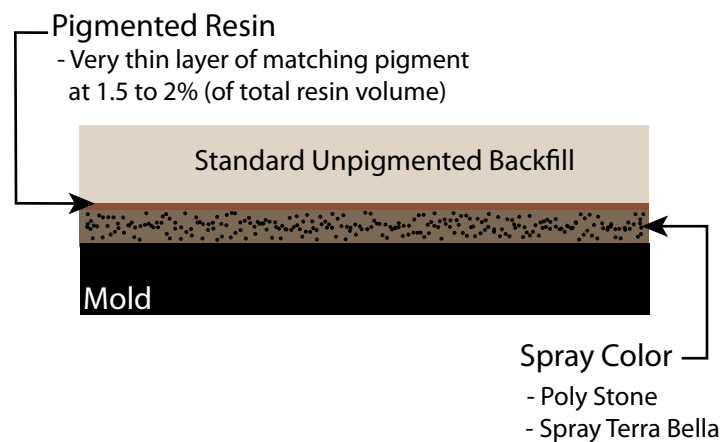


CULTURED STONE NEWS

Cost Saving Tip

In products like **Poly Stone™** and **Spray Terra Bella™** guidelines will often suggest the use of a pigment within the backfill in order to obtain the best surface color possible. Like everything else, pigments cost money and the backfill matrix often makes up the largest component of the finished part (in sprayed products).

One technique that many fabricators use is to spray a layer of pigmented resin (or gel coat) behind the spray granite. This thin pigment layer will give the same affect of a pigmented backfill, but will use far less pigment. The result is less money spent without sacrificing end-part appearance.



PASSING ON THE SAVINGS

In an effort to improve our manufacturing process ACS succeeded on a variety of levels and can now pass on our savings to our customers. Effective June 1 there is a **price reduction** on the following items:

- All *large chip* Dura Stone colors including product codes DGLC (Premium) and DGDR (Designer Series)
- All *large chip* Poly Stone colors including product codes PSLC and PSLS (Premium Design Series)
- All *large chip* thermoset Poly Chips including sizes 12-18 and 4-12

Call Kathy at 1-800-669-9214 for a revised price list.

Inside this Issue:

- Classified Listing (3)
- Connecting Local Fabricators with Sustainable Builders (1)
- Cost Saving Tip (4)
- Innovative Products (2)
- Marketing Your American Made Products (2)
- Price Reductions (4)

Connecting Local Manufacturers with Sustainable Builders

By Angela Kliever
Dir. of Marketing

Recently it was made clear, by an international builder of commercial structures, that there seems to be a disconnect between local manufacturers of cast polymer and solid surface products and the architects and builders in this country—especially when it comes to finding products to meet LEED® building requirements. In order to assist local manufacturers, the following article is intended to offer ideas to help close the gap between the architects/construction managers and you, the local manufacturer.

LEED® Snap-shot

Everyone has likely heard of LEED (Leadership in Energy and Environmental Design) by now, but many may not understand the complexity of the regulations when a project is trying for LEED certification. It would take a much longer article to explain LEED in detail, but here's an extremely condensed version that may help clear the muddy waters.

If a construction company is designing/building a school that is to be LEED certified, they have several levels to strive for. These levels include: Certified (40-49 points needed), Silver (50-59 points needed), Gold (60-79 points needed) and Platinum (80-110 points). Points are tallied by meeting guidelines in a variety of areas. Water consumption reduction, energy savings, and transportation are areas of most importance with in-door air quality, material use, and waste management below these. Applying this knowledge to cast polymer and solid surface could result in sales for local manufacturers.

Manufacturing Considerations

Let's say that a builder in southern California is working on a hotel that is going for Gold Certification. This builder is waiting on shower pans that are very late and holding up the bathrooms for the entire hotel. Time is money so the manager is asking his cast polymer supplier in Arizona what the issue is. When the manufacturer states that there is an issue getting the shower pans from China, everything comes to a screeching halt.

Part of the transportation designation stipulates that to get points, the building products need to be made and transported within 500 miles of the install site. The project would have been fine if the Arizona marble manufacturer was actually making the shower pans, but as a cost savings measure they were able to purchase Chinese made shower pans for less than they could make them locally. (Continued on page 3)



During economic recessions U.S. consumers obviously spend less, but they also look inward at the declining domestic job rate as well as the declining goods made in the United States. The current trend is following this example, but is it here to stay?

Each year we (ACS) review web sites that offer products and services made in the USA. Two years ago the search found a scant few sites—while today there are many more. Below is a list of a few web sites promoting products and/or services made in the U.S.A. Some offer **free listings**, while others cost money.

- **America's Business to Consumers**
www.usab2c.com
- **Made in America Products and/or Services**
www.madeinusa.org
- **Made in the USA Products Directory**
www.americasworking.com
- **Made in USA**
www.madeinusa.com
- **Still Made in the USA**
www.stillmadeinusa.com
- **U.S. Stuff**
www.usstuff.com

Color Creations

At ACS, our mission is to exceed our customer's expectations in quality, service, and value—through continuous improvement, innovating new products and exceptional customer relationships.

