



“THE SHIELD”

A Centurion Stone Publication

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A New Year’s Message from our President, Tim Pardue

From everyone here at Centurion Stone, I would like to wish all of you a Happy New Year. I want to also thank you for making 2012, another good year.

As with many of you, in 2008 we experienced a 12 year low with the drastic drop in the overall construction industry. Starting in 2010, we have seen a constant uptick in overall business. We are proud to have survived the “construction crunch of the decade”. Since 2011, we have enjoyed steady growth with double digit increases in 2012. For that, we sincerely thank our loyal Centurion customers.

All indications show signs of contin-

ued growth, led by the Commercial and Multi-Family segments of the industry.

We are excited to continue to introduce new products, such as the Multi-Ledge, Dimensional Slate and Dimensional Satin. New accessory items are nearing an introduction date as well. To Showcase these new products, the new 2013 edition of Centurion Stone’s Full-Line Catalog should be ready for shipping by the end of January.

As many of you know, last February we experienced a three alarm fire which destroyed our mold fabrication department. Through this, we never missed a day of production and contin-

ued to manufacture all the necessary molds needed to produce our product line. We are in the process of completely building a new mold room facility and constructing a state of the art showroom where the old mold room once stood.

All of us at Centurion are excited about not only growing our business back, but surpassing our production levels of 2006 and 2007. Our goals and commitments are clear, to provide the best quality product for the most competitive price while giving the very best service our industry has to offer !

We appreciate the opportunity to “earn” your business !

We Are...CENTURION® STONE

- Lisa Benzinger



One of the most recent and valued additions to the Centurion Stone family is Lisa Benzinger. She has been here at Centurion since October 2011. Like several people here, Lisa wears different “hats” in her daily functions for the company. Lisa handles Customer Service responsibilities along with Graphic Art Design used in the development of our website and different marketing pieces. You will see her latest work in the new catalog and specialty brochures being introduced.

Originally from Grandville, MI, Lisa is married to her husband Jeremie and they have two beautiful children, Cody age 10 and Emma age 7. In her spare time Lisa enjoys watching football, basketball, making crafts, target shooting and spending time with family.

The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.

- Vince Lombardi

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New Marketing Tools for 2013

We are excited to announce the arrival of Centurion's 2013 Full Line Catalog, which will be ready for shipment by late January 2013.

In addition to this, we are unveiling a new series of Specialty Brochures featuring photos and information on different specialty markets. Such as, Multi-Family, Chimneys & Fireplaces, Restaurant Chains, Outdoor Living, and a 4-Page Home Show piece.

These pieces will help illustrate the many applications where Centurion Stone can be used as a superior exterior and interior design choice.



All Stone Veneers

Are Not Created Equal

With the competitive nature of the construction industry now days, we are all hit with the lowest price scenario daily. Sure, we all stress service and availability of product, but the price barrier is always there. How many times are we facing that the customer can get product from XYZ Co. for .20 cents per square foot cheaper.

Is the customer getting the same thing for his or her money? There are over a couple hundred manufacturers of stone veneer around the country. The market is filled with the "Big Boys", who we all are very familiar with. Then there are the smaller companies out there who strive to carve out there niche in regional and local markets. What differentiates these companies who sell what some might think as similar products?

The International Code

Council is the answer. The I.C.C. has been known for years as the governing body for Codes which set the standard for all building materials used in the construction industry. They set forth testing standards for every imaginable product that might be used in construction. The criteria set forth for Manufactured Stone Veneer is the AC-51 Acceptance Criteria.



Currently, there are only approximately 20 manufacturers across the country that hold this certification. The AC-51 tests several criteria that are important in the composition of Manufactured Stone Veneer. Criteria measured are properties like, Tensile Strength, Shear Bond, Freeze Thaw, Compressive Strength, etc. While there is a

significant investment required to have your product tested, Centurion Stone participates in the process yearly to maintain the AC-51 acceptance by the I.C.C. Some of the smaller "Manufacturers" in the industry either can not afford the expense of this testing, or their product just does not meet the criteria to obtain the I.C.C.'s acceptance.

So the next time you find yourself in a "bidding war" with another stone veneer product, make sure that you are on a level playing field. Explain what I.C.C. certification is and what is involved. We have also found that in some jurisdictions, Codes Departments are requiring that only I.C.C. approved products be used. Especially on H.U.D. projects.

Good Luck & Good Selling !

Centurion's Blended Patterns

What looks better than a Centurion Stone pattern properly installed? **TWO** or **THREE** patterns blended together. Some of the most popular patterns being manufactured and sold out of the Centurion Stone product line are the blended patterns introduced over the past couple of years.

We have taken different patterns and blended them to create a custom look which can be enhanced on the jobsite with the Mason's ability to cut and shape pieces when installing.

MILANO



Shown: Bucks County #48570125

ELKMONT



Shown: Brown's Valley #46014565

FLINT RIDGE



Shown: Pennsylvania #43080025

GEORGETOWN



Shown: Kentucky #44026015

OMAHA



Shown: Plain #47533020

MESA



Shown: Appalachian #42025015

VINE HILL



Shown: Suede #41018565

CHEYENNE



Shown: Browns Valley #48014565

CENTURION[®]
STONE
BLENDS



Centurion®... "The Choice is Clear"

CENTURION® STONE is a leading manufacturer of stone veneer. Started back in 1969, we now distribute our product line into 45 states and 5 countries world-wide. Located in Nashville, TN, enables us to be competitive in most markets around the country.

We pride ourselves on manufacturing and delivering a quality product and accompanying Customer Service Excellence. Our products can be found at Masonry Supply Companies, Building Material Distributors or one of the many Centurion Dealers around the country.

If you would like more information on our products, or want to inquire on becoming a Centurion Dealer, please call 1-800-786- 6352 or e-mail your inquiry to gberry@centurionstone.com.



Centurion® Stone Corporate Office
50 Van Buren St. | Nashville, TN 37208
Toll Free: 800-786-6352 | 615-256-6694 | Fax: 615-726-1795
www.CenturionStone.com