

Stone World

Fabricator E-News

Brought to you by *Stone World* magazine

January 11, 2011



The banner features a diamond-shaped logo with 'NDI' inside on the left. The middle section has an orange background with the text 'NOW AVAILABLE, ONLY at GranQuartz.com'. The right section has a black background with 'GranQuartz' in large white letters. Below this is a row of various industrial metal parts and tools.

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Industry Insight

Fabricators calling for major investments in 2011

by **Michael Reis, Editor**

Every January, *Stone World* presents its annual Fabricator Market Forecast, where hundreds of stone fabrication professionals from around the country present their expectations for the coming year as well as their feelings for the long-term. This study also asks fabricators how they plan to spend their money for the coming year, with specific investments and dollar amounts cited. Up until a few years ago, I used to love reading this survey -- as it confirmed the incredible growth we were seeing in the fabrication sector. [Read more](#)



Introducing the  **Advanced Wet Polisher** from Metabo!  **metabo**
work. don't play.

Inside the Shop

Sosa Granite, Livermore, CA

by **Jennifer Adams, Managing Editor**

Based in Livermore, CA, Sosa Granite and Marble is a family business focused on providing high-quality products and customer service to its clients. The company was founded by company President Mario Sosa, Sr. 23 years ago, and today Mario Sosa, Jr. serves as the company's Vice President. Together, the father-and-son team concentrates its efforts on running a successful fabrication operation that serves the San Francisco Bay area and Northern California. [Full story](#)



Owen Sound Ledgerrock, Owen Sound, Ontario, Canada



**Better!
Faster!
Cheaper!**

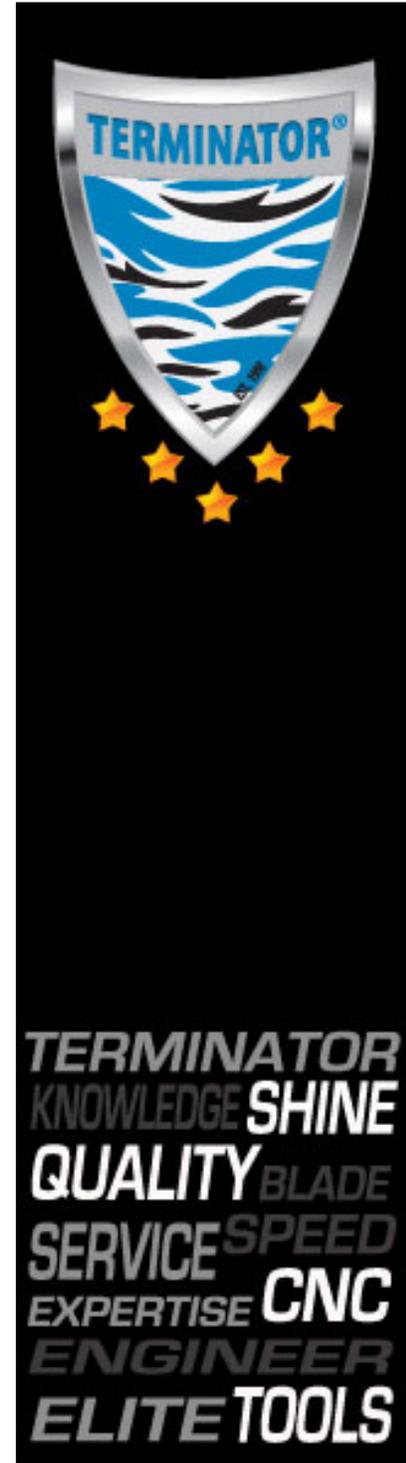


Braxton-Bragg



Braxton-Bragg.com

Nearly two decades ago, when the stonecutters at Owen Sound Ledgerrock of Owen Sound, Ontario, Canada, learned that the company was making a serious investment in CNC mills and CAM (Computer Aided Manufacturing) software, the group concluded that their jobs were in jeopardy. In the end, however, the company reports that the new software and equipment have protected jobs by allowing it to produce more work of higher quality with its existing manpower. [Full story](#)