Possibly one of our shining examples of continually striving to exceed the company's mission is in our color laboratory. The color team creates hundreds of custom colors a year with a faster turn-around time than other supplier. Lately, they have produced many matches for color in the Piedrafina (www.pfsurfaces.com) engineered stone line, for both spray and cast (in calcium for lower costs) applications. Call our lab at 1-800-669-9214 for more information.

Innovative Advancements

When business is slow it's the perfect time to test new products and colors. At ACS we've taken this idea to several new levels in order to offer unique products and services to our customers.

Quartz for Casting

In continuing our **Terra Bella™** product line of engineered granite, our R&D department has developed a line of quartz that is suitable for surfaces without gel coat—such as kitchens. The Terra Bella Quartz line is much harder than our standard Terra Bella line and must be worked with diamond tools. This is ideal for sinks and unique applications where slabs of engineered quartz does not meet customer needs. *Colors are available now.* Call Jack Simmons at 1-800-669-9214 or e-mail sales@acstone.com for more details.

Green Line

Coming very soon is a line of green products for cast applications. Included in this release are several colors using post consumer recycled glass. Crisp and clean in appearance, these colors are sure to draw attention.

In addition to recycled glass, look for other unusual ingredients such as walnut shells. We've held nothing back in our testing and have come up with some interesting designs that will appeal to niche markets, including green builders, at an affordable price. That's right—a green product that isn't expensive! If you'd like to make sure you're on the list to be notified as soon as powdered samples are ready, e-mail Angela Kliever at angela@acstone.com.



Continued From Page 1: Connecting Local Fabricators

This scenario is actually a true story with a happy ending. The shower pans were made in Arizona after all and they were delivered to the California site without further delay. There are a variety of lessons to be learned from this situation. Not only do shops need to know what it means to supply Green builders, it's also good to retain the ability to manufacture in house in order to supply locally made products.

Nearly Effortless Green

Suppliers and creative manufacturers are already running with Green products. There are numerous ways of meeting builders' standards for their LEED certification.

- One is simply manufacturing in the right place at the right time. As mentioned in the scenario above, the Chinese made material didn't qualify while the locally made product did. Refreshing, isn't it? This can be left to chance, or shops can target designers and builders to gain regional attention (see marketing to Green builders below).
- Get creative with backfill materials, try glass dust. If a shop is using spray granites for a variety of bathroom parts the surface might be made of synthetic material; don't ignore the backfill. To create a recycled product, try incorporating glass dust with calcium. Glass dust is the scrap of glass recycling and is often extremely affordable (more so than calcium). The U.S. generates 13.6 million tons of glass waste per year (EPA, 2007) with 24% of that number going to recycling uses. *Experiment* and see what percentage of dust may be used in your back fill.
- Green resins: Many resin suppliers are exploring Green resins. Talk to your representative to find out about alternatives that might work for your production needs.

Marketing to Green Builders

Local advertising is important for all manufactures, however to reach a broader target audience—national designers, architects, and builders—means going beyond marketing practices of the past. Here are few sites to help

Why Are New Construction Projects Going Green?

Green Buildings SAVE

- 40% water use annually
- 30% energy and greenhouse gas emissions
- 50-75% of construction & demolition waste going to landfills
- \$58 billion of sick time from work annually
- \$180 billion in increased worker productivity

Source: U.S. Green Building Council

generate ideas for your company.

- Visit the McGraw Hill Construction "Sweets Network" web site at <http://products.construction.com> and explore the site. This is one of the top choices for architects to view and spec products for use in projects. On the home page (lower right corner) there is a link for "Building Product Manufacturers." Check it out and see if this fits your product offering.

For those offering recycled content in their product lines, here are a couple options to consider:

- McGraw Hill Construction "Green Source" <http://greensource.construction.com/>

Source" <http://greensource.construction.com/>

- California Waste Management site has a program to encourage the use of such products. Visit <http://www.ciwmb.ca.gov/RCP/CompanyManagement.asp>
- Group Marketing: Many fabricators belong to associations such as the ACMA and ICMA. Consider collaborating with other members of your organization in your area to create a regional ad targeting builders and designers. Advertising is generally expensive and combining fiscal strength can help stretch everyone's budget and media exposure.

Source List

California Integrated Waste Management Board. Web site retrieval date: January 29, 2009. Web site: <http://www.ciwmb.ca.gov/>
EPA. Web site retrieval date: February 1, 2009. Web site: <http://www.epa.gov/osw/conserve/materials/glass.htm>
U.S. Green Building Council. Web site retrieval date: January 27, 2009. Web site: <http://www.usgbc.org/>

EQUIPMENT SALE

Radcliffe Designer Marble: Lost building lease. Must sell the following and more!

- Gel Coat Pail rider & gun; Booth; Molds including tubs & shower bases; Pot Scrubber; Mixers – vacuum and open; Post cure chamber; 37" wide belt sander; Donaldson Dust collector

Interested? Call Wes for a complete listing and prices at Radcliffe Designer Marble 620-653-2645 or 620-786-8567.