the custom homes of many celebrities, including Nashville country music stars, the home of former vice president Al Gore, and a vacation home owned by Microsoft founder Bill Gates.

Depending on the season, Silvara Stone has between 20 and 25 employees, including four office staff, two or three drivers, two or three heavy equipment operators in the quarry, and the rest in fabrication.

Kraus said Silvara Stone uses a lot of Park Industries equipment in their fabrication shop.

"They do a great job," he said.

The three bridge saws are by Wilson with blades ranging from four feet to 10 feet in diameter. The small bridge saws and fabrication saws are Park Industries. Hydraulic splitters are by CeeJay and Park Industries. Heavy quarry equipment is by JCB and Caterpillar.

Advertising at Silvara is word-of-mouth and repeat business, but they are also very proud of their website. Visit them at [www.silvarastone.com](http://www.silvarastone.com).

"We have drawn a huge customer base where people order consistently," said Kraus. "We have people that continue to come back to us. We have people who come in and say, 'My neighbor got stone from you,' and we welcome business like that. We're not a retail shop, but we accommodate those customers."

*Please turn to page 26*

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Jeremy Williamson, SFA  
 Granite Shop Manager  
 Kitchen Craft Inc.  
 Osage Beach, MO



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# Is Mutual Respect a Thing of the Past?

A few years ago, when my husband Ken and I still had the luxury of working together, we were back at the shop, having just completed a tile tear-out for a customer, whom we shall call “Jane.” Later that night, working in the office, my husband casually looked over at me and commented offhandedly, “Jane said her husband told her to let us know that if we needed to use a bathroom he said we can go find the McDonald’s down the street.”

“Huh. Have we done something no one told me about?” I wondered out loud. My husband shrugged nonchalantly. “We run into that all the time,” he said.

I had met with “Jane” and her husband on numerous occasions in our showroom. They had met my husband and son several times, as well as my shop guys when they went to do the tear-out.

**Jodi Wallace**  
Stone Industry Consultant

*We were raised to be nice to everyone unless they gave you a reason otherwise. That was what I knew, and that was what I lived by.*

Although occasionally I want to dope-smack some of them in the back of the head for sheer stupidity, we have a good crew. They show up to a job site looking professional and presentable and I receive compliments pretty regularly on how polite and respectful they are to our customers and their homes. But this? I was honestly stunned. This rude and disrespectful comment was just not something I expected.

I asked Ken if he was

sure he heard her correctly. He looked me squarely in the eye as he replied, “Oh, yeah.”

When my husband and I decided to start our shop we exchanged our white collars for blue. Having worked for both large corporations and small start-ups, we felt we could bring something different to our little corner of the world. Our mission would consist of quality products, competitive prices, and excellent customer care.

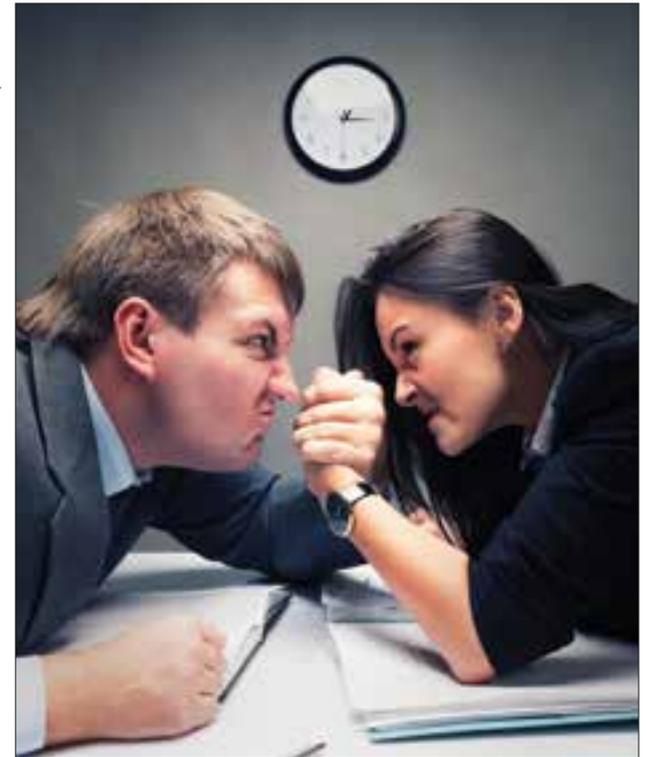
At the time we were just starting out, my brother had been a painter (and later, general contractor) for many years. Although I would occasionally help him at home shows or meet for lunch and hear him talking about customers and the way he or one of his guys had been treated or spoken to (rudely now that I reflect back on our

conversations), at the time I really didn’t give it much thought. We were raised to be nice to everyone unless they gave you a reason otherwise. That was what I knew, and what I lived by.

It wasn’t until after we started our business that my husband began to notice oh-so-subtle and sometimes disparaging comments and attitudes from customers. But because they weren’t the “did-he-really-say-that-to-my-face” types of comments, the first time or two it happened, he thought he might have misheard. But as the situation started occurring more frequently he noticed, although not blatantly obvious, there were the smaller, more indirect words and actions. Things like being in the middle of a conversation with a customer and having them turn around and walk off without even an “excuse me,” or casually mentioning something he had seen affecting the stock market or financial sector and having a customer make a condescending remark, as if just because we do manual labor, we weren’t smart enough to understand these “complicated” things. Neither of us had ever run into anything like this before and we honestly were dumbfounded.

One particular day, something interesting occurred. Ken was on a job site with a retired husband, who was making a particular pain of himself watching over Ken’s shoulder while he was trying to work. Obviously, it makes it difficult to do your job when someone is hovering over you the entire time. Ken had been over to work on the job the day before, and the customer had not exactly gone out of his way to be friendly towards him.

While trying to distract the customer just enough to allow him to actually get his work done, my husband



nonchalantly made a reference to the semiconductor company he had previously worked at for almost 20 years.

He said all of a sudden the customer’s whole attitude changed. He perked right up and became very engaged. He asked him what he had done there, what he thought about the company, the industry in general, etc. His whole demeanor towards Ken changed dramatically once he found out we had chosen to start our own business and walk away from the corporate world.

The next day when Ken returned to finish the remaining details and wrap things up he said the customer was nice and as friendly as could be. At first, we chalked it up to, “Well, that was strange.” But over time, we began to notice a pattern. Many customers were not overtly obvious about it, but looked at him and saw only the “countertop guy,” and were

aloof, slightly rude, and continuously checking to make sure he was “doing the job right,” or even better – trying to tell him how to do the job.

When people would find out he had willingly walked away from the corporate world to work as a tradesman, their attitude seemed to go through a transformation. For the most part, people were much more friendly, wanting to engage in casual conversation or discuss the recent goings on of the stock market, or to see if he had any thoughts on various semiconductor companies or semiconductor stocks they were interested in. They came by to “see how it was going,” or if he needed something to drink. A couple times he even conducted his own experiment when he would find a customer being rude and casually bring up his background in semiconductors or the Boy Scouts.

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“The bosom of America is open to receive not only the Opulent and respectable Stranger, but the oppressed and persecuted of all Nations And Religions; whom we shall welcome to a participation of all our rights and privileges, if by decency and propriety of Conduct they appear to merit the enjoyment.”

– George Washington – *The Writings of G. Washington*

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*"For every complex problem there's a simple solution. And, it's wrong." – Umberto Eco, Author*



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## Is Mutual Respect a Thing of the Past?

*Continued from page 4*

He was always surprised at the way people's attitudes would change towards him over this small detail of his life.

To simplify our life and keep important contracts or checks from being lost, all our mail goes to a Postal Annex location near our house. Most mornings I stop by and pick up our mail on my way in to the showroom. One morning as I was leaving the Postal Annex, I noticed a woman mopping the sidewalk all along the walkway leading to and from Safeway, and past all the small businesses in our little strip mall. I guess I hadn't given thought to the fact someone did that, because I had always picked up our mail in the late afternoon, and obviously this job was performed earlier in the day.

Seeing her mop made me realize I never remembered seeing the usual collection of cigarette butts or trash you would expect from being located in close proximity to fast food restaurants and a

grocery store. I also realized that I never remembered walking past the Baskin Robbins and feeling the ground sticky or messy with spilled ice cream. Now I knew why.

I stopped, said, "Good morning," and asked how she was. She looked up slightly startled, and although she smiled, she didn't say anything back. I said have a good day and continued on my way.

My one vice in life is my love of Starbucks. I don't drink coffee and if they didn't serve Chai Tea they would never see my wallet or me. But alas, we all must have one bad habit, and chai is mine.

Most mornings I pick up the mail, wander into the Starbucks corner at Safeway, and then head over to our showroom. Since we took a leap of faith and opened our showroom my schedule for picking up the mail is pretty regular. I would consistently see her outside every day mopping the sidewalk, or changing the trash bags, sometimes scraping gum off. And I always made a point

to say hello and tell her to have a wonderful day – it never hurts to be nice to people. After about a week she started saying hello back, and after several weeks if she saw me she would smile and wave.

Several times during our brief moments of interaction I would notice people staring at me funny. At first I had no clue why. Then I realized that for most people, although they see her, they don't really "see" her. She was "just" the woman cleaning the sidewalk. Treating working people as being invisible is a seriously rude habit we have as a civilization, and sadly seems to be commonly accepted. As anyone who has ever been condescendingly treated or spoken to by a customer, a boss or an acquaintance, it's flat-out rude. Everyone, regardless of what your job is or how much money you do (or don't) make, deserves to be treated with equal respect and dignity. Period.

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## Brenda Edwards Receives WIS Stone Pioneer Award



**Brenda Edwards with 2016 MIA President David Castellucci and 2016 BSI President Aaron Hicken.**

**B**renda Edwards, owner and general manager of TexaStone Quarries in Garden City, Texas, is the recipient of the first-ever Women in Stone Pioneer Award. Edwards received the award at the MIA+BSI Awards Luncheon at TISE in January.

In a career spanning more than 20 years, Edwards has been an active participant in countless industry initiatives and associations. She has held key leadership roles with MIA, BSI, and the Natural Stone Council, and is currently serving on the transitional MIA+BSI Board of Directors.

*Please turn to page 10*

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## Current Houzz Megatrends: “Aging in Place” and “Smart” Kitchens

When it comes to home remodeling, the kitchen and bath is where it's at.

Houzz, the online hub for home design inspiration, has access to the design choices of millions of potential home remodelers, and they've compiled those choices into a “megatrends” webinar for remodeling and design professionals.

According to Kathleen Hegedus of Houzz, kitchen and bathroom remodels are the most popular of home renovation projects, with one in six Houzz users choosing to renovate kitchens and one in five choosing to renovate bathrooms. The tendency, she said, is for renovations to make bathrooms more accessible, comfortable and spa-like, and kitchens more open and functional as the hub of the home.

Baby Boomers, those who are age 55 and over, are still the “power spenders” of home remodeling. Half of renovators are 55 plus, and 62 percent of those are in suburbia.

“This age group struggles with finding the perfect products and professionals,” Hegedus said. “But Millennials are focused on affordability and staying within budget.”

Shannon Carey

Photo courtesy Houzz



**Sixty percent of home upgrades by Baby Boomers are related to aging in place, with no-threshold showers and making bathrooms more spa-like being examples.**

Boomers are also more interested in aging in place and retiring in their homes. Sixty percent of their home upgrades are related to aging in place, with no-threshold showers being just one example.

Across age groups, home remodels focus on creating a “super kitchen and spa,” said Hegedus, with kitchens expanding functionality to more than just cooking, and bathrooms becoming more spa-like.

“Kitchens are all about working, living and playing in them,” said Hegedus.

Opening the kitchen to other areas of the home or outdoors is tops on the list of renovations, as is creating smarter storage and building a space that is better for entertaining.

Bathroom renovations, especially in the master bath, focus on accommodating two people with dual sinks and showerheads.

“Homeowners are sparing no expense to make their bathrooms more luxurious and spa-like,” said Hegedus.

Solid-surface luxury stone, recessed lighting, bidets and whirlpool tubs are also high on the list, and most homeowners are moving away from the shower-over-tub option.

Another megatrend, according to Hegedus, is creating a “smarter space” through more efficient use of square footage and integration of technology.

*Please turn to page 18*

## The Stone Detective The Case of the Powdered Limestone Bath

Frederick M. Hueston, PhD

Why is it that I only seem to get calls for inspection in the North when it's 7 degrees? This Florida boy is not built for the cold. But when there is a stone situation needing my expertise to solve, I guess I have to dig out the old winter coat and just go for it. This time, I was headed to Chicago to look at a shower that was powdering. Here is how it all came about.

It was an early Monday morning when the ringing phone woke me. I'm not a sound sleeper, so I reached over to my nightstand and picked up the phone. “Stone Detective,” I slurred, still half asleep. The voice on the other end sounded very professional. At first I thought it was one of those voice-over guys, and for a second I thought it was a dream.

He apologized for waking me and continued telling me about his limestone

shower. He said that he was getting areas in the shower that were turning to powder. He went on for what seemed an hour about the installation and what the installer told him. I thought I was listening to one of those movie trailers. *Coming to a theater near you – Limestone Powder!*

I woke a little more when he mentioned that the installer told him that he was using harsh chemicals to clean it, and that there may be some issues with his water quality. He said he didn't use any chemicals other than a neutral cleaner, and that he squeegees the walls down after each shower. He then asked if I could fly to Chicago and take a look at the shower. I told him that I should be able to in a couple of days. I asked for his email and told him I would get back to him once I made my airline reservations. I hung up the phone and immediately logged on to the weather in



Chicago. Just my luck – the weather for the next few weeks was going to be in the single digits. Oh well, this is what I do, and it was a little slow right now, so I booked a flight for the next week.

I just landed at the airport when the pilot announced that it was a brisk, sunny 7 degrees. That's 7 degrees Fahrenheit, boys and girls. Luckily I brought my winter jacket and also had on a t-shirt, a dress shirt and a hoodie. I stepped off the plane and felt like someone had just opened the freezer door. Holy crap, was it cold. I walked as fast as I could to get to my rental car.

I arrived at Don Pardo's home, and he was waiting on the front porch for me. He looked just like Ed McMahon from the old Tonight Show. I got out of the car and headed toward him. He extended his hand and nearly broke mine when he gripped it.

“Come inside and I'll show you the mess,” he said. We walked through the house, and he led me to the master bath. He opened the door and pointed toward the shower and said, “And here's the mess.” For a second I thought he was going to say, “Heeere's Johnny!”

I walked into the bathroom and opened the shower door. The entire shower from floor to ceiling was a once-beautiful Portuguese limestone known as Lagos Blue. I looked at Don and rolled my eyes and shook my head. I have seen this many times before with Lagos Blue. Sadly, it's not an appropriate stone to use in a wet area.

Just to be sure, I took out my knife and started poking at some spalled areas on the stone. The stone just fell apart and powdered. It was almost like sticking a knife in some beach sand, which is where I wished I was at the moment.

*Please turn to page 16*



**Listen up, people: Despite HGTV and Houzz, there are some limestones that are just not appropriate for wet environments like showers. Do your research.**



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The Hercules® Universal Sink Harness has been fabricator- and installation-tested under demanding conditions, and can be used to install the most popular types of sinks, including ceramic, stainless steel, and even cast iron undermount. **It is effective on either double bowl or single bowl steel or ceramic vanity sinks. Just imagine—one simple, inexpensive kit can do all of those sinks!** Not only is the Hercules® Universal



*See the animated video!*  
<http://www.braxton-bragg.com/HerculesSinkHarness>

Sink Harness the fastest and most economical system available, it's also the most versatile.

### Be the Go-To Guy to Repair Failed Installs

While the Sink Harness was being developed and tested, we discovered another notable benefit of the Sink Harness: it's a great system to repair failed undermount installations. Many fabricators are asked to repair someone else's poor sink installation job. The Hercules® Universal Sink Harness will get the job done quickly. You can become known as the guy who contractors and home owners in your area call for help.

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Item #	Description	MSRP	OUR Price
17310	Hercules® Universal Sink Harness Kit	\$9.95	\$4.95

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## Stone Pioneer Award

*Continued from page 6*

Her company was the first to certify under the ANSI/NSC 373 Sustainability Standard, and her leadership was paramount to the creation of the Women in Stone initiative.

In a letter nominating Edwards for this award, Jennifer Sayles, Marketing Manager at TexaStone Quarries wrote: "Brenda teaches anyone that wants to learn, helps anyone in need, battles any obstacle that comes her way, and loves this industry fiercely. Her passion is contagious; her knowledge immeasurable. Brenda is truly a pioneer for this industry." Brie Pfannenbecker, VP of Operations at Connecticut Stone, agrees: "Brenda's impact spans both genders and ensures a brighter, more competent, more dynamic future for the industry as a whole."

Edwards reflects on her involvement with Women in Stone and how it has impacted her career: "In all my years in the stone industry, I have never had more fun and appreciated the business more than being involved with Women in Stone. I am honored to serve with these intelligent, energetic, and passionate ladies. Together they have brought recognition to the women working in the stone industry. A special thanks to MIA+BSI for making it all possible and giving me the opportunity to serve with each one of them!"

To learn more about Women in Stone, visit [www.naturalstoneinstitute.org/womeninstone](http://www.naturalstoneinstitute.org/womeninstone).



**"Eventually you reach a point when you stop lying about your age and start bragging about it."**

**—Will Rogers**

## Orange Is the New Green

For the second time in a month, a rust-colored alligator has turned up in the Carolinas.

The *Sun News* of Myrtle Beach reports that some residents of a Calabash, North Carolina, neighborhood have named the pumpkin-colored alligator "Donny."



Earlier this month, residents joked that an orange alligator that turned up in a pond near Charleston had used too much self-tanning

lotion. Jay Butfiloski with the South Carolina Department of Natural Resources said the color may have come from where the animal spent the winter, perhaps in a rusty steel culvert pipe.

Experts say alligators shed their skin and will likely return to a normal shade soon. But until then, for Donny, orange is the new green.



"Come on, you guys..."

## The Long Winding Paper Trail of Life

If you don't regularly shop for groceries—or building supplies or sporting goods or articles of clothing or 10,001 other retail items—you probably haven't noticed, but it takes a lot longer to go through a checkout line these days.

You'd think that with computers and bar codes this chore would be easier than ever before. Nope. Just the opposite.

You remember the good ol' days, of course. Yes, that golden age of shopping when there was a clerk on every other aisle and price stickers were manually applied to every item in the store.

When you reached the checkout back then, each price had to be manually entered into an old-timey cash register that crunched the numbers, rang a bell and spit out the receipt along with your change.

If the clerk had a problem reading the price on, say, a loaf of bread, she—it always was a woman or, on weekends and non-school hours, a teenaged girl—walked back to the bread aisle for the correct information.

Doesn't work like that anymore. The process has been modernized, speeded up, made more efficient.

Meaning it takes about twice as long.

First, the computerized cash register will invariably have a problem scanning one or more of the bar codes on your merchandise. The clerk will stand there, waving the item back and forth across the screen like a wand, waiting for a "beep" that never comes.

Having no success, the clerk will then attempt to punch in the numbers manually.

Sometimes this works. Most times it doesn't. So the only thing to do is call back to the bakery department for a price check.

**Sam Venable**  
*Department of Irony*



That's OK in theory. But since the massive bakery department is now located in an adjacent county, a new millennium will pass before the correct information gets forwarded to the front.

Then things really slow down.

Remember that little receipt from the old-timey cash register? It has gone the way of the rotary-dial telephone.

Cash registers don't issue short, terse receipts any more. Instead, they regurgitate writs that run the federal tax code a race for volume.

I hold in my hands two receipts from a local supermarket. The name of the joint isn't that important because everybody's wasting paper these days.

The first receipt measures 11¾ inches in length. It covers my recent purchase of two items—a 12-pack of soft drinks and some plastic cups.

The rest of the space is taken up with cutesy notations indicating the checkout clerk's name, how delighted the store is to have me as a customer, how much I "saved" on this trip by using the store's "discount" card, and how much I have "saved" throughout the year with the same alleged "discount" card.

