

Stone World

Fabricator E-News

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Industry Insight

Make countertops, not war

by **Michael Reis, Editor**

So I'm sitting at my desk a couple of weeks ago, and it's about an hour past quitting time (when I can actually get some work done). The phone rings, and it is someone named Stefane Fitch, who explains to me that he is the Chicago Bureau Chief for *Forbes*, and he is doing a story on granite countertops. Basically, he is asking me about the size of the granite countertop industry, a question that I get a lot, but one that I always find tough to answer, [Read more](#)



Introducing the  **Advanced Wet Polisher** from Metabo!

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Inside the Shop

Top Master, Kansas City, KS

**Better!
Faster!
Cheaper!**



Braxton-Bragg



Braxton-Bragg.com

For a company founded in the garage of its original owner, it is apparent that Top Master, Inc. of Kansas City, KS, has led a successful path - now operating fabricating facilities that total more than 100,000 square feet. Over the years, the company has continued to thrive through expansion, investments and excellent customer service. [Full story](#)

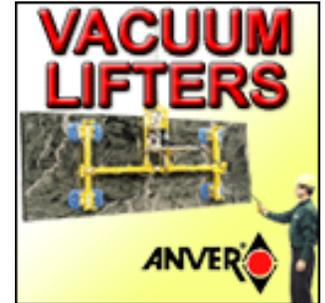


Fabricator Issue of the Month

"The Big Lie" regarding countertop pricing

by Scott McGourley, Kasco Stone, Tampa, FL

If you are like most of the stone shop owners I know, you probably started your stone career with wild expectations of how much money you can make. Some of us started buying granite for our homes and thought that we could make a go at such an easy task as putting in countertops. Then you did some research and found out you could buy Ubatuba for a seemingly crazy low price. Then the wheels start turning, and the finger counting begins. Before you know it, you are seeing dollar signs, so you strike out on your quest toward financial bliss. [Read more](#)



Project Spotlight

Marmomacc Meets Design in Verona, Italy

The "Marmomacc Meets Design" (MMD) project again generated some of the more innovative booth designs. MMD 2010 paired leading international designers with stone processors. The pairings focused on this year's theme -- "irregular and exceptional" -- in developing everything from objects to entire booth designs.



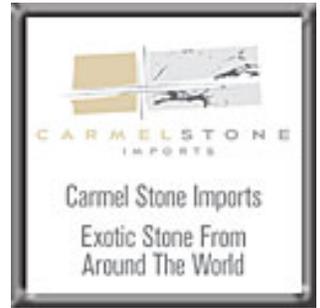
Four of the MMD booths were among the winners of the 2010 Best Communicator Award. A fifth award was given, for the first time, to a machinery company not involved in MMD. The award is presented to the booths with the best visual approaches to conveying the richness and potential of stone. [Read more](#)

Shop How-To

SFA "Mega-Workshop" debuts in St. Louis

by Michael Reis, Editor

For several years, the Stone Fabricators Alliance (SFA) has been conducting workshops for its members and guests at fabrication shops around the country. From October 7 to 9, the SFA expanded on that model by holding its first "Mega-Workshop" in the St. Louis suburb of Collinsville, IL, and it offered a range of hands-on education for fabricators. [Read more](#)



Industry Happenings

Cosentino announces new CEO for Cosentino North America

NEW YORK, NY -- Cosentino, a global leader in natural stone, quartz and recycled surfacing, announced the appointment of Eduardo Cosentino as the new CEO for Cosentino North America, which has been under the leadership of founder Roberto Contreras Jr. since its inception in the U.S. This comes after the Cosentino Group acquired full ownership of Cosentino North America at the end of 2009. Contreras will support the transition through the end of 2010 to then pursue new ventures. [Read more](#)



International flavor grows at Marmomacc in Verona



The 45th edition of Marmomacc -- held in Verona, Italy, from September 29 to October 2 -- enjoyed significant increases in international exhibitors and visitors, helping to consolidate the show's position as the most important annual global event for the stone industry. Foreign exhibitors were up by 9 percent, to nearly 750 from 56 countries, or about 50 percent of the show's total exhibitor base. [Read more](#)



Rock of Ages announces \$5.25 per share cash merger agreement with Swenson Granite

Rock of Ages Corp. today announced that it has entered into a definitive merger agreement with Swenson Granite Company LLC ("Swenson Granite") whereby shareholders of Rock of Ages will receive \$5.25 per share in cash, and Swenson Granite will acquire 100% ownership of Rock of Ages. [Read more](#)



Indiana Limestone Co. acquisition completed by Resilience Capital Partners

BEDFORD, IN -- Resilience Capital Partners, a leading private equity firm, announced the acquisition of Indiana Limestone Co. This transaction is the second acquisition under Resilience's industrial minerals platform, North Coast Minerals. Indiana Limestone is a complimentary business to Victor Oolitic Stone Co., which was acquired by Resilience in November 2009. Like Victor Oolitic, Indiana Limestone has been a leading supplier of Indiana limestone to the dimensional stone market place for over 100 years. Its products and services are well-known in the industry for having consistent color, grain structure/size, texture, finish, and fabrication capabilities. [Read more](#)

Chuck Monson retires from Dakota Granite Co., Rick Dilts promoted to CEO/General Manager

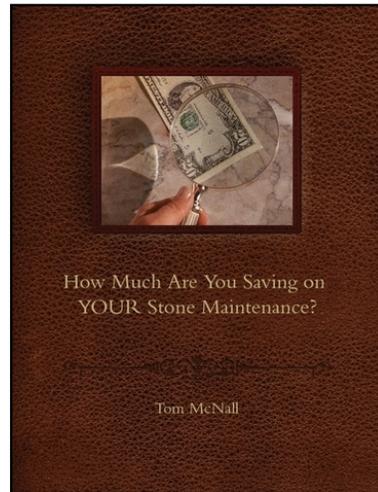
The Board of Directors of Dakota Granite Co. announced that effective January 1, 2011, Rick Dilts (Vice President of Sales and Marketing) will assume the position of CEO/General Manager of Dakota Granite Co. They also announced the retirement of Chuck Monson, long-time General Manager, Chairman of the Board and CEO, as of December 31, 2010. [Read more](#)

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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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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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

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