

Stone World

Fabricator E-News

Brought to you by *Stone World* magazine

June 15, 2011



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introducing
The All-New **StoneWorld.com**



Industry Insight

www.StoneWorld.com

by Michael Reis, Editor

I know it is a strange headline for an editor's column, but I am looking to draw attention to Stone World's new Web site -- www.StoneWorld.com -- because I think it is the most comprehensive source for stone industry information that you can find. In fact, many of the articles in this E-Newsletter will direct you back to our site. [Read More](#)



Inside the Shop

Artistic Tile, Secaucus, NJ

by Michael Reis, Editor

The history of Artistic Tile dates back to 1989, when owner Nancy Epstein opened her first showroom. By 1993, she was importing stone materials into the U.S. and selling them under the "Epstone" brand. Today, the company operates eight showrooms across the country, and it has a well-equipped production center at its headquarters in Secaucus, NJ. [Read More](#)



D & J Tile Co., Inc., San Carlos, CA

by Jennifer Adams, Managing Editor

Working out of a 40,000-square-foot facility in San Carlos, CA, D & J Tile Co., Inc. markets to the greater San Francisco Bay area. And with the majority of its work being large-scale commercial projects, technology plays an integral role in the company's stone fabrication process. To stay ahead of the curve, D & J Tile, which was started in 1989, has made significant investments in state-of-the-art equipment through the years, including a waterjet that is utilized for customized stonework. [Read More](#)



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Fabricator Issue of the Month

Thin stone production
by *Michael Reis, Editor*

Founded in 2003 by Marty and Bonnie Graves, Chippewa Stone of Whitehall, NY, has continually expanded its operations over the years. In addition to quarrying and processing traditional stone veneer and other products, it also bolstered its business by developing equipment to expand into thin stone veneer.

[Read More](#)



Project Spotlight

Tesoro Corporation Corporate Headquarters, Houston, TX
by *Kelly Martin, Editorial Assistant*

Tesoro Corporation, an independent refiner and marketer of petroleum products, has a new corporate headquarters facility which includes 600,000 square feet of office space divided between two buildings. Gensler, located in Houston, TX, chose to design the new structure by incorporating natural Texas limestone. [Read More](#)



Shop How-To

Marketing strategy for stone industry professionals

Granite Imports, a Denver-based wholesale slab distributor, hosted the MIA/Stone World's May 19 Rocky Mountain Stone Summit. This event drew 100 stone professionals from a four-state region. The three-part agenda included:



- Seminar on Marketing your Company in Today's Business Environment
- Tours / Demonstrations / Networking



- Inaugural Meeting of the Rocky Mountain Stone Association [Read More](#)



Choosing the right mortar for thin stone applications

by Dale Roberts Business Development Manager of Architectural and Construction Systems Custom Building Products, Seal Beach, CA

There are numerous bonding mortars available on the market today. Although each has its own characteristics, their main purpose is to bond stone to an acceptable substrate. There have been so many advances in bonding mortars, it has become confusing trying to decide which mortar is right for a specific job. [Read More](#)



Industry Happenings

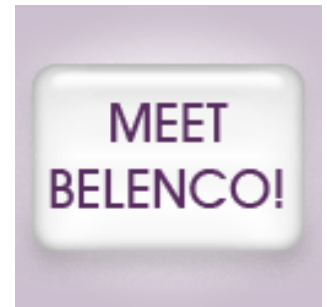
Coverings makes shift to Las Vegas

After alternating between Orlando, FL, and Chicago, IL, for most of the past decade, Coverings 2011 made a shift to Las Vegas, NV, and organizers reported that the move paid off. One of the key objectives in shifting to the new first-time venue this year was to attract more attendees from the West Coast, and there was a 71% increase in attendees from the region. [Read More](#)



New product introductions for the stone industry

Suppliers for the stone industry are continually updating their product offerings with new innovations. New developments are being introduced in natural stone, quartz surfacing, fabrication equipment, tooling, installation products, maintenance products and more. The following is a look at some of the latest introductions to the marketplace. [Read More](#)



AEC Store Corner

Training Books and DVDS for Tile and Stone Pros . . . Plus MORE!

Featured product

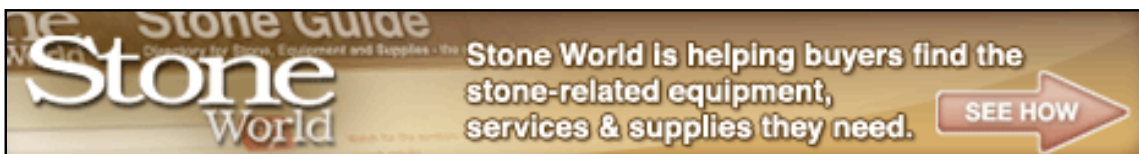
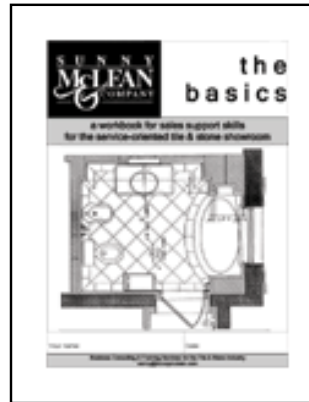
the basics, by Sunny McLean

This new workbook offering training in sales support skills for tile and stone businesses by Industry Expert Sunny McLean is a workbook for high-end tile and stone or kitchen and bath showrooms that need well-trained and professional sales associates.

In today's competitive environment, selling is not just about product and price anymore. A productive sales associate must meet the customer's expectations for top quality service, professional knowledge and a competent, pleasant sales experience. The Basics enables a new-hire to develop important support skills and a more experienced associate to update their existing skills.

Written in a workbook format with lessons, illustrations, activities and tests, The Basics provides a self-managed program that can be completed in as little as eight hours of work time, spread over four weeks. [Follow this link](#) to purchase this item or call 248/244-1275 to order by phone.

To view more products for the Stone Industry, visit AECStore.com.





This edition of **Stone World Fabricator e-News** was sent to you because of your expressed interest in natural stone and ceramic tile. This monthly e-newsletter offers industry updates, application features, practical tips, and commentary on stone and tile design, sent directly to your inbox. We welcome you to a readership of architects, interior designers, specifiers and consumers.

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