(In point of fact, I have saved nothing. I have merely prevented the store from overcharging me if I don't carry its stupid card. Legal blackmail, as it were. But that's grist for another day.)

The second receipt is a whopper. It stretches 13-¼ inches. I probably should

rejoice, however, because even though it's longer than the first, it covers far more items: pears, carrots, two boxes of crackers, a box of Kleenex and a bag of cookies.

Yes, there are the obligatory messages and greetings and "savings" (insert laugh here) calculations. Plus seven coupons for goods and services ranging from dental work to oil changes to hair products to Mexican fast food.

Huh? Does this mean I should expect a grocery store coupon the next time I go to the dentist, get my car lubed, have my hair cut or visit a Mexican restaurant? Just wondering.

Oh, and please understand that none of these documents was published rapidly.

Instead, the cash register had to cough and groan and say "ca-jung" and "ja-jing" incessantly until the paper slowly began to emerge. Indeed, the machine kept coughing and groaning and "ca-junging" and "ja-jing-ing" as the paper coiled from the contraption like a python slowly exiting its den.

How can this process take so long?

Are there itty-bitty monks down there in the bowels of the thing, scribbling with goose quill pens or turning the cranks on a Gutenberg press to produce it?

Is this contraption hooked up to a pulp mill? Must it wait for paper to be manufactured for each transaction?

Grandpaw—who walked into Asa's General Store, asked for two cans of beans and told Asa to put it on his bill—didn't realize how lucky he was.

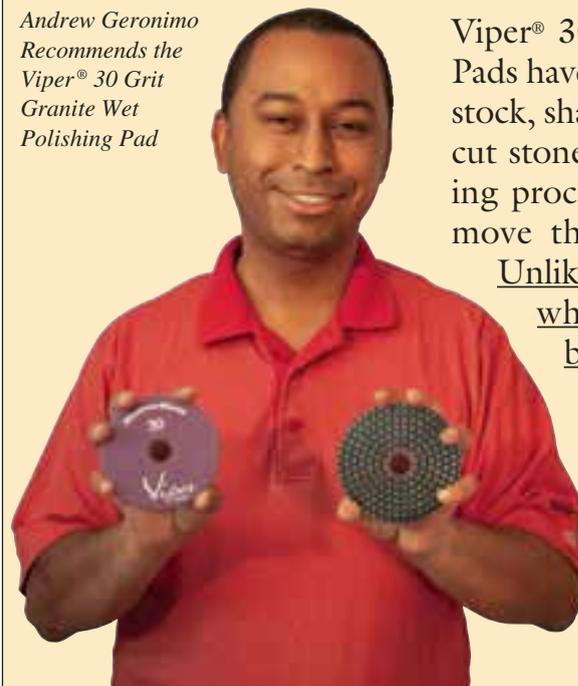
*Sam Venable is an author, stand-up comedian, and humor columnist for the Knoxville (TN) News Sentinel. He may be reached at [sam.venable@outlook.com](mailto:sam.venable@outlook.com).*

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*Andrew Geronimo  
Recommends the  
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## Finding Success with a Signature Edge

*Continued from page 1*

### Keeping the “Custom” in Customer Service

Including offices, warehouse and shop, the company’s total footprint is 8,000 square feet. Production is based simply on one bridge saw, one router and lots of hand tools.

“We are not the type of shop that cranks out 20 kitchens a day,” continued Mike. “We do custom hand-finished work and take our time to do a really nice job. We also take our time with the customer. We take them by the hand, explain the process, making sure they are going to be happy. When their material comes in, I’ll bring them out to the shop and we look at it. I’ll then walk them through with what we are going to do while laying out the templates and matching seams and backsplashes. We like to keep a close relationship at all times. This has been working out really well, and we have been getting a lot of good reviews. We never want to be the biggest, we just want to be the best, and if that means staying at a certain pace and certain



**“We are just a small hand shop,” said Mike Angelilli. “There is no CNC. We do have a bridge saw but everything is done by hand with router, grinders and polishers.”**

size, then that’s where I’ll be happy. We fabricate it, we truck it, and we install it. Our eyes are always on it.”

### The J-Wave Signature Edge

For many years, chiseled edges have been popular with customers wanting something different from run-of-the-mill profiles. These edges can be slightly polished by hand rubbing with oxalic acid, but most

cannot. So, if you’re a low-volume high-quality shop looking for an edge (literally) in your market, what do you do? You tweak the rules to suit your needs, and innovate. Enter the J-Wave designed by Jason Heard, fabricator and imagineer.\*

“You know how when you want a rough edge and it is just chipped and raggedy?” continued Mike. “It looks great, but the problem

with that is you really can’t polish it.

“Then one day Jason said, ‘Come back here, look what I did’! So I go back there, and what he had created was an edge that still has a stone look, almost like a chain link, but you’re able to polish it. I had never seen anything like it, and it is all done by hand. Our J-Wave edge is very unique, and we’ve incorporated it into many of our kitchens, vanities, bars and fireplaces.”

Jason Heard has been working for himself and others for decades. This ever-striving and always-resourceful man seems to be half imagineer, half CNC engineer, most times. “I’ve been doing stone fabrication for so long and seen so many different ways of doing things, sometimes I daydream of better ways to do things,” explained Jason. “What would make this easier and faster are questions I’m always asking.”

His edge, the J-Wave, is done using simple hand tools



and careful measurements.

Jason continues: “When I had my shop in Atlanta, I was playing around by combining different size bevels and eased edges. As I did this, blending each profile together, the bevels would taper into the eased edges, and when polished, came out like a wave. I then did the same thing on the bottom of the slab opposite from the top. It’s all done off of measurements, and I have many variations, for a variety of unique looks. I can make (the wave design) tighter or stretch it out by altering the length of each profile. All are different, but

all look just as cool. That’s the fun thing about doing this edge. I can change it to suit the look the customer wants.

“Doing a J-Wave edge is even faster than doing an ogee with a router, too. It is unique, looks uniform and doesn’t look like a mistake. I can teach it in a day or two. Some customers want something fancy and different, so you can offer this edge, and no CNC or router needed. I love what I do, and I’m very proud of this edge.”

*Please turn to page 14*

The J-Wave, as inventor Jason Heard calls it, has a symmetrical wave profile that looks irregular like a chiseled edge, but is polished and smooth to the touch.



\*Imagineering: the implementing of creative ideas into practical form.



Heard: “The J-Wave only requires a few right angle tools, a few diamond and carborundum wheels, a Braxton-Bragg Viper Drum Wheel, and flexible wet polishing pads and backer. Using a Drum Wheel makes the process even faster instead of using a flat grinding wheel, it gives you the profile automatically.”

## The J-Wave Signature Edge

Jason Heard is not shy about sharing his signature edge with other interested fabricators.

First, Jason takes his adjustable square set at 3/8 of an inch and makes a pencil line along the full length of the countertop top and bottom. He then marks the top and bottom every three to five

inches, depending on the desired look.

Jason then alternates the depth of each bevel, going 3/8 inch to 1/4 inch over and along the entire length of the top, while staggering the same combination along the bottom edge.

When all those bevels are joined together, it makes one continuous



wave and looks awesome, according to Jason. Each one is hand-fabricated, so no two are exactly alike. Customers love the fact that they are getting something unique, which is a great up-selling tool.



# Don't Assume\*

**WE** are a small business. And like a lot of small businesses, we employ some outside support for payroll, insurance and some other things. We have one particular support person that makes A LOT of mistakes. How this person still has a job sometimes amazes me because truthfully, if that person worked for me, I would have hired someone else by now.

Anyway, recently there was a mistake made of catastrophic proportions. It was bad, and I was angry because I had other things to do besides spend several hours of my time trying to fix, yet again, another screw up. I walked around the office for a bit, cussin', fussin' and bitchin'. "Why do we still deal with this person?" Stomp. Stomp. "Why do we still have anything to do with this company?" More stomping. "This is not the first time, but if I have anything to say about it, this will be last time." You get the idea.

I tried to sort this out using

**Sharon Koehler**  
*Artistic Stone Design*

the telephone, but all I got was voice mail. After about 30 minutes, when my message wasn't returned, I got in my Jeep and drove over to their office. The "mistake maker" was there, and I was not exactly pleasant. I asked for and received all documentation concerning this transaction and the mistake. I then got back in my Jeep and drove to the bank. I explained to the first available teller what the problem was, and she couldn't help me. I had to wait for the account manager, who by the way was in a meeting so I sat in the lobby for about 15 minutes. Admittedly, the longer I sat there, the more my bad mood took over. I sat there thinking to myself, "You can't be mad at the bank, it's not their fault. Sharon, be nice, you can't blame them." And, "Be nice! Be nice, it's not their fault." Once again, you get the idea.



After I was finished with the account manager and everything was taken care of, I drove back to the "mistake maker's" office, where I very promptly and sincerely APOLOGIZED. It had been a bank mistake. I had wrongfully *assumed* that it was the "mistake maker's" fault because of the history of previous issues. I had *assumed* that it was just the same person making yet another mistake. I had never even considered that it might be someone else's fault. That was MY mistake.

A week or so later I was lamenting this whole ordeal to a friend of mine who owns a granite shop

**\*As the old saying goes, "Don't Assume, because Assume = (Ass) out of (U) and (Me)."**

(yes, I am friendly with the competition), and he said he totally understood. He had an installer that kept screwing up and making mistakes. He kept having to send people back to "fix" things this guy had screwed up. He said a customer called him last week and laid another mistake at this guy's feet. He told me he got mad and pretty much laid the guy out and he was history. Come to find out, days later, another trade that came in after them caused the problem.

He did say that he did not apologize to the guy because he deserved the chewing out for past mistakes. (I did not agree with that, but it's not my shop.) Anyway, he had made the same mistake I did. He *assumed* that the "mistake maker" had done it again. He *assumed* the trend of mistakes was continuing with this guy.

The point here is that you should never *assume* anything. We as humans are pretty quick by

nature to lay blame and find fault. "What? Something went wrong! Whose fault is it? Who can I blame? I didn't do it – did you do it? I didn't do it – he did it! Bring me their head!"

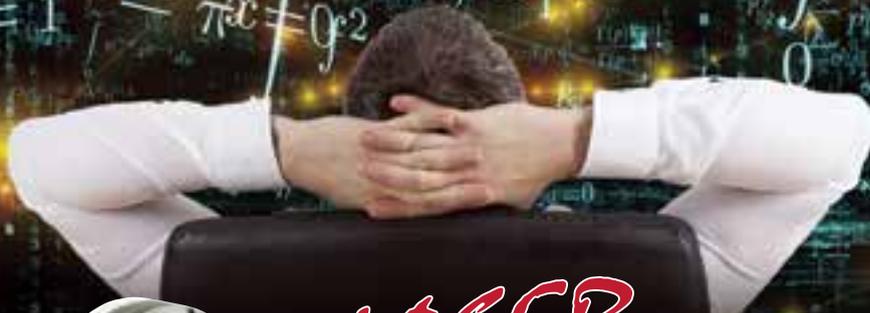
We want to assess blame, and then go about fixing the problem. Business and personal relationships have been strained and lost due to the assumption of blame and who did what to who and when.

What did I learn from my experience? Always listen to all sides. If you don't understand how or why something happened, ask questions. Don't assume that someone is being untruthful. They may not be aware of everything that happened, and what they are telling you may be the truth, as they know it. Be calm, cool and collected. You will have an easier time understanding things when you aren't busy flying off the handle. You'll be able to think and problem solve more efficiently also if you stay calm.

*Please turn to page 19*

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1000	\$2,500	1.6 months
2000	\$5,000	less than 1.0 month



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These brackets are powder-coated and can be used for exterior or interior installations of tops. Unlike heavy steel brackets and supports, these T Brackets **are made from extruded structural aluminum, so they're very light, without sacrificing their ability to support stone and other countertop materials.**

The Big T and the Little T Brackets have been designed for use in outdoor kitchens on the patio, as well as for interior support of granite or marble stone bar countertops. They are easy to mount to most cabinets and surfaces with just a few screws and will last a lifetime without corroding.

Sold individually,  
not as a set

Item #	Description	MSRP	OUR Price
14188	Stone Pro Little T Bracket, Structural Aluminum, Powder-Coated, Small	\$69.95	\$39.95
14189	Stone Pro Big T Bracket, Structural Aluminum, Powder-Coated, Large	\$79.95	\$49.95



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5:45 p.m. Eastern for Same Day Shipping.

## Finding Success with a Signature Edge

*Continued from page 12*

### Dedicated Employees Make All the Difference

Mike continued: "I can't say enough about Jason and his attention to detail. This business is very detail-oriented, and you have to have that. He's very neat and really cares about his product, and he's good with our customers. Many times customers say, 'Jason really knows his stuff and is very professional,' and that's what we set out to do. I can't say enough about Jackie Angelilli, either. She keeps an eye on the company and is great with the customers. She knows a lot about pricing the products, and many times I'll call her for answers. She is always on top of things."

### Lower Volume Equals Outstanding Quality

Mike went on to say that past sales were mostly due to advertising, while adding, "Lately, we are starting to gain work by word of mouth. People are coming in and saying, 'I know you did so and so's house and it was beautiful.' So word of mouth takes a little bit of time, but the good word about us is starting to spread."

Roman Empire Granite & Marble's showroom features many samples of natural and engineered stone, as well as vignettes that include sinks and faucets. Additionally, a tasteful display of ceramic tile is represented, mostly in back-splashes. "We occasionally have designers show up with customers, but nine times out of ten, customers come in by themselves. Jackie will meet with them. She is really good at knowing the trends, putting the colors together and answering the questions they have.

### Managing the Customer Relationship

"I think the best thing you can do with a customer is to educate them



Roman Empire Granite & Marble serves the greater Youngstown, Ohio, area. "First, we educate our customers," explained Mike. "We then take them through our shop and let them to view in full the stone they've picked out, using templates to make sure they are happy where we are placing their countertops. We offer both sinks and faucets and about 50 percent of our customers purchase them with their countertops."



on the products they want to purchase. The more they know about it, the better it is for them. I also think that showing the pluses and minuses of the product is a big advantage. That little bit of time you spend just talking about the products makes them feel good and makes all the difference. Instead of just taking them over to the samples and asking them what they think of it,

we take the time to explain what granite is, what engineered stone is and what the differences are. Most go with us, but if they don't at least we know we went the whole nine yards, and I feel good about that. I know that's how I'd want to be treated. They really appreciate it, and many say that at the end of their visit."

*Please turn to page 15*

# Signature Edge

Continued from page 14



## A Five Star Future

Mike continued, “The business climate in Struthers, Ohio, is not too bad. There are about five other fabricators in the area, so it’s not saturated. Overall, it’s a good market, and we had steady work all of last year.

“As far as our plans down the road, I want to get a little bigger, but not too much bigger, so we can keep our hands on it. We will be making a little more room in the shop, and as the work comes in we’ll hire a few more fabricators. Someday I’d love to have a CNC, but until then, if we can grow the volume a little more, I’ll just take the money and buy another tool. I won’t go and buy a lot of tools or equipment hoping that the phone rings. Doing that only sets you up for failure.

“Our main goal is not to be the biggest shop — just the best. I truly want our customers to say that Roman Empire Granite & Marble not only did a great job in fabrication, they treated us like family, took the time to educate us and went above and beyond to make us happy. My dad would always tell us, ‘Just go the extra mile and that will always stand out in the customers’ mind. Take the extra time, and they will appreciate it!’”

So fabricators — here’s a suggestion: why not design and market your own signature edge? If you’re willing to change the rules, Braxton-Bragg has the tools.

For more information on Roman Empire Granite & Marble visit [www.yourtilecenter.net](http://www.yourtilecenter.net).

“Dwell in the past and lose one eye; forget the past and lose both.”

—Aleksandr Solzhenitsyn  
Nobel Laureate for Literature, 1970

“Since using Akemi Platinum we haven’t used any other polyester. It’s clearer and ‘tints right.’ Akemi Platinum is better than anything else.”  
Tim Nelson, Supervisor  
Classic Stone Works  
Linville, NC



## Why is AKEMI Platinum the *CLEAR* leader?

Why is Akemi Platinum the *clear* leader? Akemi Platinum provides a permanent bond that cures faster and clearer than any other polyester adhesive.

Akemi begins with the best raw materials and engineering, and has more than 75 years of experience in formulating products for stone applications. Akemi is also dedicated to providing the best in adhesives with its top of the line Platinum Premium Clear Polyester.

### Appearance and Clarity

Appearance and clarity are a priority in making a seam, lamination or repair invisible. Clear epoxies and “water-clear” polyesters take hours to cure to a polishable stage, and while transparent polyesters may cure in less time, the amber appearance they have must be overcome. Each option requires a trade-off to be made; will you choose quick curing time, or are you willing to sacrifice appearance and clarity?

### The Clear Choice

With Akemi Platinum polyesters, there is no trade-off. The clarity of Akemi Platinum makes it easy to match the color of the stone. The appearance of the stone comes through more exact and clear. Akemi Platinum “colors right,” making it easy to tint and match stone.

### Curing Time

Akemi Platinum cures in only 30 minutes.\* That means you have less down time with Akemi Platinum before you can safely mill, profile, polish or drill.

High quality resins and ingredients insure Akemi Platinum performs exceptionally in many applications such as seams, laminations and repairs. Best of all, it is ideal for working with granite, marble or engineered stones.

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## Henryetta, Oklahoma Abolishes Decades-Old Dancing Ban

Kick off the Sunday shoes, and Kon with your boogie shoes: Dancing in public is now legal throughout Henryetta, Oklahoma.

City leaders voted to abolish an ordinance on dancing, the *Tulsa*

*World* reported. The dance ordinance, with a penalty of \$25, prohibited dance halls within 500 feet of a church or public school.

In February, resident Joni Insabella decided to host a dance above her store, which is

within 500 feet of a church. The city’s Chamber of Commerce posted about the event and called Insabella a rule breaker on Facebook and accused her of getting special treatment, because of her husband, who’s the city’s attorney.

“We wanted just a good, clean, fun event. As I said, we know

we’re in the Bible Belt. We weren’t having alcohol or anything. We just wanted it to be fun for the community,” Insabella said.

After the event was canceled, Mayor Jennifer Clason decided to look over the ordinance.

*Please turn to page 16*

# The Stone Detective

*Continued from page 8*

I asked him all the standard questions, and finally, my conclusion was to tell him to get ahold of the person who sold him the limestone, take him out on a boat in Lake Michigan and push him overboard.

I cannot believe how much Lagos Blue and other limestones

are used in showers these days. Almost every single installation is falling apart. Many of the stone distributors even have on their website that this stone should not be used in a wet area. Don't believe me? Google Lago Blue and see what many distributors say about this stone in wet areas. Another case solved – sort of.

*The Stone Detective is a fictional character created by Dr. Frederick M. Hueston, PhD, written to be entertaining and educational. Dr. Fred has written over 33 books on stone and tile installations, fabrication and restoration and also serves as an expert for many legal cases across the world. You can send your email comments to him at [fhueston@gmail.com](mailto:fhueston@gmail.com).*

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## Henryetta, OK Abolishes Dancing Ban

*Continued from page 15*



Clason, the city's first female mayor, said when the dance ban resurfaced it received national attention for its similarity to the 1980s film "Footloose," which tells the story of a small town banning dancing and rock music. She said prior to the canceled event, she'd never heard of the ordinance preventing dancing.

Previously, dances were held at the city's churches and schools without repercussions, said Clason.

It appears the Chamber's objections then, were a political and not moral statement.

**"I have never let my schooling interfere with my education."**

—Mark Twain

# Stone Restoration and Maintenance Corner

## Specialty Accessories

IT is the season for the showers to begin, so the flowers next month can grow (and hopefully my bees will collect nectar from them!). Speaking of growing, the economy seems to be doing very well with regards to the restoration and maintenance industry, so far for 2017 (knock on wood).

Both commercial building owners and residential property owners seem to be eager to invest in sprucing up their installations. I have seen a big increase in spending for the cleaning, polishing, and sealing of stone surfaces during the first quarter of this year.



For this article, I wanted to discuss some of the specialty accessories which can make a project easier and more cost effective. There are many products which can be essential to the success of a particular project.

