

Stone World

Fabricator E-News

Brought to you by *Stone World* magazine

October 11, 2011

If you're currently receiving *Stone World* magazine, it's time for your annual renewal. If you're not receiving *Stone World*, please take a moment to sign up today for your free subscription! [Follow this link](#) and answer a few questions to start receiving your subscription. Note: regardless of when you last renewed or when you first started receiving your FREE subscription, you must confirm that you wish to continue receiving *Stone World* each year. Thank you!



NOW AVAILABLE,
ONLY at
GranQuartz.com

GranQuartz



Brembana

SEE OUR NEW WEBSITE



In This Issue ...

- [Industry Insight](#)
- [Inside the Shop](#)
- [Fabricator Issue of the Month](#)
- [Project Spotlight](#)
- [Shop How-To](#)
- [Industry Happenings](#)

Industry Insight

Innovations for fabricators in Verona
by Michael Reis, Editor

For the past 16 years of my life, early fall has meant a trip to Verona, Italy, for the Marmomacc trade fair (believe me, I am not complaining). This international event is the largest of its kind in the entire world, and it draws an international mix of exhibitors and attendees. If you're looking for unique and innovative stone materials, this is a show that cannot be beat. [Read More](#)



Inside the Shop

PMP Marble & Granite, Troy, MI
by Michael Reis, Editor

Over the course of the recession, perhaps no region of the U.S. has been hit harder than the Detroit Metropolitan Area, and this has been especially difficult for many stone fabrication shops serving this market. One exception to this trend has been PMP Marble & Granite of Troy, MI, which has continually invested in digital and computer-controlled technology to be able to service the upper echelon of residential and commercial clients. [Read More](#)



La Pietra, Brookfield, CT



by Jennifer Adams, Managing Editor

Even as a teenager, Fabio Figueiredo had a keen sense for business. It was a high school marketing project that first piqued his interest in the stone industry, and later led him to pursue his goal to develop his own stone fabrication business. Today, La Pietra in Brookfield, CT, is a successful family company that caters to the upscale residential market. [Read More](#)



Fabricator Issue of the Month

Restoring historic stonework at Cheyney University in Pennsylvania

by Kelly Martin, Editorial Assistant

Cheyney University in Cheyney, PA, is the oldest of the Historically Black Colleges and Universities in America, which was designed and established by Richard Humphreys in 1837. Recently, the more than 100-year-old student residence hall for Cheyney University scholars -- known as Humphreys Hall -- underwent exterior renovation work, which included restoration of the fieldstone structure and its surroundings. [Read](#)



[More](#)

Project Spotlight

University Center, University of Southern Indiana, Evansville, IN

by Michael Reis, Editor

Located in the heart of the University of Southern Indiana (USI) campus in Evansville, IN, the school's University Center recently underwent a renovation and expansion that incorporated a range of local materials. Among them, the architects specified a unique application of Indiana limestone to form a 100-foot-high tower, which is the facility's defining element. [Read More](#)




it all comes together

January 24 - 26, 2012
Mandalay Bay Convention Center
Las Vegas, NV USA

the power of two continues

STONEXPO
MARMOMACC
AMERICAS ■ ■ ■ architecture & design

SURFACES



Shop How-To

Fabricator Forum: The Digital Shop by Michael Reis, Editor

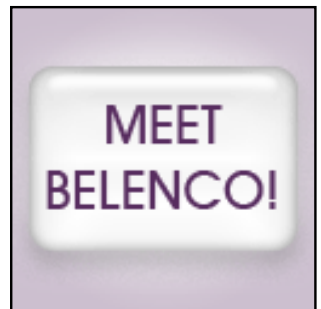
Question: What is the level of digital technology in your shop -- scheduling, templating, cutting, profiling, etc.? Is that an increase from a few years ago? How has it improved operations? How has the learning curve been for ownership as well as employees? What elements have been tougher to adjust to than others? For those not very into digital technology, it would be great to hear your thoughts as well. Is it cost? Learning curve? Efficiency? [Read More](#)