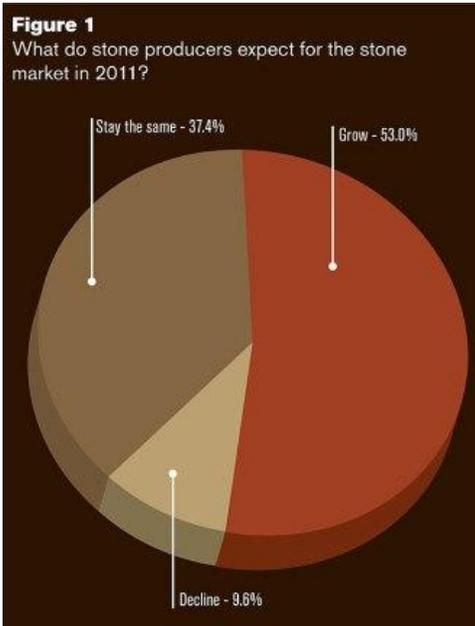


Fabricator Issue of the Month

Fabricator Market Forecast: Optimism for 2011

by Michael Reis, Editor

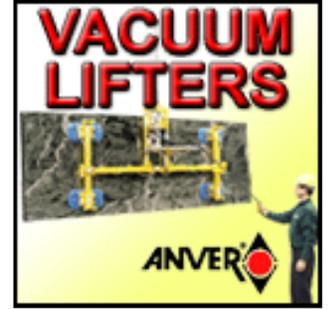
For many stone fabricators in the U.S., the past few years have been the roughest on record. Not only have they been struggling to withstand an economic recession that has lingered far longer than expected, but they are also facing continued competition from low-cost competitors. Despite all of this, they are generally optimistic that 2011 will be a year of recovery, and this recovery will continue over the long term. Moreover, they are planning to make investments - some of them major - to back up those beliefs. [Full story](#)



Fabricating Technology Roundup - Equipment

by Michael Reis, Editor

Around the world, suppliers of technology for stoneworking are continually updating their product lines. Whether it is updating an existing piece of equipment or an entirely new machine, this technology is being designed with the goal of advancing the capabilities of today's fabricators. The following is a look at some of the latest stoneworking equipment in the field today. [Full equipment roundup](#)



Project Spotlight

L.A. LIVE, Los Angeles, CA

**by Jennifer Adams,
Managing Editor**

After more than a decade of planning, L.A. LIVE - a 4 million-square-foot, pedestrian-oriented entertainment and retail district in downtown Los Angeles, CA that sits adjacent to the Staples Center - has become a reality. And at the heart of the six-block development is a striking 54-story tower housing the



Ritz-Carlton Hotel and Residences and JW Marriott, which features an exterior skin of variegated glass rooted by a stone base. The Pearl Grey quartzitic sandstone from India extends to the interior lobby walls, making for a smooth transition between the indoor and outdoor design. [Full story](#)



Shop How-To

MIA/**Stone World** education continues its success

by **Michael Reis, Editor**

Taking place in locales across the U.S., the Marble Institute of America/Stone World "Stone Industry Education" program drew hundreds of fabricators, shop managers and business owners over the course of 2010, and it offered a diverse lineup of topics. In addition to providing information on fabricating challenges, the program featured sessions on slab handling and other safety hazards, installation, cladding, preparing for OSHA inspections, equipment evaluation and a range of business topics. Some of these business sessions included understanding fabrication costs, pricing strategies, marketing, diversifying a fabrication shop and more. [Full story](#)



Industry Happenings

2011 StonExpo/Marmomacc Americas Booth Preview

StonExpo/Marmomacc Americas, will be held in conjunction with Surfaces, at the Mandalay Bay Convention Center in Las Vegas, NV. The education program runs from January 24 to 27, while the exhibits are open from January 25 to 27. The following is a look at some of the offerings visits will find on the show floor in Las Vegas. [Booth Preview](#)



"Industry Happenings" Marmomacc announces new dates for 2011 in Verona, Italy

The 46th edition of Marmomacc, the world's largest international trade show for stone, will be held from Wednesday, September 21, to Saturday, September 24, 2011 at VeronaFiere in Verona, Italy. While the trade fair has been held in early October the last few years, the 2011 dates are more traditional of years past, according to show organizers.



The 2010 exhibition, which included 1,530 exhibitors from 56 countries as well as 56,000 attendees. [Full story](#)

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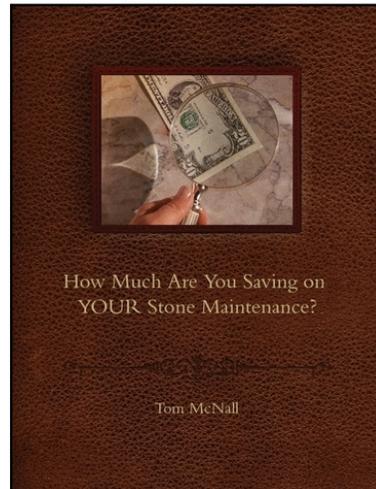
DIGITAL
EDITION

AEC Store Corner

How Much Are You Saving on YOUR Stone Maintenance, by Tom McNall - \$285.00

Images of the destruction caused by re-crystallization of marble and stone floors by inexperienced technicians. Each page comes with a description of the damage and direct questions for the property owner/manager to reflect on. Great for hotels, gaming and malls to see what can happen by taking the lowest bid.

This is the same book that Tom uses to educate his commercial maintenance specifiers on the dangers of crystallization and low budget stone care. Direct questions and vivid full color pictures help them to realize where they are sacrificing their investment for band-aid fixes. Leave the album with executives and managers for one week to compare case studies with their own floor and they will immediately see the damage in their own buildings before their very eyes. A picture speaks a thousand words. This pictorial journey will speak tens of thousands of dollars to your bottom line. Anyone who knows what is best for stone, the customer and how to polish properly will easily see the value in this sales tool [Follow this link](#) to order!



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