### Adhesives

Let's look at adhesives and their many uses. Most of the adhesives used in the stone industry are normally a polyester, epoxy, acrylic, or some variation thereof. These specialty adhesives serve such useful functions

**Bob Murrell**  
M3 Technologies

Photos by Bob Murrell

as reassembling and repairing broken pieces, filling voids, doing laminate work, and other similar stone-to-stone operations.

These adhesives are available in different formulas such as flowing, which is more liquid-like and pourable, and knifegrade, which is thick, like peanut butter. Both consistencies have their advantages and disadvantages. There is also what is known as a penetrating adhesive, which is very fluid material designed to

### Polyester Flowing

I would venture to say that polyester resins are the most commonly used adhesive in our industry. I have personally used polyester adhesives many times over my somewhat lengthy career in this business, and they have almost always worked well for me. Contractors rely on polyester adhesives for routine applications. Polyesters are strong, can be colored, and set up quickly, which is why most contractors and fabricators use them more than other adhesives. They like the fact that the polyesters can be worked faster than most other adhesives.

I recently used some polyester adhesives when filling in some improperly removed carpet tack strip holes in terrazzo. We used the transparent flowing polyester colored with

reaction generates heat and, as we all know, when something heats up, it expands. Once the adhesive begins to cool, it then contracts. The more hardener you add, the greater the chemical reaction and expansion and therefore the more shrinkage which makes for a weaker bond. So the trick is to add just enough hardener to get the adhesive to set up as slowly as possible, for the best bond.

### Epoxies

Epoxies are usually a part A and part B type adhesive. Some are 1:1 and others are 2:1. Epoxies tend to be much harder and with stronger bonds than polyesters. They take longer to set up and normally do not generate the level of heat that polyesters do. They are good for applications where strength is required and are generally more weather resistant, too. There are good UV-resistant epoxies available.

### Tape & Drape

Tape can be a very useful tool in the restoration and maintenance business. Like adhesives, there are several types that are necessary for different applications. Some tapes are better for painted surfaces. I like the blue and green tapes for these applications. They are made with a special adhesive that does not harm the paint when removing the tape, later. The Tape & Drape product comes with the blue tape on one side. Red Polyethylene tape is very water resistant and can be used where protection from water is paramount, like at the baseboards or for damming up around a vanity or countertop.

### Splashguard

As I've mentioned before, splashguards for your machine are very handy. In fact, I would consider them mandatory. They allow for less masking and taping, and definitely keep the splatter to a minimum. This is especially true when

**When you are doing wet maintenance and restoration, use the right tape for the job. Waterproof polyethylene and low-tack, easy-removing tape for painted surfaces are a must-have for site prep.**



using diamonds. I wouldn't go to any project without a splashguard.

Another handy item to keep in the toolbox is anti-seize. Use this periodically on the spindle of your hand tool to protect the threads and make screwing and unscrewing accessories much easier. I apply the anti-seize with a small metal acid brush. Trust me, when you are on a remote job site, you don't want a worn out Velcro-backed driver that is seized on your hand tool spindle. If you have used your anti-seize as I recommend, it will unscrew right off so you can either repair or replace it easily. You will thank me for this advice one day! Along these same lines, some spray lubrication would also be useful to have on hand.

Razor blade scrapers are

another must-have tool. Removing excess or old adhesives, tape, paint, dried food or gum, caulk, and many other undesirables requires a good razor blade scraper and fresh blades. Always keep plenty of new blades handy. A set of dental picks is also great to have for removing stubborn caulk or silicone.

Another type of adhesive that should be kept handy is a spray or bottle type water-resistant contact cement. This comes in handy for repairing Velcro drive plates as well as diamond pads that may lose their adhesion during a typical work day.

Being able to rinse off a drive plate and let it dry for an hour or so will keep you going, with as little down time as possible.

*Please turn to page 34*



**Anti-seize tool thread lubricant is an overlooked accessory that can really save your bacon. Make it a regular part of hand-tool use. Take care of your tools, and they will take care of you.**

## Is Mutual Respect a Thing of the Past?

*Continued from page 6*

Although my husband and I have been doing this long enough and have encountered some rude customers that seriously need a few lessons from Ms. Manners, I was just not prepared to have one of my customers that I happened to like be this bluntly disrespectful.

I did my best to keep my temper in check and sent a very polite email to Jane. I wrote that my husband mentioned we were not allowed bathroom access while at their home, and I asked her to please let me know if a problem had occurred that I was unaware of, because, of course, I wanted to make sure it was addressed.

I also as nicely as possible let her know that I had spoken to my husband and told him I was sure he must have misunderstood their conversation, because when someone comes to my house, the first thing I do before they start work is to ask if he/she/they need something to drink, let them know where I will be in case they need me, and make sure they know where the bathroom is because access to a bathroom when someone is working at our home

**Mutual respect is not only a common courtesy, it is our right.**

is a common courtesy. (Attention men: DO NOT leave the toilet seat up at a customer's house!)

I usually receive a quick reply from Jane when I email her. It has now been two days, and there has been no mention of my email. I did notice her response to my email yesterday regarding her slab layout was a little curt, but I chose to ignore it and instead hope my subtle hint has been taken.

By not calling it to Jane's, or anyone else's attention, feeling they have the right to treat us badly, we allow this type of bad behavior to become acceptable. It is important that we as business owners or employees remain professional at all times, and I made sure my email was professional, yet to the point. I flat out refuse to allow anyone to treat my company or my employees with disrespect,

and we have unfortunately met several general contractors whom we absolutely will not do business with for this reason. So: Don't be that guy.

Although I hope further discussions will not be necessary, I did tell my husband that if they broached the subject again I would be happy to inform them I would refund their money, let them know where their slab could be picked up and recommend they find another shop to work with. He let out a sigh and looked at me, wondering to himself, I'm sure, how he ended up married to this crazy woman.

I admit I may not be in the position to walk away from every job where people feel they can be disrespectful to my employees or myself, but as long as I can, I definitely have the right to try. Mutual respect is not only a common courtesy, it is our right. A few more people need to be reminded about the Golden Rule: "Do unto others as you would have them do unto you."

*Jodi Wallace is a 15-year veteran of the stone industry. She also volunteers as a Disaster Responder for the American Red Cross.*

## Current Houzz Megatrends: "Aging in Place" and "Smart" Kitchens

*Continued from page 8*

In the kitchen, homeowners want more built-in storage and a way to use unreachable spaces, including "perfectly organized pantries with space for everything," and custom built-ins that "function as the nerve center that supports the kitchen as the hub of the home.

Half of homeowners are opening kitchens into other rooms, and 20 percent are opening kitchens to the outdoors, not increasing square footage, "but opening them up makes them feel and function bigger," said Hegedus.

Many are installing new appliances with "smart" functions, new lighting systems, updating wall texture, color and cabinets.

For the bathroom, 60 percent of homeowners report spending 30 to 60 percent of their day in this room, so it makes sense that

they want to make the space more functional and inviting.

Hegedus said 20 percent are installing high-tech toilets with bidet and self-cleaning features. While homeowners aren't increasing the overall size of bathrooms, shower sizes are increasing. Overall, bathroom renovations

Photo courtesy Houzz



open up the space, add more light, and create more "private" spaces in the bathroom to make the everyday routine easier.

"It's really about creating awareness when you choose what projects to showcase on your website or your Houzz profile," said Hegedus. "It's about how to be clear about the expertise you offer clients."

**Remodeling to build spacious, open plan kitchens is a growing trend with homeowners.**

## Stacking Up Competitors and Identifying Your Market Position

**WE** ended my last SRG (March 2017) article thinking about our competitors, and we will discuss that in more detail this month.

To recap, your first challenge at the beginning of this series (Feb 2017) began with describing your consumer clients and compiling information. The next step was separating our consumers by independent (A) private customers versus business (B) clients. I showed you what a sample chart looks like for a clear visual on how our customers can break down. Moving on, we briefly touched on the value of follow-up questions and how to create a simple survey. If you haven't read these articles please go back and take a look; they will help you gain a better picture of your market, and help you target the customers that are a good fit for your company's growth.

When you created the competitor profile table, did anything stand out? Was this exercise uncomfortable? In my past conversations with some stone fabricators and tile installation companies, they felt this exercise seemed like a waste of time. Revelations on what could be advantages by your competitors certainly can be discouraging. During this step, underlying worries can come to the surface, like, How will I continue to compete in the busy stone and tile marketplace? It would be easy and acceptable to stay unsure and just

**Michele Farry**  
*Humblestone*



keep your nose to the grindstone.

It's not uncommon for some businesses to be overconfident, but can you back up why you have the edge?

Being an informed business owner helps you to stay focused and awake in whichever path you choose. Knowing your competitors keeps your business more solid and stable, and actually relieves anxiety about competitors while balancing overconfidence. Let us take the strengths and weakness of your competitors and plan how to compete against it with your strengths and weaknesses.

I would like you to look at your competitors profile list and choose three competitors to start. You can always add more or even separate your competitors into groups of competitors like kitchen and bath showrooms vs. independent fabricators into different categories, but for now we will look at just three basic competitors in more detail.

*Please turn to page 21*

### Quick Summary of Three Competitors

- 1. Business (Competitor #1)** Staffed during regular retail showroom hours; large selection of materials, and has designers on staff to assist / make job plans for customers.
- 2. Business (Competitor #2)** Fabrication shop with high volume capacity and many employees; uses advanced stone cutting equipment – very efficient, but small showroom, and only sees clients by appointment.
- 3. Business (Competitor #3)** Big box store with aggressive advertising, promotions and sales; jobs usually priced below average going rate. Sells the package, and subcontracts all their business out.

# Don't Assume

*Continued from page 13*

Plus, people are more willing to help you if you are calm.

If it's a chronic problem – the same person making the same mistake over and over, find out why they are doing what they are doing. It's possible they misunderstood something and they think they are doing it right. Coach them properly and fairly. Don't yell or be sarcastic. (That one is hard for me, as sarcasm seems to be in my nature.) It's much easier to learn something with someone sitting next to you going, "You need to push A instead of B because..." instead of, "You MORON, how many times do I have to tel you – push A instead of B!"

So, stay calm, get all sides of the story and never ASSUME anything. Things aren't always as they seem. And, if you don't do these things, be ready to apologize. You just may have to.

*Please send your thoughts on this article to Sharon Koehler at [Sharon@asdva.rocks](mailto:Sharon@asdva.rocks).*

## Not-Breaking & Not-Entering

A bumbling burglar was caught on camera failing to break into a Massachusetts market using a large rock.

The Norwood Police Department shared surveillance footage of a man dressed in a hooded sweatshirt as he attempted to break into a local market by hurling a large rock through a glass door.

"He has the ability to hurl a 10 pound boulder, multiple times, but lacks the strength to provide proper trajectory in order to gain entry," police said.

The man was eventually able to send the boulder through the glass door after three failed attempts, but couldn't create a large enough hole to enter the building.

"Had he not been scared off by the vehicle seen at the residence behind him, he may still be trying to get in," police said.

K9 Units searched the area the next morning, and police are seeking assistance in identifying

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the suspect in the "somewhat comical" failed burglary.

"While we use a sense of humor on relating this attempted

burglary, the fact is that the suspect committed a serious offense and a local business was inconvenienced," police said.

Video screen capture/Courtesy Norwood Police Department/Facebook



**A would-be burglar in Massachusetts failed to break through a glass door at a local market after attempting to hurl a 10-pound boulder through the door multiple times. The boulder ultimately became stuck inside the market and the burglar scurried off after spotting a car in the area.**

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## MIA+BSI Announce 2017 Board Presidents

Jon Lancto (Big Fish Consulting) and Daniel Wood (Lurvey Landscape Supply) have been named 2017 MIA and BSI Presidents. Together they will govern the 2017 MIA+BSI Board of Directors and oversee the second year of the joint venture of MIA and BSI.



Jon Lancto, MIA President

Wood commented: "I am eager to serve the Building Stone Institute in its second year of coming together with MIA. Looking forward, the combined association has so much value and opportunity to offer the membership and the natural stone industry. I have been extremely impressed with the passion and commitment to excellence within both organizations, as well as our combined commitment to make this the best natural stone organization in the world."



Daniel Wood, BSI President

Lancto echoed these statements, saying: "During the upcoming year, we will guide our combined association to further its efforts to educate not just our members but also the design community about the benefits of using natural stone. Staying true to our mission, we will advocate for the design community to understand the benefits and design possibilities of

natural stone and give them the advantage of specifying the most beautiful material money can buy."

The 2017 MIA+BSI Board of Directors includes:

- Bruce Knaphus** (KEPCO+),
- Robert Barnes III** (Dee Brown, Inc.),
- Rob Teel** (Continental Quarries),
- Ali Kader** (EGY-MAR),

- Dacia Woodworth** (Materials Marketing),
- Greg Osterhout** (Northern Stone Supply),
- Aaron Hicken** (Delta Stone Products),
- Jesus Gonzalez** (WBT De Mexico SA De CV),
- David Castellucci** (Kenneth Castellucci & Associates),
- Joshua Levinson** (Artistic Tile),
- Daniel Wood** (Lurvey Landscape Supply),
- Kent Barnow** (U.S. Stone Industries),
- Brenda Edwards** (TexaStone Quarries),
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- David Carnevale** (Carnevale & Lohr),
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- Michael Schlough** (Park Industries),
- Michael Picco** (PICCO Engineering),
- Kathy Spanier** (Coldspring),
- Herwig Callewier** (Beltrami N.V.),
- and **Duane Naquin** (Stone Interiors East).

To learn more, visit [www.naturalstoneinstitute.org](http://www.naturalstoneinstitute.org).

## Avoid the Top Ten Business Risks

Allianz insurance released its Top 10 Global Business Risks for 2017, and it highlights an ongoing and powerful shift in the threats companies face.

**Randy Sadler**  
*Principal, CIC Services LLC*

market (because coverage is difficult to price and potential losses are staggering).

This list rivals Ready Gov's Risk Assessment (LINK HERE) for providing compelling reasons why most small and mid-market businesses should own their own Captive Insurance Company (CIC) as part of

a comprehensive Enterprise Risk Management (ERM) strategy.

The Top 10 threats according to the Allianz survey of 1,200 experts across 55 countries are:

- 1. Business Interruption**
- 2. Market Developments**
- 3. Cyber Incidents**
- 4. Natural Catastrophes**
- 5. Legislative & Regulatory Changes**

*Please turn to page 44*

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## Stacking Up Competitors and Identifying Your Market Position

*Continued from page 18*

I strongly suggest that you now take a moment to break down your business and create a profile on yourself. List what strengths you have and where you excel. Take a few moments and reflect on how your business stacks up. Don't forget to identify your weaknesses. Your consumers and business clients do have different needs like price, accessibility, services or promotions that you have identified. What can you anticipate your three competitors offer that could have an impact on your business? Knowing who your customers are from your customer profile, connect the information. Do any of these competitors provide needs that motivate your customers and where can you improve?

It would be helpful to understand a little bit about

your market position. Whether you realized it or not, when you did your first job or opened your shop your brand/business chose a market position. Where your business fits as opposed to your competitors, communicates with your consumers how you will provide and sell your services. It could be price, selection, location, size of your shop, custom fabrication or services etc. This all gets laid out by what market position you have taken. In shaping and guiding our consumers toward us, we subconsciously or intentionally motivate our customers and refine who our customers will ultimately be. Your business, then, has the burden of proving the benefits over your competitors through price, selection, location etc. Are you a pusher, puller, trend follower or innovator?

This chart shows examples of different segments of market position:

Type of Market Position Strategy	Focus/ Look & Feel
<b>PUSH: Cutting Edge</b>	Bring new products to the stone & tile market. Find & build consumers to sell/service
<b>PULL: Work with customers who are already excited about stone and tile trends</b>	Identifies a need & develops products or services that respond to the market
<b>Trend Followers</b>	Follows existing development path to develop new stone & tile products & services
<b>Product Line Extension</b>	Develop related products and services
<b>Peripheral Innovation</b>	Develop products that complement stone or tile
<b>Cost Reduction Innovation</b>	Strategy to reduce the cost of existing products or services offered in the marketplace

### Do Your Research

Your completed business profile will enable you to use the information you are learning. Look at the market strategy chart and see where how your business fits in the layout. In the next article I will give examples of how you can take your position in the marketplace, determine what your market strategy already is, and expand on it. We will

build on how you can stand out from your competitors while meeting your consumer's expectations.

*Michele Farry co-owns Humblestone and is passionate about entrepreneurship and small business growth. Michele has received awards for her work with profit-based and non-profit charity organizations.*



## From Bullnose to Miters to Profits

**I**f you're an "old timer," you may remember the nascent stone industry of the 1980s when the double laminate bullnose was the "must have" edge on every installation, both commercial and residential.

In those days, the only material available from wholesalers was 2cm thick, and then it was mostly marble and travertine. You had a very valuable employee if they could not only mix a color that matched the stone, but then could mark out and fully shape and polish a bullnose edge that was 1-1/2 inches thick and a full 180 degrees of arc, using just a heavy-duty grinder and a 60 and 120 grit stone, followed by 220, 320, and if necessary, 600 grit sandpaper to achieve a great polish. Those were heady days, when the shop workers really knew the stone they worked very well.

As the 1980s came to a close, the market turned to granite and the making of the double laminate bullnose really slowed down the shop, because granite was so much harder to work, and although the skilled shop worker employed the technique of using a diamond tile saw blade on a wormdrive to increase the speed of fabrication, it was not enough to keep up with increasing demand for the bullnose edge.

It was sometime in 1992 when Park Industries introduced the first truly revolutionary piece of equipment to the stone industry: The Pro Edge. Park was not the first to make what is generically called a "C" frame machine, but

they were the first to make one that reliably produced several toroidal edges with precision. The Pro Edge outweighed all other makes of the same machine, mostly Italian. We Americans are generally very doubtful of claims made by machine manufacturers, and so it may not be so surprising to learn that the first Pro Edge was exported to Vancouver, BC, Canada to Bordignon Marble & Granite LTD. Mr. Bordignon was well rewarded for the risk he took, and soon word spread that this machine from Park Tool was the real deal. Park Tool would go on to sell hundreds and hundreds of these machines and many of these machines have seen more than 20 years of service.

What the Pro Edge did was to replace the very difficult task of profiling a bullnose edge by hand, and produce between 60 to 80 linear feet a day, depending on the shop and the material, where the best of our shop workers could produce about eight linear feet per day. I'll let you do the math, but I think you can see the leverage the Pro Edge brought to a company's revenue stream, if you could afford it. Now, it was only necessary for the shop worker to mix a good color and then learn how to use the machine, which would just take a few hours, if that long, and your bullnose bottleneck was gone. True, there were and still are hand-held routers and they are very reliable, but for many they were just a stop on the way to acquiring a "C" frame machine. And now the double laminate bullnose has almost disappeared

Mark McMunn

**I**N those days, the only material available from wholesalers was 2 cm thick, and then it was mostly marble and travertine.

from the designer scene. The only place you will most likely see a double laminate bullnose is on imported Chinese pre-fabricated countertops. Does anyone want to let the Chinese know that their favorite export edge is out of vogue? Didn't think so. Still, the "C" frame bullnose machine will deliver great value today but it will not be much help for the current bane of the modern shop: the "mitered drop edge."

If your shop has not yet dealt with this latest darling of the designer world then get ready. The mitered edge is going to cause many a shop, if not prepared, to go to grief. The problem here is that there are several machines that can saw the edge for you, but it cannot glue the edge up square for you and then rub the corner down to create a nice finished arras. To do the gluing and finishing we must go back to the skilled shop worker.

But wait – there's more!

## Move Over, ADT Home Security Pet Squirrel Chases Off Would-Be Gun Thieves

**P**itbulls. Rottweilers. German Shepherds. Maybe even falcons and other birds of prey. Those are the brave, brazen beasts that come to mind when we think about "guard animals."

For a burglar that broke into the Idaho home of Adam Pearl, though, Hell hath no fury like the bared teeth and bushy tail of Joey — Pearl's adorable-on-the-outside, ferocious-when-he-needs-to-be pet squirrel.