Industry Happenings

MIA introduces revised countertop module

The Marble Institute of America (MIA) has released an updated version of the Residential Stone Countertop Installation technical module. The revision of this module was undertaken by a special task force composed of industry leaders, MIA Accredited Natural Stone Fabricators and representatives of the Stone Fabricator's Alliance. Included in the publication are 17 pages of detailed drawings on all aspects of countertop installation; a section on making accurate field measurements; clarification of lippage for countertops vs. peninsulas; pictures of commonly used edges; and 17 pages of detailed drawings on all aspects of countertop installation. [Read More](#)



Braxton-Bragg announces close of Fresno, CA, Distribution Center and launches new free shipping policy

Braxton-Bragg has announced the closing of its Fresno, CA, distribution center, effective November 1, 2011. Closing the Fresno distribution center will enable Braxton-Bragg to improve customer service, provide faster delivery times to customers and reduce internal costs, which will be passed on to its customers through lower freight costs, explained the company. [Read More](#)



Laticrete releases eBook version of Technical Design Manual

Laticrete, a leader in the manufacturing of installation and finishing systems for the construction industry, has launched a free eBook version of the Laticrete Tiled Steam Room & Steam Shower Technical Design Manual at www.laticrete.com/manuals. The Laticrete Technical Design Manuals will also hit eBook stores online and are formatted to be compatible with virtually any eReader device, including the iBooks® app from Apple®, the Amazon Kindle™ and the Nook™ from Barnes & Noble. [Read More](#)



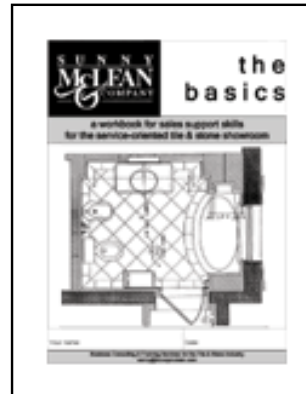
AEC Store Corner

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.

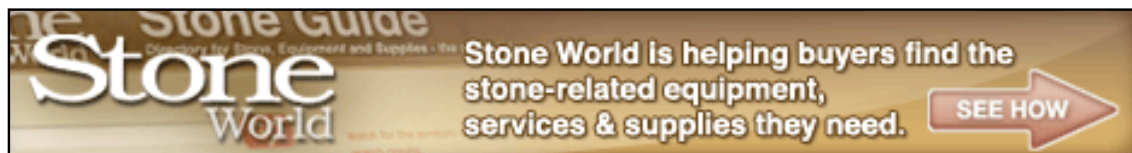


In today's competitive environment, selling is not just about product and price anymore. A productive sales associate must meet the customer's expectations for top quality service, professional knowledge and a competent, pleasant sales experience. The Basics enables a new-hire to develop important support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

To ensure safe delivery to your inbox, please add stoneworld@bnpmmedia-email.com to your address book or safe senders list. To unsubscribe from receiving future issues, please use the unsubscribe link at the bottom of this e-mail.

[Visit StoneWorld.com](http://www.stoneworld.com)



Stone World/BNP Media
210 Route 4 East, Suite 203
Paramus, New Jersey, 07652
U.S.A.

For Additional Information
Contact Our Editorial Staff:

Stone World
phone: 201-291-9001
fax: 201-291-9002
e-mail: info@stoneworld.com

This e-mail was sent to you on behalf of Stone World.

For more industry tips, news, and resources, please [visit](#).

If you're interested in viewing other publications BNP Media offers, please click [here](#).

[Send Stone World eNewsletter to a Colleague](#)

[Subscribe to StoneWorld Magazine](#)

[Update your profile/e-mail address](#)

[One-Click Unsubscribe](#)

[View our Privacy Policy](#)