Joey is being hailed as a hero after he attacked and scared away

the trespassing thief one Tuesday. Pearl told reporters that, even though Joey greeted him as usual when got home that day, he knew something was amiss.

The homeowner first noticed footprints in the snow through his backyard. Upon walking around, Pearl saw that several previously closed doors were open and partly damaged, indicating someone had been trying to break into his gun safe. A few items appeared to have been taken as well.

Pearl called the incident into

the police. Several hours later, an officer returned with some of Pearl's missing goods and alerted him to Joey's remarkable feat of noble rodent heroism.

According to Pearl, the officer told him the suspect had scratches all over his hands. He said, "She asked him, 'Did you get that from the squirrel?' and he says, 'Yeah, the d\*\*\* thing kept attacking me and wouldn't stop until I left!'"

For his champion demonstration of courage, loyalty, and how powerful his little claws can be, Pearl rewarded Joey with the pet's favorite treat: Whoppers malted milk balls.



**The Park Industries Pro-Edge was introduced in 1992. The Pro-Edge was not the first "C" frame machine on the market, but Park was the first to make one that reliably produced several toroidal edges with precision, and it revolutionized edge shaping and speed in the shop. The Pro-Edge IV is the latest and greatest.**

Increasingly, designers are drawing what is called the "waterfall" edge, which is basically an end panel of stone that goes from the floor and intersects with the countertop up above either at a 45 degree miter or a butt edge. Do yourself a favor and push for the butt edge.

edges at the ends.

You may think that making an island with these side panels, with flat edges, would be easy, but you would be wrong. Even if you use a butt edge, the edges rarely line up properly and require the final blending in the field. If the joints are mitered, there is always the

**Omni Cubed's Miter-Up Clamps give you a secure hold while your adhesive sets, for the best possible results.**



What this means is that your installers, who have only ever installed flat horizontal pieces, will now have to deal with a rising vertical surface that mostly rises from an uneven floor surface up to a countertop that may or may not cooperate, to make an even joint. In any case, expect miters to create new sources of grief for most stone shops, and get used to having to rely upon the installation skills of the installers to make things work. Expect the number of jobs installed per week to go down if your market starts to embrace this edge, and especially beware of the "aircraft carrier" islands that have these waterfall

extreme likelihood that the mitered edge will get chipped between the shop and the jobsite.

A mitered edge is quite dramatic and makes for a very attractive edge. The miter technique has been around a long time and it is surprising that these new "waterfall" and "drop" edges were not popular much earlier.

So what's a fabricator to do? Gear up and do not be afraid to raise your prices. The designer world knows that this edge is expensive to make, and the owners know that this edge asserts their status. Look up the latest tools to help make mitered edges very profitable for you.

# New Product Review: Stone Pro Rock Jockey



Stone Pro Equipment, a name synonymous with timesaving inventions for fabricators, has come up with the next generation of safe slab handling. A glimmer in the eye of stone fabricators (including me) for decades, Barry Brandt and the brilliant minds at Stone Pro Equipment have managed to

flesh out a long awaited device which they have dubbed the Rock Jockey.

**What It Is:** The Rock Jockey is a radio controlled, motorized, 360 degree steerable swivel that attaches between a boom and slab clamp. Once attached, a single forklift operator can safely

pick up a slab, trundle though the tightest shop and place it anywhere, a task that usually takes a two- man team. With the Rock Jockey, there's no handler needed on the ground to guide the slab; with this device, no handler need ever get hurt again! Moreover, it keeps a volunteer fabricator where he belongs: fabricating. Are you thinking less Workman's Comp, no OSHA visits, yet?

**How It Works:** The Rock Jockey easily attaches between any forklift boom and an Abaco 50 or standard Aardwolf slab clamp. Once connected, it is easily manipulated through the buttons on its magnetic backed, palm-size remote. Simply chock the slab, pick it up, and left or right 360 degree turns are a just a touch away.

*Please turn to page 33*

With the Rock Jockey, picking up and moving a slab in the shop is no longer a two man job. The Rock Jockey attaches to your boom and is operated by an easy-to-use remote, giving one person — the operator — complete control of slab rotation and placement. There's no need for a second person to do the most risky job in the shop—walking along side and guiding the slab. The Rock Jockey eliminates one of the most dangerous and potentially fatal jobs in any fab shop.

## WAIT UNTIL YOU SEE THE VIDEO!

### Brace Setter Router For Floating Countertop Supports



The patent-pending Brace Setter is a high performance router housing that connects to a 5/8 x 11 angle grinder that will cut a groove 2-9/16" wide by 1/4" or 3/16" deep.

The precision router attachment cuts a precise groove for your brace in record breaking time with its two cutting blades. Each blade has 18 teeth giving you a total of 36 long lasting tungsten carbide teeth, which easily cut through hardwood, softwood, plywood, and laminates.

What's even better is the fact that the Brace Setter requires no measuring because everything is preset (width and depth), making it very measurement friendly. With just a simple cut, your work is done with the Brace Setter.

Created by  
Fabricators for  
Fabricators

Item #	Description	OUR Price
55228	Brace Setter Router, 1/4"	\$207.95
55230	Brace Setter Router, 3/16"	\$207.95
55229	Brace Setter Replacement Blade Set Includes: (2) Blades, (1) Spacer, (5) Bolts	\$51.95

[www.braxton-bragg.com](http://www.braxton-bragg.com)



Fax 800-915-5501

Order online or call 1-800-575-4401 before 5:45 p.m. Eastern for Same Day Shipping.

# NOW there are **TWO** Stone Pro Coring Vacuum Templates

No dust or mess to clean up. Just attach a shop vac and you're set!

**IT EVEN WORKS ON VERTICAL SURFACES AND TEXTURED STONE!**

**NEW!**



1 Simply attach a shop vac hose in place.



2 Position the Coring Vacuum Template.



3 Drill completely through using the template guide.



4 A perfect hole is drilled, leaving no mess to clean up.



This template tool was developed to make coring holes in the shop or at a customer's home much easier. **The Coring Vacuum Template is easy to operate and works with most commonly used core bits on stone or marble.**

Attaching a wet shop vac to the back provides the necessary suction for the template to lock securely in place on the stone surface and evacuate the water and slurry produced while wet coring. Connect the shop version to a standard 1/4" NPT air fitting.

**Reduce the risk of core bit movement and ruined tops – save money on installs and reduce clean up time!**



As Seen at **StonExpo 2017**



Item #	Description	MSRP	OUR Price
55049	Stone Pro Coring Vacuum Template	\$352.95	\$229.95
55400	Stone Pro Coring Vacuum Template Shop Version	\$352.95	\$229.95

[www.braxton-bragg.com](http://www.braxton-bragg.com)



Fax 800-915-5501

**Order online or call 1-800-575-4401 before 5:45 p.m. Eastern for Same Day Shipping.**

# The **Most Advanced** Wet Polishing System Since... **EVER!**

**As Seen At**  
The 2017 StonExpo

**A true state-of-the-art engineered and manufactured, labor-reducing pad is finally available for Granite, Marble and Quartz polishing.**

Elipse 6-Step Wet Polishing Pads combine TrifectaMate™ Pad Technology with the genius of one of the stone industry's finest minds, Barry Brandt, and the efficiency of elliptical patterned orbital polishing backer pad. This really does put a new spin on how you polish stone.

**This breakthrough combination allows you to harness the power of elliptical motion without losing the center water feed vital for stone polishing. The result is a nearly perfect polish with less physical pressure and less manipulation of the hand-held polisher.**

In other words, you get a better polish with less effort from your polishing craftsman (50-80% less human energy needed). The combination of cutting edge engineering, manufacturing and labor reduction is the reason we can confidently say you'll save up to \$2 per foot on your production costs.



Call Andrew Geronimo  
toll free at 800-575-4401  
to place your order.



Item #	Description	MSRP	OUR Price
<b>4-1/4" Elipse® Wet Polishing Pads Hook &amp; Loop-Backed</b>			
22509	Elipse® 6-Step Granite Wet Pad, Step 1, Red	<del>\$41.95</del>	<b>\$24.95</b>
22510	Elipse® 6-Step Granite Wet Pad, Step 2, Yellow	<del>\$41.95</del>	<b>\$24.95</b>
22511	Elipse® 6-Step Granite Wet Pad, Step 3, Blue	<del>\$41.95</del>	<b>\$24.95</b>
22512	Elipse® 6-Step Granite Wet Pad, Step 4, Green	<del>\$41.95</del>	<b>\$24.95</b>
22513	Elipse® 6-Step Granite Wet Pad, Step 5, Orange	<del>\$41.95</del>	<b>\$24.95</b>
22514	Elipse® 6-Step Granite Wet Pad, Step 6, Pink	<del>\$41.95</del>	<b>\$24.95</b>
22507	Elipse® Aluminum Oscillating Back-Up Pad	<del>\$49.95</del>	<b>\$29.95</b>

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## MIA+BSI Natural Stone Scholarship

### Jan Ligas Receives 2016 MIA+BSI Natural Stone Scholarship

Jan Ligas, Estimator at Wilkstone in Paterson, New Jersey, was the 2016 recipient of the MIA+BSI Natural Stone Scholarship. Ligas was recognized for this award at the MIA+BSI Awards Luncheon at TISE.

Ligas joined the staff at Wilkstone in 2014. He was fascinated by the industry almost immediately, saying: "I discovered that there was an entire industry behind the marble and granite people used in their home and office décor. I rapidly began to see the potential and creativity in the

**Jan Ligas**  
Estimator  
Wilkstone  
Paterson, New Jersey

professionals gain valuable technical and practical knowledge, meet and network with leading stone professionals, and explore potentials for future leadership.

To learn more about the Natural Stone Scholarship and other MIA+BSI awards, please visit [www.naturalstoneinstitute.org/awards](http://www.naturalstoneinstitute.org/awards).



Jan Ligas (center), presented with the 2016 Natural Stone Scholarship by MIA President David Castellucci and BSI President Aaron Hicken.

industry and I was determined to be a part of this world."

In a letter supporting his application, Wilkstone president Joseph Petti wrote: "Jan is a hardworking man and we would like to see him become an even greater asset to Wilkstone and the stone industry. This scholarship will give him the necessary skills and confidence to further his career and to mentor other young men and women in the future."

The Natural Stone Scholarship covers travel and registration expenses for TISE and is designed to help aspiring stone industry

MIA+BSI: the Natural Stone Institute serves more than 1900 members in 55 countries who represent every aspect of the natural stone industry, offering them a wide array of technical and training resources, professional development, regulatory advocacy, and networking events. Two prominent publications—the *Dimension Stone Design Manual* and *Building Stone Magazine*—raise awareness in both the industry and the design communities for the promotion and best use of natural stone. Learn more at [www.naturalstoneinstitute.org](http://www.naturalstoneinstitute.org).

**"A great empire, like a great cake, is most easily diminished at the edges."**

— Benjamin Franklin

## Silvara Stone

*Continued from page 2*

Kraus credits Silvara Stone's long history with helping the company weather the downturn in the housing market.

"Our business got cut in half in a year and a half," he said. "Being so old, we didn't have a lot of debt, but we also did all the things you have to do to stay afloat. But the economy has recovered, and we have grown along with it."

Sullivan said Silvara Stone has become increasingly involved with custom homebuilders. In the works for 2017 are about 18 civic/governmental projects that "we're really excited about," he said.

"We have room to grow," said Kraus. "We have the people to do it, we have the spectacular stone to do it, and we have the willingness to do it."

For more information about Crab Orchard stone and their projects, visit Silvara Stone at [www.silvarastone.com](http://www.silvarastone.com) or call 931-484-6653.

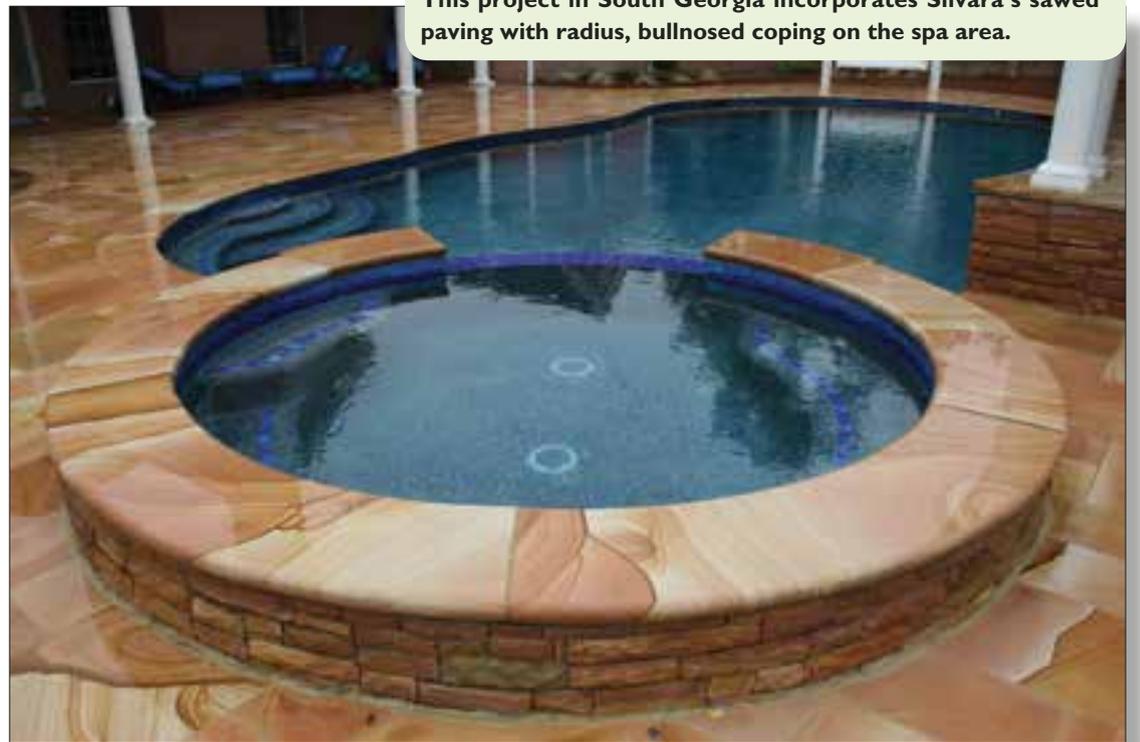
This wall at the Blue Ash Summit Park incorporates a sawed veneer with a cropped, split face rubble to give the wall a rich color variation and also a nice depth and reveal.



Perimeter and climbing-feature wall at the Summit Park in Blue Ash, Ohio. The rich, natural earth tones of Crab Orchard sandstone on the climbing wall is a perfect match of stone to purpose.



Silvara does several large, custom pool projects every year. This project in South Georgia incorporates Silvara's sawed paving with radius, bullnosed coping on the spa area.



## Old Glory and Taxes

A Dutch pastor was explaining symbolism of the red, white and blue flag of The Netherlands to an American pastor.

The first pastor said, "Our flag is symbolic of our taxes. We get

red when we talk about them, white when we get our tax bills, and blue after we pay them."

The American nodded his understanding. "I know what you mean. It's the same in the United States, only we see stars, too."



## We'll Get Back to You On That

### IRS Help Center Calls

The following are actual phone calls made to I.R.S. offices across the United States. Hint: They do not give points for stupidity, but they do have a (warped) sense of humor.

Caller: I want to know if I should file married or single.

IRS: Are you married?

Caller: Well, sort of...

IRS: What?

Caller: Well, we did get married, but we're not counting on it lasting.

Caller: I got a letter from you guys and I want to know what you want.

IRS: What does it say?

Caller: Just a minute, I'll open it.

Caller: I'm a bookkeeper and I need to know if ten \$100 bills make a thousand dollars or only ten hundred dollars.

IRS: Both. It's the same amount.

Caller: So why do I get a different answer every time I move the decimal point?

Caller: What does the law say about people who are renting to relatives and taking a loss on the property?

IRS: You are required to charge them fair market value for your area and for the size of the domicile.

Caller: It's very fair. If we rented to someone else we could get a whole lot more.

"There is a great man who makes every man feel small. But the real great man is the man who makes every man feel great."

- G.K. Chesterton

## UPS Driver Helps Cop Subdue Robbery Suspect

Phoenix police say a UPS Inc. employee helped them subdue a burglary suspect who was resisting arrest.

KPHO-TV Phoenix reports that UPS driver Adam Faz says he rounded a corner on his delivery

route one Wednesday and saw a police officer chasing a suspect and then struggling with him on the ground.

Phoenix police say the officer was trying to arrest a burglary suspect and wasn't able to subdue him until Faz stepped in.

Faz says the officer was able to handcuff the man after the UPS driver put his weight on the suspect's back and grabbed his arm.

Faz says the suspect swung at him a few times but missed. He walked away unharmed.

Source: KPHO-TV

# NO Orange Peel on Quartz!



The new Viper® 6-Step In-Line System is revolutionary in its design and function. In our initial testing on an In-Line Machine, we had expected great results, but what we had achieved was simply amazing! This new system is unique in that it will work on both Vertical and Horizontal In-Line Machines. There is no need to buy separate specific tooling for a particular machine. Now you can use this one system on both platforms.

**Achieve better shine with Viper than with any other wheels!**

Traditionally you don't want to run the in-line machine at a fast speed. Doing so may damage the existing tooling in use by most fabricators. With this new Viper® In-Line Polishing System you can run it fast for the ultimate quality of shine. The results will surprise you, to say the least!

**Works with any automated straight edge shaping, wet-polishing, multi-head machine.**

Item #	Description	MSRP	OUR Price
<b>Viper® 6-Step In-Line Polishing System 5"</b>			
58000	6-Step In-Line Polishing System, Step 1	<del>\$115.95</del>	\$76.67
58001	6-Step In-Line Polishing System, Step 2	<del>\$115.95</del>	\$76.67
58002	6-Step In-Line Polishing System, Step 3	<del>\$115.95</del>	\$69.95
58003	6-Step In-Line Polishing System, Step 4	<del>\$115.95</del>	\$76.67
58004	6-Step In-Line Polishing System, Step 5	<del>\$115.95</del>	\$76.67
58005	6-Step In-Line Polishing System, Step 6	<del>\$123.95</del>	\$85.36
<b>Viper® 6-Step In-Line Polishing System 6"</b>			
58006	6-Step In-Line Polishing System, Step 1	<del>\$132.95</del>	\$85.36
58007	6-Step In-Line Polishing System, Step 2	<del>\$132.95</del>	\$85.36
58008	6-Step In-Line Polishing System, Step 3	<del>\$132.95</del>	\$85.36
58009	6-Step In-Line Polishing System, Step 4	<del>\$132.95</del>	\$85.36
58010	6-Step In-Line Polishing System, Step 5	<del>\$132.95</del>	\$85.36
58011	6-Step In-Line Polishing System, Step 6	<del>\$140.95</del>	\$85.36



Give Lee Woodson a call toll free at 800-575-4401 to place your order.



The NEW Viper® 6-Step In-Line Polishing System works on both Vertical and Horizontal In-Line Machines.

- Revolutionary design and function
- Achieve exceptional shine
- Use on both platforms
- Can run at fast speeds

**As Seen at StonExpo 2017**

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"The only thing worse than being blind is having sight but no vision."

- Helen Keller

**Public Service  
Warning: Beware  
of "The Fresh  
Dairy" Scam**



Photo courtesy Suffield, CT Police

Police in a Connecticut town are reminding people to not open their doors to "any unfamiliar cattle" after a pair of cows escaped from their pen and were found near the front door of a home a couple of houses away.

Sgt. Geoffrey Miner tells WGGB/WSHM a driver reported seeing suspicious-looking cows walking on the side of a road and in yards in Suffield, Connecticut, one Sunday morning.

Officers managed to take a photo of the cows to ID with the national crime database before herding them back to their pen. The cows reportedly resisted efforts to have their hoof-prints taken.

Police posted the photo on Facebook, saying two "suspicious bovines" were going door-to-door "trying to sell dairy products." They were "apprehended after a short foot pursuit."

Police say the cows were able to escape due to a faulty electrical wire fence.

"It's easy to be famous today. People pay a million dollars to be recognized, but nobody cares about them. They cared about me because I did things other men were afraid to do. That's why my fans identified with me. They were mostly working-class."

-Evel Knievel



Stone Shield Penetrating Sealers

**Q: Who Would Actually Test Countertops Against Stains Like Ketchup, Mustard, Olive Oil, Wine, and Peanut Butter?**

**A: Your Customer. Are You Prepared?**

*Your Reputation Rides on Ketchup!*

Think about it. Word of mouth is the best advertising. How are your countertops holding up? Often the difference between a countertop that looks great for several years and one that doesn't is the sealer.

*Your Customer Doesn't Know*

It's amazing, but most people do not understand that stone is porous. Neither do they understand that harsh supermarket cleaners can harm sealers.

*Not All Sealers are Created Equal*

Stone Shield™ Penetrating Sealers are high performance, impregnator sealers for all natural stone. Stone Shield™ is

formulated with the latest solvent-based fluoropolymer technology to protect against all oil and water-based stains.

*Stones Gotta Breathe*

Unlike surface sealers, Stone Shield™ is a deep penetrating sealer that leaves the stone to breathe. Small molecules allow for deep penetration and long-lasting protection of the stone without leaving a surface film that quickly wears off.

*We Test So You Don't Have To*

The manufacturer of Stone Shield™ Penetrating Sealers constantly tests for real life hazards. We know that you

don't have time to test and verify all the materials you use. That's why we offer the Braxton-Bragg unconditional guarantee on the Stone Shield™ Penetrating Sealer.

*Honed, Leather, and Brushed Surfaces*

These surfaces need even more protection. That's why we offer Stone Shield™ Penetrating Sealer in two versions. One is for traditional **Polished Surfaces** and one for **Porous Surfaces** that need extra protection.

- \* Won't change color of stone
- \* Odorless
- \* FDA compliant solvent
- \* Interior and exterior use



**For Porous Surfaces**

Item #	Description	MSRP	OUR Price
4453	Stone Shield™ Penetrating Sealer, Quart	\$51.95	<b>\$39.95</b>
4452	Stone Shield™ Penetrating Sealer, Gallon	\$134.95	<b>\$118.72</b>

Coverage: 200-1,500 Sq. Feet/Gallon

**For Polished Surfaces**

Item #	Description	MSRP	OUR Price
4450	Stone Shield™ Penetrating Sealer, Quart	<del>\$30.07</del>	<b>\$23.07</b>
4451	Stone Shield™ Penetrating Sealer, Gallon	<del>\$74.95</del>	<b>\$59.65</b>

Coverage: 1,000-1,500 Sq. Feet/Gallon

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# The 2016 Pinnacle Awards

## Award of Excellence: Commercial Interior

**Energy Center III  
Houston, Texas**



Energy Center III is a 546,000 square foot, 20 story, Class A office building located on a prime 18 acre site in Houston's Energy Corridor.



**MIA+BSI Member Company**

**Camarata  
Masonry Systems**  
Houston, Texas  
Stone Installer

**Other Project  
Team Members**

**Trammel Crow**  
Client

**Kirksey Architecture**  
Architect

**Balfour Beatty  
Construction**  
General Contractor

**Henraux S.p.a.**  
(MIA+BSI Member Company)  
Stone Fabricator and Supplier

**Stone**

**Gascogne Beige Limestone  
Rajah Black Granite  
Arabescato Marble  
Persian Red Travertine  
Calacatta Cervaiole Marble**

*"Color control of a difficult stone  
is very impressive;  
workmanship is flawless!"*

*"Bold, beautiful design  
flawlessly executed."*

Camarata Masonry Systems, Ltd. (CMS) was responsible for the procurement and installation of over 7,100 square feet of Gascogne Beige limestone flooring, 1,620 square feet of Arabescato marble flooring and walls, 6,700 square feet of Persian Red Travertine walls, 2,500 square feet of Calacatta Cervaiole marble walls, and 10,500 square feet of Rajah Black granite pavers/steps/planter veneer.

The lobby wall was designed by the architect to have a visual effect of stepping in and out as it extended upward. This was accomplished by using 3, 5, and 7 cm thick wall panels. All stone was dry laid in Italy with each stone's location preapproved.

The fragile Persian Red travertine (having pieces in excess of 350 pounds and 7 feet in length) was rodged to avoid breakage during shipping and installation. Any breakage would make it

next to impossible to match adjacent stones. The extreme weight of the stones coupled with offset centers of gravity necessitated the use of engineered mechanical anchorage supporting each piece.

The outward rotation loads of some of the pieces and the random locations of the anchor attachments dictated that the substrate be stiff and accommodating. The stone anchorage was secured to a reinforced CMU substrate which was supplied and

installed by CMS.

The Calacatta feature wall was initially designed to have backlit white glass panels. After construction, the owner determined that this was not the desired look. CMS supplied Calacatta Cervaiole marble months after substantial completion of the building and incorporated the same blind anchorage system utilized by the glass subcontractors, thereby allowing erection on the previously installed support grid.

The wall stones are absent caulk and separated horizontally and vertically by decorative metal strips.

The seemingly random appearance of the Persian Red travertine wall is broken by polished Arabescato marble strips that continue through the Gascogne Beige limestone interior floor and align with the exterior plaza strips visible through the mullionless glass storefront.

*[Please turn to page 31](#)*

## Memes and Mottos for the Sarcastic

Do not walk behind me, for I may not lead. Do not walk ahead of me, for I may not follow. Do not walk beside me either. Just pretty much leave me alone.

The journey of a thousand miles begins with a broken fan belt and a leaky tire.

It's always darkest before dawn. So if you're going to steal your neighbor's newspaper, that's the best time to do it.

Don't be irreplaceable. If you can't be replaced, you can't be promoted.

Always remember that you're unique. Just like everyone else.

If you think nobody cares if you're alive, try missing a couple of house or car payments.

Before you criticize someone, you should walk a mile in their shoes. That way, when you criticize them, you're a mile away and you have their shoes.

If at first you don't succeed, skydiving is probably not for you.

Give a man a fish and he will eat for a day. Teach him how to fish, and he will sit in a boat and drink beer all day.

If you lend someone \$20 and never see that person again, it was probably a wise investment.

[Please turn to page 33](#)

## South Carolina Woman Charged in Squirrel-Assault

Helen Ann Williams apparently really wanted that beer. The North Charleston woman had reportedly been annoyed when her common-law husband had returned empty-handed from a beer run on the Christmas holiday. Not surprisingly, the store where her husband had gone for the alcoholic beverages had been closed for the holiday.

According to the police report, when her husband then went to fix himself a sandwich, Williams grabbed a ceramic squirrel and hit him over the head with it. She then allegedly stabbed him in the chest and shoulder. He managed to get away to a neighbor to call 911. When police arrived, they found the husband with a large amount of blood on him.

When Williams was asked what happened, she reportedly tried to say her husband fell and hurt himself. Since she is reported to have had blood on her as well, officers were skeptical. Williams finally told them what happened when the husband took off his shirt, and police found a large gash in his chest. He was treated at a local hospital, and his wounds were deemed not life-threatening.

Williams was arrested and charged with criminal domestic violence of a high and aggravated nature. She is currently being held on \$10,000 bond.

According to NBC, there is no word on the condition of the squirrel.

# Are You Paying More than 40¢ per Sink Cutout?

\*Average sink is 4 linear feet

## Scorpion™ CNC Finger Bits Soft Bond for Hard Stone



### Looking For The Right Finger Bit to Tackle The Right Stone?

Consider the Scorpion CNC Finger Bits...

The Scorpion™ Soft Bond Finger Bit is ideal for hard stones like granite. Hard stone requires the finger bit bond to be softer, so that the diamonds are exposed sooner to cut the stone. Softer stones are milled best with a finger bit that has a harder bond matrix, so that the diamonds are not exposed as fast.

Item #	Description	MSRP	OUR Price
16017	Scorpion™ CNC Granite Finger Bit, 20mm x 40mm, 1/2 Gas Thread, Orange, Twin Seg., 5,500-5,800 RPM	\$174.95	\$119.95
16018	Scorpion™ CNC Granite Finger Bit, 20mm x 40mm, 1/2 Gas Thread, Orange, 5 seg., 5,500-5,800 RPM	\$174.95	\$132.55



With the Scorpion CNC Granite Finger Bit, this customer is averaging 1100 feet per bit, which works out to about 40¢ per sink. With his previous bit, he was only averaging 500 linear feet.

*“After running it extensively we took it off and it still had life after cutting 1,068 feet. We realized it had given us over double the linear feet of work from any fingerbit.”*

Josh, Stone Spectrum LLC

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Order online or call 1-800-575-4401 before 5:45 p.m. Eastern for Same Day Shipping.

“The trouble ain't that there is too many fools, but that the lightning ain't distributed right.”  
— Mark Twain

## Award of Excellence: Commercial Exterior

## The 2016 Pinnacle Awards

*Continued from page 29*

Having a surface area of 635,000 square feet, 393,000 square feet of which are covered with a unitized façade system, Talan Towers combine glass, metal and stone to form a unique picture.

Designed by SOM Architects of New York and built under the responsibility of Turner Construction Co., JMS Jura Beige Limestone blends perfectly with the choice of glass and aluminum, accentuating the geometrical shapes of the building and adding to the light and filigree appearance. Located in the heart of Kazakhstan's capital, it is one of the most modern landmark buildings of this pulsating metropolis.

JMS Jura limestone was selected at the quarries and processed in five factories, making sure to meet the design intent and the challenging timelines.

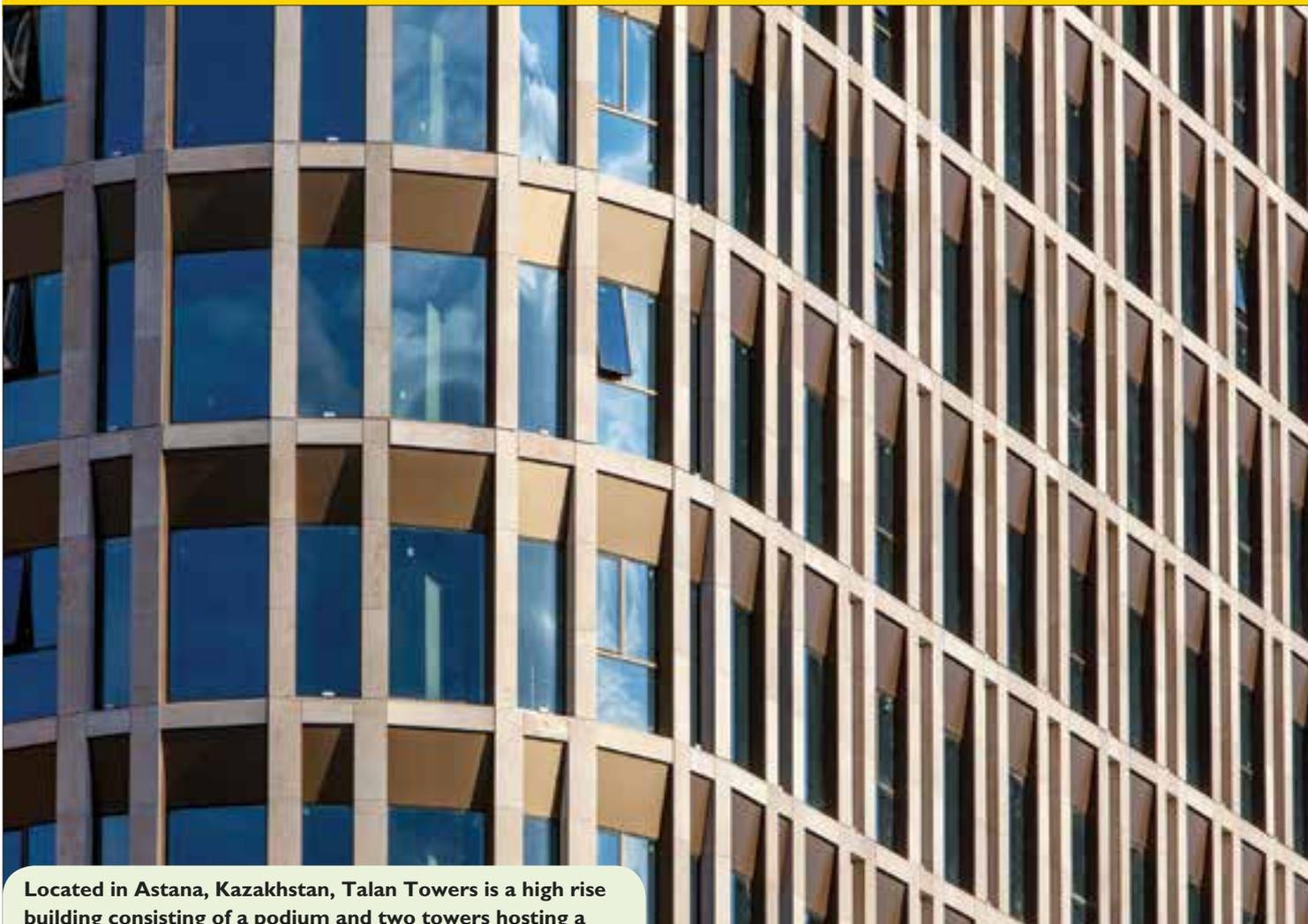
Within five months, a total of over 264,000 square feet of stone was produced and shipped to priority order of the façade contractor Metal Yapi of Istanbul, Turkey.

It was shipped out of JMS factories in Germany over a distance of 3,100 miles to Kazakhstan by a total of 100 trucks, thereby enabling the installer to unitize the façade elements in the site factory just in time.

*Please turn to page 38*



**Talan Towers**  
Astana, Kazakhstan



Located in Astana, Kazakhstan, Talan Towers is a high rise building consisting of a podium and two towers hosting a Ritz Carlton Hotel, office, and retail space.



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**Other Project**  
Team Members

**Astana Property Management**  
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**SOM Architects**  
Architect

**Turner**  
Construction Co.  
General Contractor

**Metal Yapi Holding**  
Stone Fabricator and Installer

**AFC Aluminum**  
Fassaden Consulting  
Façade Consultant

**Stone**  
Jura Beige Limestone

*"The stone is beautifully woven in the façade providing colorful texture that helps animate the architecture."*

*"This stone brings a warmth to the building that is missing in most towers."*

# The Slippery Rock Classifieds

## CLASSIFIED AD GUIDELINES

Ads not meeting guidelines will not be published.

- \$30.00 per print ad, per month. Ads may be renewed by contacting the Slippery Rock Gazette. Free online ads!
- Maximum of 70 words or less per ad
- Payment must be made at the time ad is submitted. Credit or Debit Card only. A Credit Authorization Form is available by fax, or download a PDF from the

Slippery Rock website.

- All faxed ads must be typed—No handwritten ads—No exceptions.
- Please review all your ad info before submitting—NO refunds will be given for ads that are submitted with the wrong contact info or content and then published.
- Best way to submit an ad is by going online at [www.slipperyrockgazette.net](http://www.slipperyrockgazette.net) for a free ad, or use the online form for a print ad, then fax payment to 865-688-8254, (Attn: Karen Richards).

## 2017 CLASSIFIED AD DEADLINES

ISSUE	AD SUBMISSION DEADLINE
MAY 2017	WEDNESDAY, MARCH 29, 2017
JUNE 2017	WEDNESDAY, APRIL 29, 2017
JULY 2017	WEDNESDAY, MAY 24, 2017

## Help Wanted

**Lead Fabricator Wanted.** Premier stone fabrication company in Santa Fe, New Mexico seeks lead stone fabricator. Supervisory experience required. Extensive knowledge of templating, miter work, restoration and bridgesaw experience a must. Competitive wage DOE. Send your letter of interest and resume to [info@sherpastone.com](mailto:info@sherpastone.com).

directly from us. It is easy to sign up and we do all of the work for you! All you have to do is let us know that you're interested in becoming a participant in this program and we will print for you custom postcards and brochures to hand out to your clients and prospective customers interested in your countertop services. The postcards and brochures will be printed with your company name and address. The space |Your Business Name & Address| will be replaced with your pertinent information to let your customers know how to contact



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you directly. You will also receive a unique discount code that is linked to your Braxton-Bragg account, so that we can track your customers, for you to receive a rebate from us when someone purchases Supreme Surface Products. For more information about this program, please contact one of our salesmen at 800-575-4401.

**What makes Supreme Surface Cleaners so special?** ioSeal. The stone conditioner in Supreme Surface

cleaners is a proprietary ingredient called ioSeal. This amazing technology ionically bonds with the surface of your natural stone, sealing it and protecting it from hard water spots, mineral buildup, and stains. Supreme surface cleaners are the brainchild of stone industry veteran Tom Munro who embarked on a quest to find the BEST granite cleaner. What he found, however, was no one product that offered a no-rinse, streak-free (even on black granite), eco-friendly formula that would clean, polish, and protect granite and other natural

stones against stains, and was made in America.

To learn what others thought of his new granite cleaner he gave it away—free. “We sent our free samples across the USA to everyone that wanted it... Yes, everyone! All this, just for their feedback on how we could improve our product!” Log on to [www.consumerstonecare.com](http://www.consumerstonecare.com).

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## Stone Care

**Braxton-Bragg's Supreme Surface Stone Care Program.** Braxton-Bragg firmly believes in offering not only the best products for stone fabricators and installers, but also in providing our customers with a way to retain and maintain great working relationships with their customer base. This is why we have launched Supreme Surface Stone Care Program for stone fabricators that purchase their supplies

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- 17920199 Demo Omni Cubed VCA Seam Setter, 6" cups, **\$495**
- 922399 Slightly used Abaco 75 Pro Series Lifter, **\$375**
- #9235099 Slightly used Abaco 50 Pro Series Slab Lifter, **\$315**
- #1793799 Rebuilt Barranca Air Polisher, rebuilt, **\$250**

Call 800-575-4401 or visit the **CLOSE OUTS** page at [www.braxton-bragg.com](http://www.braxton-bragg.com)

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Stone Forensics is now offering custom, in-house training! Let us come to you and provide in-depth training in all aspects of:

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- Repair & Restoration
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# Stone Pro Rock Jockey

*Continued from page 23*

When arriving at your slab's destination, be it a saw, A-frame storage or CNC, simply lower the boom and push the release button. The Rock Jockey is not only safe and user friendly — it even looks like fun to use!



**The Rock Jockey wireless remote connects to one and only one Rock Jockey, allowing larger shops to use multiple Rock Jockey units.**

**How It's Built:** The business end of the Rock Jockey is all steel construction inside and out, and incorporates a clutch to prevent possible internal damage due to heavy wind or bumping during use. A military grade charge port for its internal 12 volt battery pack bullet-proofs this waterproof package for years of service. A big plus is there's no routine maintenance needed.

There's an additional safety feature built in: each hand-held remote is dedicated to only one Rock Jockey unit. This feature allows for multiple Rock Jockey units to operate in close proximity with other units, without interference. To conserve power, the remotes shut off after 10 minutes of no use. And with the exception of the battery pack, the Rock Jockey is designed, made and assembled in America! To me, this one little detail is a deal closer.

**How Much Does It Cost:** \$4,500 will get this jewel to your doorstep, that is, if you've got the foresight and gumption to go for it. But why wouldn't you? The Rock Jockey will keep your labor costs down, keep your staff safer, keep your insurance costs lower and will help to keep OSHA visiting your neighbors instead of you. And incidentally, it will give you a better bottom line.

**Where to Get It:** From the innovative suppliers at Braxton-Bragg, of course! Watch the video at [www.braxton-bragg.com](http://www.braxton-bragg.com) and see the Rock Jockey in action. Then call one of their sales reps. There's one waiting to help you right now with your questions about this great new device, 8 a.m. to 6 p.m. EST Monday through Friday.



# This KDrill core bit drilled 2,972 holes. How many could you get?



**Call Daryl Sims at 877-493-0394 and tell him that you are ready to be wowed!**

Actual KDrill Core Bit used by Stone Spectrum

Advances in stone working machinery and CNC Tooling have improved drastically in recent years. KDrill Thin Wall Core Bits offer superior speed and life. Our customers have reported from 600 to 2,972 holes from one core bit.

Braxton-Bragg offers KDrill CNC Core Bits that will save you time and money. Simply put, these core bits last longer! They also offer faster cutting speeds on granite and quartz.

- Works equally well on granite & quartz
- Faster cutting speed
- Exceptionally long life
- 1/2 gas thread
- Available in 1/4" to 3"



**KDrill Blind Hole Core Bits**



Item #	Description	LOW Intro Price
19407	KDrill CNC Blind Hole Core Bit, 1/4"	\$43.95
19408	KDrill CNC Blind Hole Core Bit, 5/16"	\$47.95
19409	KDrill CNC Blind Hole Core Bit, 3/4"	\$51.95
19410	KDrill CNC Blind Hole Core Bit, 1/2"	\$59.95
19400	KDrill CNC Core Bit, 1"	\$59.95
19401	KDrill CNC Core Bit, 1-1/4"	\$64.95
19402	KDrill CNC Core Bit, 1-3/8"	\$74.95
19403	KDrill CNC Core Bit, 1-1/2"	\$79.95
19404	KDrill CNC Core Bit, 2"	\$94.95
19405	KDrill CNC Core Bit, 2-1/2"	\$119.95
19406	KDrill CNC Core Bit, 3"	\$149.95



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## Memes and Mottos for the Sarcastic

*Continued from page 30*

*Never test the depth of the water with both feet.*

*If you tell the truth, you don't have to remember anything.*

*Some days you're the bug; some days you're the windshield.*

*Everyone seems normal until you get to know them.*

*The quickest way to double your money is to fold it in half and put it back in your pocket.*

*Duct tape is like "The Force." It has a light side and a dark side, and it holds the universe together.*

*There are two theories about arguing with women. Neither one works.*

*Generally speaking, you aren't learning much when your lips are moving.*

*Experience is something you don't get until just after you need it.*

*Never miss a good chance to shut up.*

*A closed mouth gathers no foot.*

*AND... Never, under any circumstances, take a sleeping pill and a laxative on the same night.*



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## For Stock Removal and Honing Scratches on Internal Radiuses, Use...



## Scorpion™ CNC Vacuum-Brazed Sink Profile Wheels

- Can be used on any type of stone
- All brazed sink wheels feature center water feed
- Available in 1/2 Gas thread
- Vacuum-brazed sink wheels with 1/2 Gas attachments are ideal for CNC applications
- They have only one diamond layer and do not change their shape
- Consequently, the shape of the internal radius is the same all around

Item #	Description	MSRP	OUR Price
55023	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1/2" D, 50 Grit	\$159.95	\$103.95
55024	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1/2" D, 100 Grit	\$159.95	\$103.95
55025	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1/2" D, 200 Grit	\$159.95	\$103.95
55026	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1/2" D, 400 Grit	\$159.95	\$103.95
55027	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1" D, 50 Grit	\$183.95	\$119.95
55028	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1" D, 100 Grit	\$183.95	\$119.95
55029	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1" D, 200 Grit	\$183.95	\$119.95
55030	Scorpion™ Brazed Profile Wheel, T-30, (3cm), R3, 1" D, 400 Grit	\$183.95	\$119.95



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## Stone Restoration and Maintenance Corner Specialty Accessories

*Continued from page 17*

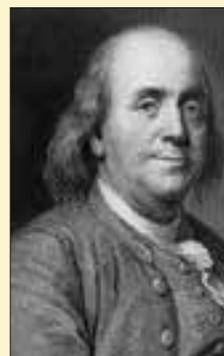


Scrapers with replaceable razor blades and a variety of small picks are a few essential but overlooked specialty accessories to stock in your toolkit.

As always, check with your supplier for these types of products and for technical support. An important part of their job is to supply answers to your technical questions, and offer advice and quality products. The phone call is free, the advice is free, so what have you got to lose?

*Bob Murrell has worked in the natural stone industry for over 40 years and is well known for his expertise in natural stone, tile*

*and decorative concrete restoration and maintenance. He helped develop some of the main products and processes which revolutionized the industry, and is currently the Director of Operations for M3 Technologies.*



“Tricks and treachery are the practice of fools, that don't have brains enough to be honest. Words may show a man's wit, but actions his meaning.”

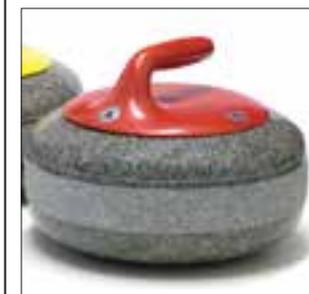
– Benjamin Franklin

## All Natural

Natural Stone: We all buy it, sell it, fab it and install it. Sometimes we love it and sometimes we hate it. Sometimes we cuss it and sometimes we just look at it in awe. As much as we all deal with it, I bet there are some things you still don't know about it.

Did you know these facts about granite and marble?

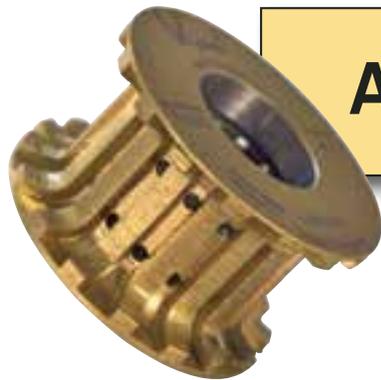
- Granite is the oldest igneous rock on Planet Earth.
- The first chartered railway system in the United States was the Granite Railway. It was created to haul granite from Quincy, Massachusetts, to Milton, Massachusetts, to complete the Bunker Hill memorial.
- The Statue of Liberty pedestal base is granite.
- If you have ever watched the Winter Olympics, you have probably seen the sport of Curling. Curling stones are made of a fine grain granite, and not just any old stone will do. The source? Only two quarries in the world produce the quartz-free granite—one in Scotland, and one in Wales.



- The Egyptian pyramids are partially made of granite.
- The tallest granite mountain in the world is Kangchenjunga, part of the Himalayas. It sits on the border between Nepal and India. It stands 28,169 feet tall and it also the third highest mountain in the world.
- Mount Everest, the tallest mountain in the world, is made of limestone, marble and shale.
- Pulverized marble is used to make Tums, Alka-Seltzer and some toothpaste.

*Please turn to page 36*

# Are you wasting thou\$ands per month?



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- Seven-step system
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- High speed tooling
- All profile wheels are balanced & carefully inspected
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CNC Tool		Pos. 1 Segmented	Pos. 2 Sintered	Pos. 3 Sintered	Pos. 4 Sintered	Pos. 5 Metal Pre-Polish	Pos. 6 Ceramic	Pos. 7 Ceramic	Complete Set	Shape
<b>A-30 R15</b>	Radius	\$378.65	\$347.95	\$347.95	\$347.95	\$149.95	\$149.95	\$149.95	<b>\$1,849.95</b>	
<b>A-30 R5</b>	Radius	\$407.95	\$386.95	\$386.95	\$386.95	\$149.95	\$149.95	\$149.95	<b>\$2,017.95</b>	
<b>B-30 R30</b>	Demi Bullnose	\$443.95	\$485.95	\$485.95	\$485.95	\$136.95	\$136.95	\$136.95	<b>\$2,311.95</b>	
<b>E-30</b>	Bevel	\$393.95	\$393.95	\$393.95	\$393.95	\$174.95	\$174.95	\$174.95	<b>\$2,099.95</b>	
<b>FG-30</b>	Ogee Bullnose	\$749.95	\$549.95	\$549.95	\$549.95	\$549.95	\$199.95	\$199.95	<b>\$3,348.95</b>	
<b>FZ-30</b>	Ogee Straight	\$459.95	\$500.95	\$500.95	\$500.95	\$197.95	\$197.95	\$197.95	<b>\$2,555.95</b>	
<b>T-20 R3</b>	Double Eased	\$319.95	\$303.95	\$303.95	\$303.95	\$128.95	\$128.95	\$128.95	<b>\$1,617.95</b>	
<b>T-30 R3</b>	Double Eased	\$392.95	\$399.95	\$399.95	\$399.95	\$399.87	\$145.95	\$145.95	<b>\$2,008.95</b>	
<b>T-30 R6</b>	Double Eased	\$392.95	\$392.95	\$392.95	\$392.95	\$340.00	\$145.95	\$145.95	<b>\$2,008.95</b>	
<b>V-30 R15</b>	Full Bullnose	\$473.95	\$515.95	\$515.95	\$515.95	\$364.01	\$164.95	\$164.95	<b>\$2,515.95</b>	
<b>Z-30</b>	Straight	\$401.95	\$383.95	\$383.95	\$383.95	\$172.95	\$172.95	\$172.95	<b>\$2,071.95</b>	

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Viper® CNC Tooling is the only CNC tooling system featuring a 6mm layer of diamonds on each profile wheel, including the polishing steps, ensuring the longest tool life in the industry.

The Viper® CNC Tooling system features seven steps - 5 metal and 2 ceramic polishing steps. This allows you to complete the job faster than any other CNC system in the stone industry. All of our CNC tooling is accompanied by data sheets with complete set-up information including pre-calibrated setting parameters, detailed operating information, and maintenance instructions.

All tools are carefully balanced and inspected by strict quality control standards. All of our CNC profiles are produced with a standard 35mm bore.

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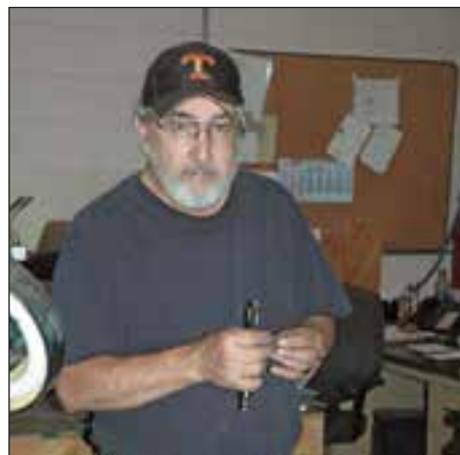
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Now the Strongest Guarantee in the Industry—**12 Months!**

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I am Bill Roberts and I approve this message!

## Hercules® Single Speed with Hydroplaning System

### A Repairman's Story

My name is Bill Roberts and I repair routers for Braxton-Bragg. Over the years, I have worked on hundreds of routers made by most manufacturers including Sector, Stinger, MEM and others.

### I Have Seen a Lot of Wear and Tear...

Routers get a lot of hard use. Some parts simply wear out, and some occasionally break. Over the years I saw patterns and often wondered why manufacturers did not beef up more of the critical parts.

### Nobody Listened

From time to time, I communicated ideas but for the most part, did not see any changes.

### Finally, Somebody Did

Then about three years ago, I was asked to provide detailed information on my experience with Hercules® Routers. Since Hercules® is our best-selling router, I had a lot of practice repairing them. Now I finally got the chance to take one completely apart and find the most worn components.

Fax 800-915-5501

### Little Things Matter

Often it was the little things that mattered. An engineer in a lab does not know the real world of a stone shop, and how the shape of the power cord, the thickness of a belt, or the type of bearings used can affect performance.

### Single Phase Power

It costs more to produce a powerful router with single phase power than with 3-phase, but when asked about making it 3-phase, I told them that many shops only had single phase power...and they listened!

### 21 Improvements Later

Well, to make a long story short, the manufacturer has implemented 21 improvements in the design of the Hercules® Router. These improvements make it perform better and last longer. I believe you will agree with me that this is the most reliable router you have ever used.

Now the **BEST** Guarantee in the Industry—12 Months!

Because of the changes, the router is now backed by a 12-month guarantee—the longest in the industry. I would have to say that this is the most reliable router that Braxton-Bragg has ever sold.

**Best Guarantee!**

*Bill R Roberts*

Item #	Description	MSRP	OUR Price
55095	Hercules® Router Edge Profiling Machine, Single Speed with Hydroplaning System	<del>\$3,448.95</del>	<b>\$1,995.00</b>

F.O.B. Knoxville, TN



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## All Natural

*Continued from page 34*

Pulverized marble is also fed to some livestock (chickens and cows, mostly) as a source of calcium (and no, that is not where “marbleized” beef comes from).

- Marble is the state rock of Alabama.

- The Taj Mahal – one of the architectural wonders of the modern world—is made entirely of marble. It is also a mausoleum.



- In Patagonia, Chile, there are spectacular caves, partially under water, made entirely of a rare blue marble.



- The stalactites and stalagmites in caves are created from the limestone that is left behind after the water evaporates.

- Powdered limestone is used as a thickening agent for paint. And blackboard chalk is made from limestone, not “chalk.”

- Powdered limestone is also used in coal mines for safety, as it absorbs pollutants.

- The purest silica on the planet is found in quartzite.

- Bricks and other building materials are made from or contain quartzite.

- Due to quartzite’s high silica content, the soil around quartzite formations does not contain enough nutrients to support any sort of vegetation.

- Sandstone can form under the ocean or on land.

- Most grinding wheels are made from sandstone.

Some of this you probably knew. Hopefully, some of this you didn’t. Now you just need to find a trivia game and show off!

## Realstone Systems Named 2016 Educator of the Year

Realstone Systems of Troy, Michigan, has been named 2016 Educator of the Year for the MIA+BSI CEU program for the second year in a row.

The company presented a total of 76 CEU classes in 2016, a group effort among 10 members of the Realstone team led by Shea

Quarton, John Striednig, and Jack Millea. Kevin Mahoney, VP of Sales with Realstone Systems commented: “The MIA+BSI CEU courses allow Realstone Systems the ability to start and maintain many successful A&D relationships. While we have impactful products, the ability to get them in front of influencers and decision



Shea Quarton and John Striednig (center and right) accept the 2016 Educator of the Year Award from MIA+BSI Education Committee Chair, Rob Bacon (Daltille).

makers is greatly aided by the class offerings. “

2016 was the strongest year for the CEU program to date, with a total of 485 CEU classes held and 5,126 architects and design professionals educated. “This success is partially thanks to the merger of MIA and BSI’s CEU programs.

*Please turn to page 43*

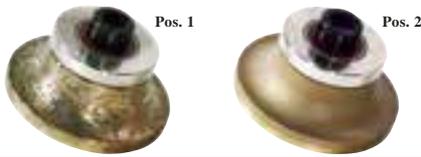
# UP TO 300% LONGER LIFE...

Designed to give you professional results using Hercules, Master, Magnum, and Sector, when fabricating stone countertops. These fabricator-tested router bits use a special manufacturing process that bonds an extra-thick layer of diamond abrasives to help you achieve great results, and up to 300% longer life.

**Position 1** is a Metal Bond/Sintered Router Bit. This very aggressive and long lasting first step is used for quick stock removal and rough edge shaping. Supplied with 2 bearings. The first bearing is over-sized to allow the second tool to refine the profile edge. The second bearing is used when only using the first profile bit.

**Position 2** is a Metal Bond/Sintered Router Bit. This second step removes lines, leaving a smooth, honed finish on the edge making it ready for polishing.

- Position 1 comes with 2 bearings
- Use pos. 1 bearing when following it with pos. 2 wheel
- Recommend running speed is 9,000 RPM
- 6mm layer of diamonds for long tool life
- Same geometry as Viper CNC profile wheels
- 8 & 10mm bolts included with all bits



## 2cm Radius Router Bits



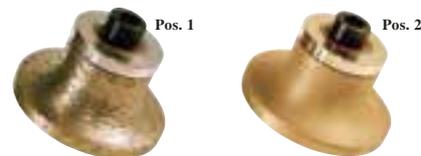
Item #	Description	MSRP	OUR Price
55000	Viper A-20 (2cm), Radius Router Profile Wheel, Pos. 1	<del>\$275.95</del>	\$179.95
55001	Viper A-20 (2cm), Radius Router Profile Wheel, Pos. 2	<del>\$248.95</del>	\$161.95



## 2cm Ogee Router Bits



Item #	Description	MSRP	OUR Price
55006	Viper F-20 (2cm), Ogee Router Profile Wheel, Pos. 1	<del>\$349.95</del>	\$227.95
55007	Viper F-20 (2cm), Ogee Router Profile Wheel, Pos. 2	<del>\$334.95</del>	\$217.95



## 3cm Radius Router Bits



Item #	Description	MSRP	OUR Price
55020	Viper A-30 (3cm), Radius Router Profile Wheel, Pos. 1	<del>\$415.95</del>	\$270.95
55021	Viper A-30 (3cm), Radius Router Profile Wheel, Pos. 2	<del>\$386.95</del>	\$251.95



## 3cm Ogee Router Bits



Item #	Description	MSRP	OUR Price
55008	Viper F-30 (3cm), Ogee Router Profile Wheel, Pos. 1	<del>\$423.95</del>	\$275.95
55009	Viper F-30 (3cm), Ogee Router Profile Wheel, Pos. 2	<del>\$340.95</del>	\$221.95



## 2cm Demi Bullnose Router Bits



Item #	Description	MSRP	OUR Price
55002	Viper B-20 (2cm), Demi Bullnose Profile Wheel, Pos. 1	<del>\$388.95</del>	\$252.95
55003	Viper B-20 (2cm), Demi Bullnose Profile Wheel, Pos. 2	<del>\$379.95</del>	\$246.95



## 2cm Full Bullnose Router Bits



Item #	Description	MSRP	OUR Price
55014	Viper V-20 (2cm), Full Bullnose Profile Wheel, Pos. 1	<del>\$362.95</del>	\$235.95
55015	Viper V-20 (2cm), Full Bullnose Profile Wheel, Pos. 2	<del>\$357.95</del>	\$232.95



## 3cm Demi Bullnose Router Bits



Item #	Description	MSRP	OUR Price
55004	Viper B-30 (3cm), Demi Bullnose Profile Wheel, Pos. 1	<del>\$519.95</del>	\$337.95
55005	Viper B-30 (3cm), Demi Bullnose Profile Wheel, Pos. 2	<del>\$508.95</del>	\$330.95



## 3cm Full Bullnose Router Bits



Item #	Description	MSRP	OUR Price
55016	Viper V-30 (3cm), Full Bullnose Profile Wheel, Pos. 1	<del>\$555.95</del>	\$361.95
55017	Viper V-30 (3cm), Full Bullnose Profile Wheel, Pos. 2	<del>\$526.95</del>	\$342.95



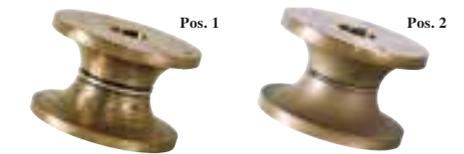
## 2cm Bevel Router Bits



Item #	Description	MSRP	OUR Price
55010	Viper E-20 (2cm), Bevel Router Profile Wheel, Pos. 1	<del>\$328.95</del>	\$213.95
55011	Viper E-20 (2cm), Bevel Router Profile Wheel, Pos. 2	<del>\$312.95</del>	\$203.95



## 4cm Full Bullnose Router Bits



Item #	Description	MSRP	OUR Price
55018	Viper V-40 (4cm), Full Bullnose Profile Wheel, Pos. 1	<del>\$611.95</del>	\$397.95
55019	Viper V-40 (4cm), Full Bullnose Profile Wheel, Pos. 2	<del>\$583.95</del>	\$379.95



## 3cm Bevel Router Bits



Item #	Description	MSRP	OUR Price
55012	Viper E-30 (3cm), Bevel Router Profile Wheel, Pos. 1	<del>\$472.95</del>	\$307.95
55013	Viper E-30 (3cm), Bevel Router Profile Wheel, Pos. 2	<del>\$443.95</del>	\$288.95



## 5cm Straight Z Profile Router Bit



Item #	Description	MSRP	OUR Price
10459	Viper Z-50 (5cm), Straight Z Router Profile Wheel, Pos. 1, 36 Grit, 2" OD x 2" H, 9,000 RPM Max	<del>\$292.95</del>	\$190.95

# The 2016 Pinnacle Awards

## Award of Excellence: Renovation/Restoration

*Continued from page 31*

“The Rotunda Renovation” replaced the 16 marble capitals of the University of Virginia’s Academic Village Rotunda, a UNESCO World Heritage Site designed by Thomas Jefferson, the Third President of the United States.

An 1895 fire destroyed the original capitals carved by the Ricci family of Carrara, which were then replaced with columns from an alternate source.

In 2013, with the replacement columns crumbling, the University contracted with Rugo Stone, LLC to restore the capitals.

Lacking a complete capital, detailed photographs, or original drawings, Rugo Stone and its stone carver, Mario Pedrini of Carrara, used a 3-D scanning technique to recreate the original capital design.



**MIA+BSI Member Company**

**Rugo Stone, LLC**

Lorton, Virginia  
Stone Supplier and Installer

**Other Project  
Team Members**

**University of Virginia**

Client

**John G. Waite Associates,**

**Architects PLLC**

Architect

**The Whiting Turner  
Contracting Company**

General Contractor

**Mario Pedrini Srl**

Stone Fabricator

**Stone  
Carrara C Marble**

*“Meticulous craftsmanship and a great example of what’s possible in the restoration world.”*

*“The implementation was enormous and required great technological and artistic collaboration.*

*The result is an incredibly effective restoration of important national architectural stone heritage.”*



**The UVA Rotunda Renovation  
Charlottesville, Virginia**

foot high scaffolding and further moving and installing through a system of rails feeding each column. The entire procedure was completed with four to five workers, over the course of a few weeks, and without any incident.

*Please turn to page 39*



Having only the remaining fragments of single lower capital base, a full 1/4 section capital model was created.

First starting with a drawing, then a clay model of the upper

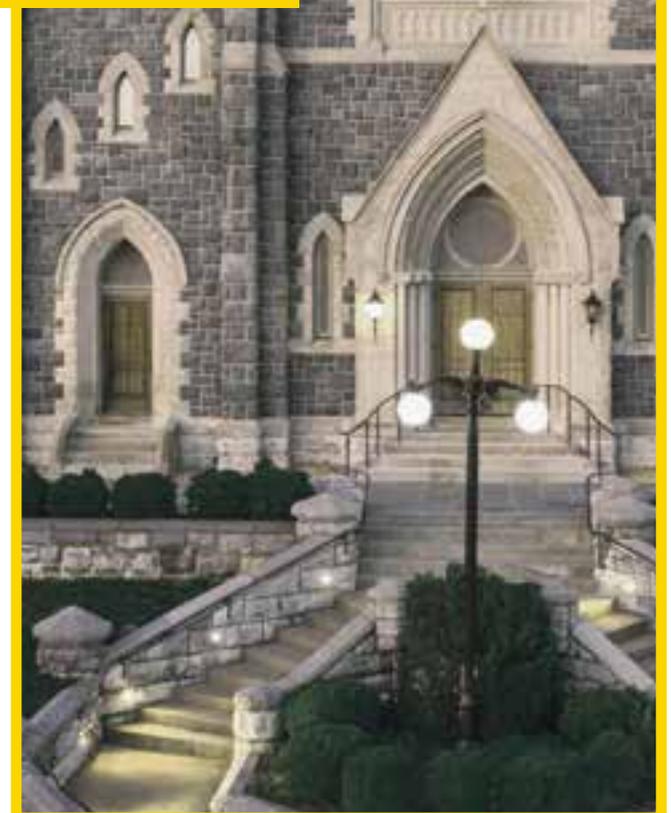
part of the capital placed on top of the lower part reconstructed in marble. The model was then scanned again, and a digital design of the whole capital was created and passed to fabrication.

Within 10 months, 6-axis robotic machines shaped 80 percent of each capital, which were then completed by skilled carvers.

To preserve the Rotunda’s integrity and proximal historical

structures, Rugo Stone designed an innovative lateral conveyance system that allowed for lifting and lowering those heavy and fragile capitals onto a 30-45

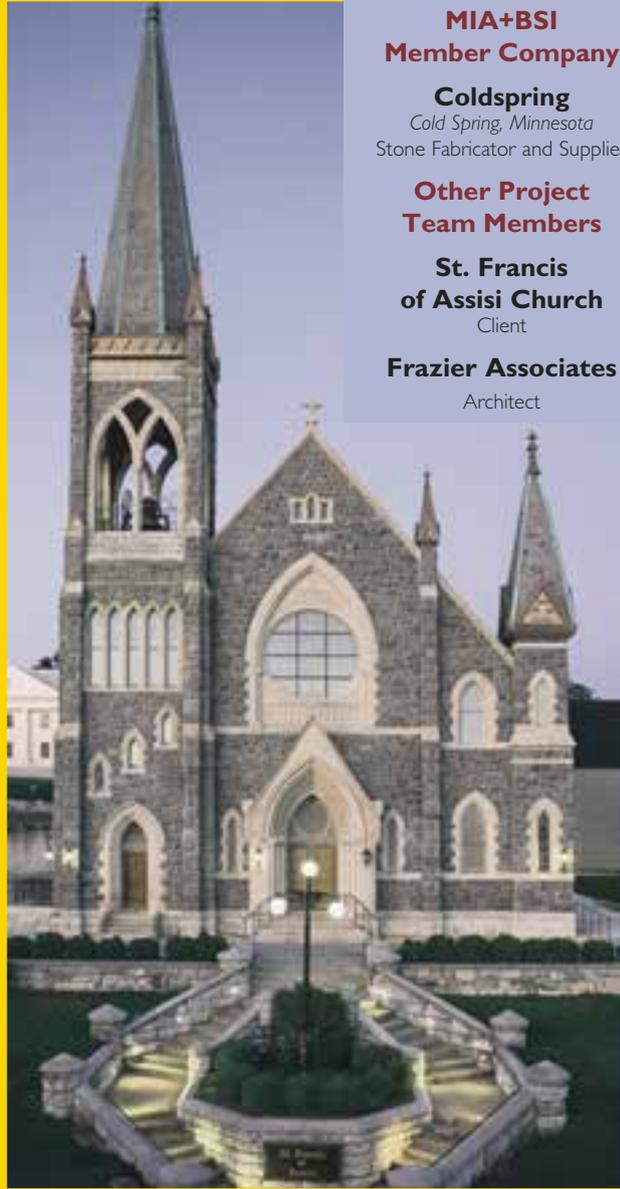
**St. Francis of Assisi  
Staunton, Virginia**



# The 2016 Pinnacle Awards

## Award of Merit: Renovation/Restoration

**St. Francis of Assisi  
Staunton, Virginia**



**MIA+BSI  
Member Company**

**Coldspring**  
Cold Spring, Minnesota  
Stone Fabricator and Supplier

**Other Project  
Team Members**

**St. Francis  
of Assisi Church**  
Client

**Frazier Associates**  
Architect

**WDPA & Associates**  
Architect

**Lance Construction  
Company**  
General Contractor

**Rugo Stone, LLC**  
(MIA+BSI Member  
Company)  
Stone Installer

**Stone  
Mountain Green®  
Granite**

"Remarkably thorough analysis,  
exquisite results."

"Incredible attention to preserving  
the historical image and  
personality of this church."

More than 100 years after original construction, the existing serpentine had deteriorated to such an extent that safety had become an issue. The church initiated fundraising efforts and began making plans for upcoming renovations.

After an extensive search for a close match to the existing serpentine, the church found Mountain Green® granite to be an ideal material. The church's exterior renovation began in the spring of 2015. Originally built by hand, many of the serpentine pieces were very irregular in size. Matching the existing pattern presented a true challenge.

To match the serpentine pattern of the 120-year-old stones, the granite fabricator used 3D scanning technology. A complete scan of the church produced a 3D model, which was then converted into 2D documents. Next, the granite fabricator used the 2D drawings to create a 3D Revit model to ensure the new façade would replicate the existing with complete accuracy. In total, 6,706 4-inch cubic granite pieces in Mountain Green with a split finish were produced and installed. The church restoration was completed in May of 2016.

*Please turn to page 40*

*Continued from page 38*

Renovation projects where existing materials and designs must be matched can bring a host of challenges. The St. Francis of Assisi Catholic Church renovation in Staunton, Virginia proved no exception.

The church needed to replace the existing serpentine material that was failing, while keeping the existing limestone material in place. Ultimately, granite fabricated with exact precision provided the ideal solution to preserve St. Francis of Assisi's legacy.



*No More  
Twist and Shout!*

**NOW  
WITH  
RECHARGEABLE  
BATTERY**

SR2 Retro Fit Rechargeable Cup

SEE THE VIDEO  
[WWW.BRAXTON-BRAGG.COM](http://WWW.BRAXTON-BRAGG.COM)

**STONE  
PRO**

## Announcing the Stone Pro SR2 Vacuum Support Rail System

**Have you ever done the fabricator's "twist and shout?"**

Imagine you're carrying a sink section of countertop and suddenly you *twist* the slab a little too much, hear a crack and *shout* in frustration. That's what the twist and shout is all about.

Fortunately, it doesn't have to be this way thanks to this brand new system.

It is simply awesome! It adds rigidity to sink cutouts so you can avoid the dreaded "twist and shout."

No one in the stone industry has anything like this that can vacuum to stone that has a textured surface. It also works great on polished stone surfaces as well.



Item #	Description	OUR Price
2743	Stone Pro SR2 Combo Pack Vacuum Support Rails With Rechargeable Cups, Includes: (1) 3-1/2 Ft Rail, (1) 7 Ft Rail, (1) Charger (4) Suction Cups, including one rechargeable master cup	\$597.95



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[www.braxton-bragg.com](http://www.braxton-bragg.com)

**Order online or call 1-800-575-4401 before 5:45 p.m. Eastern for Same Day Shipping.**



## Scorpion™ CNC Sink & Seam Wheels

### At Last! Sink Wheels that Maintain a True Shape!

Braxton-Bragg is proud to offer our customers these exceptional center water feed sink wheels. They are made for us by a well known ISO9001 certified manufacturer and are of the highest quality.

These Sink Wheels are designed to be used on CNC machines.

#### Fabricators Tip:

**Item #55146 - #55149:** 1/2" Brazed Sink Wheels are ideal for use with Quartz, and have been designed for inside zero radius sinks.

**Items #10431 - #10433:** 1" Brazed Sink Wheels are good tools to use for inside sink cutouts, corners and for tiny radiuses.

**Items #10434 - #10436:** 2" Brazed Sink Wheels are typically used for smoothing out the seams before joining two stone slabs together.

- Tough, reliable and long lasting
- Use on all types of stone
- Vacuum brazed bond
- 1/2 gas thread fits CNC or radial arm machines
- Will maintain true shape
- Center water feed

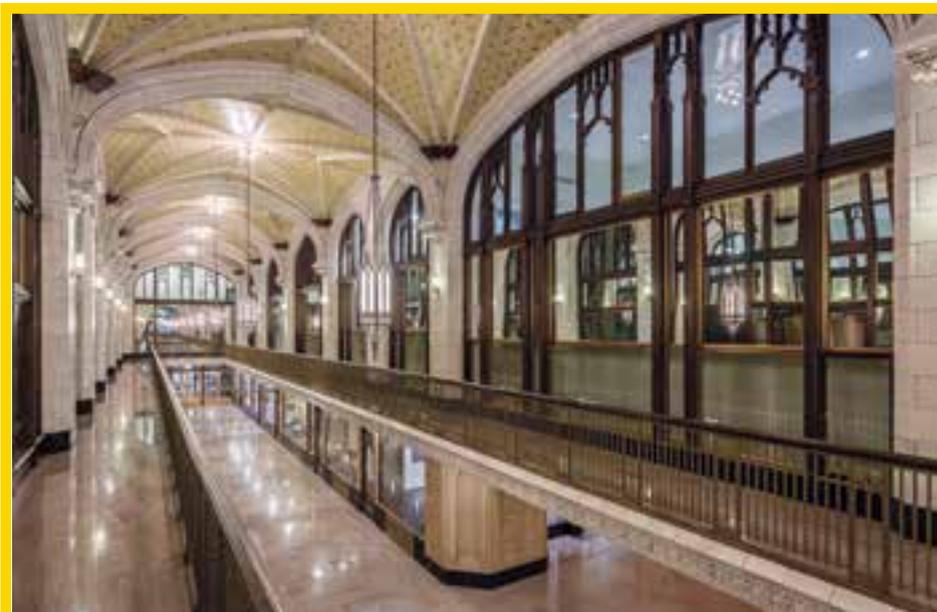
Item #	Description	MSRP	OUR Price
55146	Scorpion™ Brazed Sink Wheel, 1/2" x 2", 50 Grit	<del>\$115.95</del>	\$71.95
55147	Scorpion™ Brazed Sink Wheel, 1/2" x 2", 100 Grit	<del>\$94.95</del>	\$64.95
55148	Scorpion™ Brazed Sink Wheel, 1/2" x 2", 200 Grit	<del>\$94.95</del>	\$64.95
55149	Scorpion™ Brazed Sink Wheel, 1/2" x 2", 400 Grit	<del>\$61.95</del>	\$53.95
10431	Scorpion™ Brazed Sink Wheel, 1" x 2", 50 Grit	<del>\$134.95</del>	\$89.95
10432	Scorpion™ Brazed Sink Wheel, 1" x 2", 100 Grit	<del>\$134.95</del>	\$89.95
10433	Scorpion™ Brazed Sink Wheel, 1" x 2", 200 Grit	<del>\$134.95</del>	\$89.95
10434	Scorpion™ Brazed Sink Wheel, 2" x 2", 50 Grit	<del>\$149.95</del>	\$99.95
10435	Scorpion™ Brazed Sink Wheel, 2" x 2", 100 Grit	<del>\$149.95</del>	\$99.95
10436	Scorpion™ Brazed Sink Wheel, 2" x 2", 200 Grit	<del>\$149.95</del>	\$99.95



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## The 2016 Pinnacle Awards Award of Merit: Renovation/Restoration



### The Arcade St. Louis, Missouri

*Continued from page 39*

The Arcade Building, built in 1913 and listed on the National Register of Historic Places, contains 500,000 square feet and occupies a block in the heart of downtown Saint Louis.

Named for the spectacular two-story interior rib-vaulted shopping arcades found in Italy, it housed top-notch retail merchants in its first six floors and offices above. The 19 story building, abandoned since 1978, was renovated in 2015 to provide 282 upper floor apartments and commercial and educational space in the restored "arcade."

Ford Marble and Tile provided a historical restoration package; the main goal was to use as much of the site's reclaimed stone and original application techniques when possible. After exhaustive inventorying, the company restored and refabricated 301 stone slabs and 3009 floor tiles and integrated 280 new panels seamlessly. All work was completed from Ford's onsite basement fabrication shop.

For the showcase arcade on the mezzanine, Ford replaced missing Spanish black marble and damaged wall base with original stone and used 100% reclaimed, refabricated Tennessee Pink marble on the grand staircase, wall base, and surrounding floor tiles. In the lobby and on



MIA+BSI Member Company

**Ford Marble and Tile**

New Athens, Illinois  
Stone Fabricator and Installer

**Other Project  
Team Members**

**Dominum**  
Client

**Paul Hohmann,  
AIA, LEED AP  
Ebersoldt + Associates  
Architecture**  
Architects

**Paric Corporation**  
General Contractor

**Global Granite & Marble**  
(MIA+BSI Member Company)  
Stone Supplier

**Stone**  
**White Carrara Marble**  
**Black Marble**  
**Tennessee Pink Marble**  
**Bianco Gioia Marble**  
**Negro Marquina Marble**  
**Beige Rosato Marble**  
**Absolute Black**  
**Dakota Mahogany Granite**  
**Missouri Red Granite**

*"The former glory of this forgotten civic space is restored with great care."*

other floors Ford restored old panels and tiles and expertly integrated new product where required.

Visitors and tenants entering from North, South, East or West enjoy the elegant Arcade and historically preserved halls and elevators throughout the building. [Please turn to page 42](#)

# The Fabricator's Choice for More Than a Decade!

*"Excellent quality and excellent price."*

*- Kathi Upchurch, Castech, Inc.*

*"Great quality for the price."*

*- Hershel Margaretten, Imperial Marble*

*"Absolutely the best for the money!"*

*- Frank Earls, Trinity Custom Stone*

My boss called me into his office and asked, "Bill, why is the Viper our best-selling turbo blade year after year?" Thinking quickly, I said, "Sir, I don't know but I'll find out!" After a little checking I realized that not only has the Viper® Professional Turbo been our best-selling blade for over a decade—the race isn't even close. Braxton-Bragg has the largest selection of turbo blades in the industry but the Viper® always wins. Since sales popularity is determined by our customers, I called several shops and asked them. The overwhelming response was that the Viper® was the best value for the money.

Excited, I called the boss and shared this news with him. He responded with, "Bill, value for money is a good overall evaluation, but it doesn't tell me the details. I want to know why!"

Now, I have been in the stone industry for over 10 years, but listening to our customers, I began to learn some new things about blades.

**Consistent**

I was told that Viper® was consistent, but this confused me because the manufacturer is continuously improving the product and upgrading the manufacturing process. Delving deeper I learned that frequently customers try cheap blades from China in an attempt to save money. Most customers have reported that sometimes the blades work, other times they don't, and

when they don't—you can ruin the stone and damage your saw. Consistency to them means that the blade always does the job and you never have to worry about it ruining your job, reputation or equipment.



Viper® Turbo Granite Dry Blade

### Chip Free

Smooth, chip free cutting was mentioned by several customers. They stated that blade hop, scratching and the extra work of repair are not an issue with Viper® Turbo blades. I also learned that frequently, cheap blades veer off course and flex too much. Checking with a blade manufacturer, I was told that this was usually caused by an inferior core. The lesson seems to be that saving money on a poor quality blade doesn't make sense if you lose time or have to repair the stone.

### Durable

"Consistently durable" was also a frequent response. Some blades are fast, some are durable; the Viper® is consistently both fast *and* durable. Long life translates to value. Inconsistent life has been frequently mentioned as a problem with other, inexpensively-priced turbo blades.

### Price

Viper® is not our least expensive turbo blade, nor is it our most expensive blade. It *is* our best-selling blade. What seems clear is that many of our customers believe that it is the best combination of quality and durability available today.

Item #	Description	MSRP	OUR Price
1020	Viper® Turbo Granite Dry Blade, 4" x 5/8", Quad Holes, 15,000 RPM	<del>\$26.95</del>	\$18.64
1022	Viper® Turbo Granite Dry Blade, 4-1/2" x 5/8", Quad Holes, 13,300 RPM	<del>\$28.95</del>	\$19.51
1023	Viper® Turbo Granite Dry Blade, 5" x 5/8", Quad Holes, 12,000 RPM	<del>\$29.95</del>	\$20.97
17453	Viper® Turbo Granite Dry Blade, 6" x 5/8", Quad Holes, 10,000 RPM	<del>\$37.95</del>	\$24.95
1024	Viper® Turbo Granite Dry Blade, 7" x 5/8" KO, 8,500 RPM	<del>\$52.95</del>	\$34.95
41349	Viper® Turbo Granite Dry Blade, 8" x 5/8" KO, 7,500 RPM	<del>\$61.95</del>	\$44.95
41350	Viper® Turbo Granite Dry Blade, 10" x 5/8", 6,000 RPM	<del>\$119.95</del>	\$89.95
41351	Viper® Turbo Granite Dry Blade, 12" x 5/8", 6,200 RPM	<del>\$149.95</del>	\$119.95



*Give Lee Woodson a call toll free at 800-575-4401 to place your order today!*



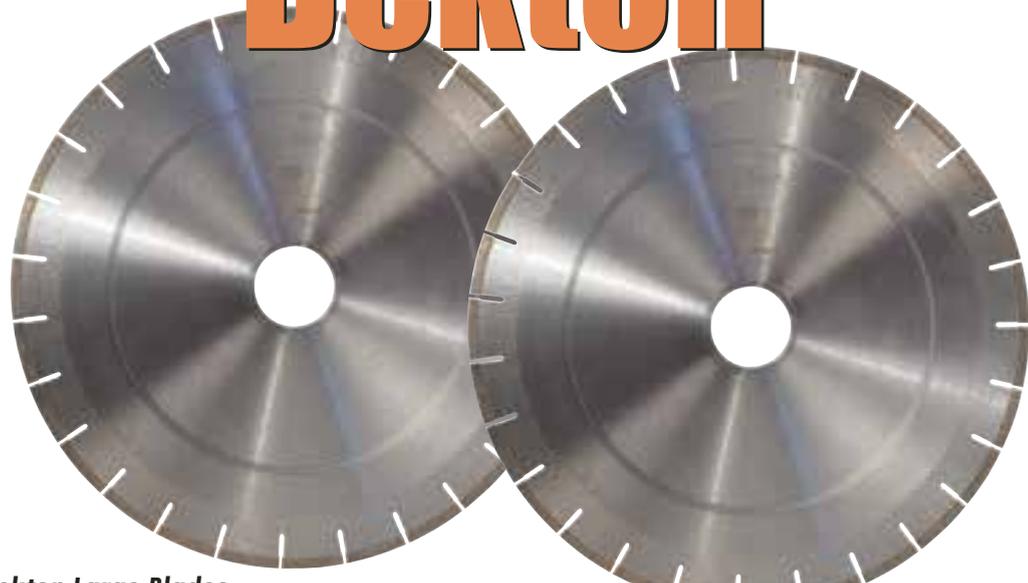
[www.braxton-bragg.com](http://www.braxton-bragg.com)



Fax 800-915-5501

**Order online or call 1-800-575-4401 before 5:45 pm Eastern for Same Day Shipping.**

# Braxton-Bragg Now Carries ItalDiamant Dekton



**Dekton Large Blades**

Item #	Description	Price
55802	ItalDiamant Dekton Core Bit, 1-3/8" (35mm)	\$105.95
55803	ItalDiamant Dekton Blade, 5", 20mm, 3,000 RPM	\$68.95
55804	ItalDiamant Dekton CNC Core Bit, 1/2 Gas, 1-3/8" (35mm) 1,900 RPM Max, Feed Rate: 1" to 1-1/2" per minute	\$105.95
55805	ItalDiamant Dekton Finger Bit, 1-3/8" (35mm), 4,100 RPM Max, Feed Rate: 9" to 10" per minute	\$145.95
55906	ItalDiamant Dekton Blade, 14", 10mm (H), 50/60mm 1,900-2,500 RPM Max	\$213.95
55907	ItalDiamant Dekton Blade, 16", 10mm (H), 50/60mm 1,700-2,300 RPM Max	\$259.95
55909	ItalDiamant Dekton Blade, 18", 10mm (H), 50/60mm Bushing 1,400-2,000 RPM Max	\$368.95



**Dekton 5" Blade**



**Dekton CNC Core Bit**



**Dekton Core Bit**



**Dekton Finger Bit**



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## The 2016 Pinnacle Awards Award of Merit: Renovation/Restoration

*Continued from page 40*

The façade of this townhouse, one of two symmetrically designed homes originally built in bustling downtown Boston in 1861, was tailored with a now-extinct sandstone.

The initial challenge was to find a reliable and unadorned stone match to recapture the spirit of this elegant two story entry and weave into the compatible design of its twin neighbor. In approving

VSA Buff sandstone, the design team gave Vermont Stone Art the opportunity to sculpt out their goals for providing the flanking entrance pilasters, Acanthus ornamented capitals, engaged, recessed paneled columns, pedestal piers, stilted Roman arches, and balustrades, which attract visitors to this French Academic style townhouse.

The next challenge was to generate data to replicate the entire stone façade. Photogrammetry and a Laser Total Station were used to survey the

### 9 Commonwealth Avenue Boston, Massachusetts



#### MIA+BSI Member Company

#### Vermont Stone Art, LLC

Barre, Vermont  
Stone Supplier

#### Other Project Team Members

#### Nine Commonwealth, LLC

Client

#### Meyer and Meyer Architects

Architect

#### Back Bay Construction

General Contractor

#### Sean Cahill Masonry, Inc.

Sean Cahill Masonry, Inc.

#### Stone

#### VSA Buff Sandstone

*"Beautifully restored home.  
Fits the character of the  
historic neighborhood."*

*"A beautiful restoration  
in stone appropriate for  
an urban setting."*

The refined exterior of 9 Commonwealth Avenue is the result of a substantial, joint venture restoration project.

deteriorated stones. These were imported into CAD and dimensionally corrected with manual measurements from the field survey. Each element of the replacement façade was fully detailed and sent to fabrication.

These means of generating the data to manufacture the stones assured that installer Sean Cahill was able to assemble with ease. The resulting exterior is a no-frills sandstone base material, contrasting with the intricate curvature of tooled accents and drawing in spectators with its classically fresh sculptured exterior.

**Realstone Systems  
Named 2016  
Educator of the Year**

*Continued from page 36*

It is also an indicator that using education to promote your stone company is working and members are catching on," said CEU Administrator at MIA+BSI, Sarah Gregg.

Three speakers were also honored for their outstanding efforts in educating architects and designers in 2016. Shea Quarton of Realstone Systems, Cynthia Saxe of European Marble & Granite, and Phil Varlese of MS International each received certificates of recognition for their achievements. Quarton commented: "The CEU program has offered me opportunities to present to and meet with some of the largest and most influential firms in the world. Because of this informative course, I have been able to work with some incredible architects and designers who are passionate about using natural stone. It is an invaluable resource!" Varlese echoes these sentiments: "As someone with less than two years working in A&D, I found that offering continuing education credits was the best way to get me introduced to some of the firms, and working with MIA+BSI has afforded me that opportunity."

To learn more about the CEU program, please visit [www.naturalstoneinstitute.org/ceu](http://www.naturalstoneinstitute.org/ceu).



"You know your children are growing up when they stop asking you where they came from and refuse to tell you where they're going."  
— P.J. O'Rourke



Three I-Braces were used to support this 30" x 96" island install.

I recently purchased several **15-inch I-Braces** to support the granite overhang on my kitchen island. They worked absolutely perfect! I weigh 250 lbs and was able to hang from them to demonstrate how strong they are (although I don't recommend any one doing that). For \$15.00 each, they were a steal.

**Corbels are a thing of the past!**  
— Thanks!  
*Stephen Waldeck*

**WARNING: The Original I-Brace is ONLY Available from Braxton-Bragg**

*The other suppliers are selling knock-offs!*

**IT** was bound to happen. Success breeds knock-offs! Hard work and creative thought is needed to create a product—not so much to make a look-alike copy.

But—as we know, not all copies are as good as the original!

The Original I-Brace has been real-world tested in thousands of kitchens. The design was analyzed, refined, computer modeled, and tested by highly trained university engineers. It is made in America with American steel by a billion dollar company. The Original I-Brace is protected with a three step anti-corrosion enameling process to prevent rust and possible staining of the granite. There are no sharp edges to catch on clothing or harm toddlers.

The Original I-Brace is **exclusively available** at Braxton-Bragg.

By the way, don't assume that a knock-off is cheaper! At Braxton-Bragg you always get the best for less!

Don't risk your reputation on a copy! Get the Original I-Brace at Braxton-Bragg today. Gain peace of mind and the satisfaction of knowing that you won't have a call back.

You'll be glad you did.



Item #	Description	MSRP	OUR Price
12458	The Original I-Brace Countertop Support, 13" Long x 2-1/2" Wide, 3/16"	<del>\$16.95</del>	<b>\$10.99</b>
12460	The Original I-Brace XL Countertop Support, 20" x 2-1/2", 3/16" Thick	<del>\$22.95</del>	<b>\$12.99</b>
12461	The Original L-Brace Upper Bar Support, 10" x 2-1/2" Thick	<del>\$23.95</del>	<b>\$14.99</b>
12462	The Original L-Brace Upper Bar Support, 15" x 2-1/2" Thick	<del>\$29.95</del>	<b>\$16.99</b>
12464	The Original Upper Brace Upper Bar Support, 10" x 2-1/2", 1/4" Thick	<del>\$17.95</del>	<b>\$10.99</b>
12465	The Original Upper Brace Upper Bar Support, 15" x 2-1/2", 1/4" Thick	<del>\$22.95</del>	<b>\$12.99</b>

Typical breakfast bar islands use 2-4 braces per side.  
Centers should be spaced every 18-24".

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**Highwaymen with a Heart?**

A Milwaukee woman held up at gunpoint by two men rebuffed their attempt to rob her and got an apology before they fled.

Kristy Welch was returning home one Monday following a ceramics class when the two men approached her while she was still



in her car. Welch told them she just had surgery and didn't have any money. That's when the two men apologized and said, "God bless you" before taking off.

The encounter was caught on video surveillance.

Welch's husband, Alfred, tells WTMJ-TV he installed a motion-activated camera outside their

home many years ago.

Mrs. Welch says that without the video, no one would have believed that someone put a gun to her face then blessed her and left without causing her any lasting harm. "The temporary harm — being scared half to death — was more than enough for one day," she said.

## Top Ten Business Risks

*Continued from page 20*

6. Macroeconomic Developments
7. Fire & Explosion
8. Political Risks & Violence
9. Loss of Reputation
10. New Technologies

Many of these threats can be addressed with a well-structured Enterprise Risk Captive insurance program that blends commercial insurance with captive insurance to address key gaps in coverage.

For example, the Allianz report lists the causes of economic loss from a cyber attack. While commercial insurance may address the direct losses caused by a cyber attack, it is often inadequate (or coverage is too expensive) to address all true losses caused by a cyber breach. These gaps are often best addressed by a captive insurance program largely because premiums paid to a captive are not a sunk cost.

Sources of economic loss from a cyber attack ranked in order are:

- Business Interruption, including Supply Chain
- Reputational Damage
- Liability
- Data Restoration

In most cases, commercial cyber insurance policies only address liability and data restoration.

Our advice for successful small and mid-market businesses is simple. The risk landscape is only going to become more and more complex. The sooner your business develops and implements an ERM with a CIC strategy the better. It could be the difference between saving and losing the business you have worked so hard to build.

If you have any questions about *Enterprise Risk Management with a Captive Insurance Company* as a means of addressing cyber risk in your countertop manufacturing, please don't hesitate to reach out to me. Call 865-599-6104. E-mail [randy@cicservicesllc.com](mailto:randy@cicservicesllc.com).

## Ten Ways 1cm Thinstone Makes a Fabricator's Job Easier



**Steve Schrenk**  
*Polycor*

polish, a flood of ideas for projects came to mind. Plus it's a fraction of the weight of the usual natural stone slab.

In this article I'll tell you about my experience with Thin Stone in the shop. (You can also check out a video where I show you exactly how to fabricate 1 cm Thin Stone slabs, at [www.polycor.com](http://www.polycor.com).)

**Y**ou had your shop tuned for granite and marble. Then came quartz. Then came porcelain and glass. New options for designers, but for you, new materials usually mean new tools, and new problems.

If you've heard about Polycor's new ultra-thin 1 cm slabs you're thinking, "Here we go again. Thanks, but I'll just stick to the 3 cm beast I know."

Once I got a slab into the shop and saw how cleanly it cut and how much less time it took to

**1. No need to retool your shop**  
You can fabricate Thin Stone just like 2 cm or 3 cm with typical shop tooling and stone work techniques. Same for finishing.

**2. Easier on your tools**  
1 cm cuts cleanly with precision and significantly improves blade life over thicker stones.

**3. Slabs are reinforced**  
No rodding required with reinforced resin- and mesh-backed thinstone 1cm slabs.

**4. Install directly over cabinetry with just silicone**  
No mudding, no substrate.

**5. Take a load off your back**  
Lighter at 1/3 weight of 3 cm, Thin Stone is easily handled during fabrication and installation. (That means less man power to move from shop to install.)

**6. Worry less about cracking on install**  
Navigating stairs and corners and leaning over base cabinets isn't just hard on your back, it can fry your nerves. At 10x times flexural strength of 3 cm slabs, 1 cm is more durable and less nerve wracking to handle.

**7. Versatile edge options for them (that are easier for you)**  
Innovative designers crave the sleek weightless look of thin counters, but for homeowners who still want a thick edge, 1 cm offers versatility. Build up the edge of your slab to your desired thickness (again saving on weight).

*Please turn to page 46*



**Why pay \$66.25 for Ager at GranQuartz?  
Save \$16.30 at Braxton-Bragg!**

## Stone Shield™ Enhancer & Sealer

**Now You Can Match the Edge to the Surface of Resined Stone.**

Stone Shield Enhancer & Sealer brings out a deep, rich color in stone. Use it to get that wet-effect look for indoor and outdoor applications. Apply it on polished, flamed, rough or sanded surfaces. Works well to disguise small scratches on surfaces. It seals surfaces against oil and water.

- Enhances the natural look of granite, marble and travertines
- **UV stable** - Does not change color when exposed to the sun
- Offers a wet look indoors and outdoors
- Works as a stone color enhancer and a high quality sealer

Item #	Description	MSRP	OUR Price
46407	Stone Shield™ Color Enhancer & Sealer, 1 Quart	<del>\$59.95</del>	<b>\$49.95</b>

[www.braxton-bragg.com](http://www.braxton-bragg.com)

**BB Braxton-Bragg**  
Better! Faster! Cheaper!

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# No Water Required!

Achieve a perfect polish  
*on the job site!*

**CALL NOW!**



Most polishing systems have six, seven, or eight steps. That's a lot of steps... and a lot of labor. Viper® along with Braxton-Bragg has announced a breakthrough technology: the Viper® 3-Step System.

**Easy-to-Use**

This easy-to-use system comes in either a wet pad or a dry pad option. The Viper® system cuts polishing time by 50% while achieving the superior polish that Viper® is known for. When we asked the manufacturer how this was possible, we were told that this was a secret process developed in Asia.

**One-of-a-Kind**

Basically, the one-of-a-kind pad design allows the fabricator to "skip steps." Now, normally, skipping steps results in scratches too deep to

be polished out. However, Viper® has introduced new technology that overcomes this limitation.

**Better Design=Better Product**

The changes required to achieve a 3-step process include:

- These pads are made with the highest quality diamonds. The diamonds have multiple angles and a "polycrystallized" internal shape. The diamonds are easily broken during polishing to continuously expose new angles.
- Diamond concentration is 60% of the pad weight. This is the highest diamond concentration possible with current technology.
- Bond strength has been increased to hold the higher diamond concentration to insure that the diamonds are fully used in the polishing process.

**Industry Leading Guarantee**

Go ahead and give the Viper® Professional 3-Step System a try today and rest assured you'll be backed by our industry leading "Better! Faster! Cheaper!" guarantee.

Call 1-800-575-4401 today to order your Viper® 3-Step System.

Go to [www.braxton-bragg.com/viper3step](http://www.braxton-bragg.com/viper3step)

**This ORIGINAL 3-Step Dry System is still the ONLY one that works!**

*"The Viper 3-Step Pads are the best I've used...Saves us 60% of polishing time and lasts twice as long as the previous pads."*

*- Tim Zeng, Granite Installation Specialists*

Item #	Description	MSRP	OUR Price
17867	Viper® 3-Step Granite Wet/Dry Polishing Pad, 4", Step 1	<del>\$38.95</del>	\$25.95
17868	Viper® 3-Step Granite Wet/Dry Polishing Pad, 4", Step 2	<del>\$38.95</del>	\$25.95
17869	Viper® 3-Step Granite Wet/Dry Polishing Pad, 4", Step 3	<del>\$38.95</del>	\$25.95

[www.braxton-bragg.com](http://www.braxton-bragg.com)



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## Ten Ways 1cm Thinstone Makes a Fabricator's Job Easier



*Continued from page 44*

### 8. Take bigger (higher) jobs

Lighter, stronger slabs expand design possibilities and make vertical installations like full slab fireplace surrounds and shower walls, easier to pull off. The thinness makes slabs easier to reposition and wall seams and joints easier to close.

### 9. Tool it on the job site

With 2 cm or 3 cm slabs cutting on site is difficult (and sometimes impossible). With Thin Stone you can drill on site, cut around rough plumbing and fixtures and make easy quick cuts for outlets, with no back cutting required.

### 10. Simplify your undermount sink fabrication

With less edge surface area to finish, you can polish your undermount sink cutouts in a fraction of the time. Avoid step cuts and there'll be less material to clean out.

Ultra-thin reinforced slabs really aren't new material, it's the same natural granite and marble you've been cutting for years, just lighter and stronger with a more modern aesthetic.

Learn more about how to work with the stone, in the shop and on the jobsite, by downloading Polycor's free ebook, *The Fabricator's Complete Guide to Working With 1 cm Natural Thin Stone.*

"There is usually only a limited amount of damage that can be done by dull or stupid people. For creating a truly monumental disaster, you need people with high IQs."

- Thomas Sowell



## Why is Stone Shield Knife Grade Our Best Selling Adhesive?

#### Stone Shield™ Transparent Can Save You Money!

How can glue save you money? Stone Shield™ Transparent Knife Grade is high quality **polyester adhesive**, made in America and offered at a great price.

#### Consistent Performance

Smooth consistency makes this a good choice for a wide variety of applications. Can after can, you know what you're getting; it's never a surprise. Consistent work time, consistent strength, consistency that you can count on.

#### Universal Application

Since it's compatible with granite, marble, travertine and quartz, Stone Shield's strong bond and fast hardening time is ideal for seams, patching or repairing. This is the only can of adhesive you'll ever need!

- \* 4-6 minutes of working time
- \* Polishable in 30-60 minutes
- \* Transparent formulation is easy to color-match



Item # 9100  
\$3.74

**Razor Blades**

## K-Bond Coloring Kit, 10 Colors, 2 oz.



Item # 4357  
\$59.97



#### Easy to Color

Compatible with all major adhesive color mixes including K-Bond Granite Color Pigments — what could be easier?

## Adhesive Spreaders & Stirring Sticks



Item # 4800A  
\$9.74



Item # 4802  
\$19.95

Item #	Description	MSRP	OUR Price
46404	Stone Shield™ Transparent Knife Grade, Quart	<del>\$15.95</del>	\$12.95
46405	Stone Shield™ Transparent Knife Grade, Gallon	<del>\$48.95</del>	\$43.95
46406	Stone Shield™ Transparent Knife Grade, 5 Gallons	<del>\$195.95</del>	\$169.95

BUY A SHIP SAVER CASE SAVE \$26

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# New & Improved? YES!

## The New Super Premium Talon Turbo Blades Are Here!

**NEW & IMPROVED**



**Talon™**



*Smoother Cut!*

There are two reasons why we're willing to go on record and say this is the best turbo blade on the market today:

1. No other Turbo blade has a 10mm segment like this Super Premium Turbo Blade, and that means more diamonds cutting for a faster, smoother cut.
2. We've tested the rest and found them all wishing they were the Talon Super Premium Turbo Blade.

Polishing is the most time intensive part of your fabrication process, right?

So wouldn't it be incredible if you could start that process with a smoother cut, before you ever break out the polishing pads?

Well, the new Talon Super Premium Turbo Blade cuts faster, with a much smoother edge compared to other Turbo blades.

*Order Yours NOW!*



### Let's sum it up:

- Unique 10mm Segment
- These new blades cut faster
- Much less chipping
- Dry or wet use
- Blades last much longer than other turbo blades out there

*Add a couple (or more) to your cart now. You're going to love the way they cut. We guarantee it.*

Item #	Description	OUR Price
10030	Talon Turbo Diamond Dry Granite Blade, 5", 5/8" with Quad Holes, 12,000 RPM Max.	\$34.95
10010	Talon Turbo Diamond Dry Granite Blade, 6", 5/8" with Quad Holes, 10,185 RPM Max.	\$39.95

[www.braxton-bragg.com](http://www.braxton-bragg.com)



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KNOXVILLE, TN 37918

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If you want flawless, tight, nearly invisible seams, then Stone Pro's Seam Machine is your tool...

*This tool is not some pieced-together toy full of plastic parts.*

PLUS... the Seam Machine has been fully tested and proven in the field so you know you can trust it for your next install.

**A  
TOOL  
NOT A  
TOY!**

**NEW!**



PSRRT-STD  
U.S. POSTAGE PAID  
KNOXVILLE, TN  
PERMIT #255



Take one look at the picture and you can see the Seam Machine is engineered and designed for the stone industry by stone industry pros at Stone Pro.

Item #	Description	MSRP	OUR Price
55800	Stone Pro Seam Machine <i>Notice: Sold individually, not as a set.</i>	\$1,135.00	\$795.00

[www.braxton-bragg.com](http://www.braxton-bragg.com)



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