

# Stone World

## Fabricator E-News

Brought to you by *Stone World* magazine  
2011

December 13,



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## Industry Insight

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The English Beat: Balancing safety and quality

by Michael Reis, Editor

A few days ago, I returned from a trip to the Lake District of England, where I got an in-depth look at the production of the region's unique slate materials. My hosts were Burlington Stone, which has been involved in the craft for more than 150 years. Now, for years I have been praising Italy's stone industry for its innovation and craftsmanship, but I have to say that seeing the stoneworking operations in England were pretty eye-opening as well. [Read More](#)



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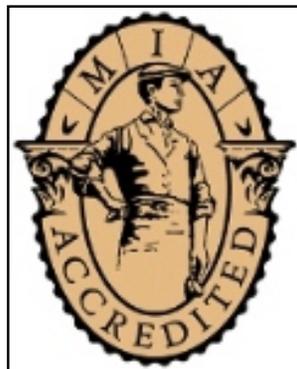
## Inside the Shop

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First Canadian fabricator earns MIA Accreditation

SASKATOON, SASKATCHEWAN, CANADA -- Floform is the first Canadian company to earn the Accredited Natural Stone Fabricator designation of the Marble Institute of America (MIA). MIA Accreditation for natural stone fabricators and commercial contractors recognizes those companies that meet the industry's highest standards for business activities, product knowledge, fabrication and installation.

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## Fabricator Issue of the Month

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Facts on the International Product Standard for Dimensional Stone



An International Product Standard for Dimensional Stone is being developed, and the basic parameters of this initiative were laid out during a meeting at Marmomacc in Verona, Italy. Now in its third year of research, the Natural Stone Council -- in Partnership with the University of Tennessee and Ecoform -- has been working to develop an International Product Standard for Dimensional Stone. The end goal for this initiative is to assess and improve the sustainability of stone. [Read More](#)



Understanding the need for a sustainability standard  
*by John Mattke, President/Chief Operations Officer Cold Spring Granite Co.*

At the recent stone fair, Marmomacc 2011 in Verona, Italy, I had a chance to visit with producers from around the world regarding the state of the stone industry. I was interested in learning their thoughts about the future and the competitive opportunities and challenges we are likely to face in the next decade. Specifically, I was looking to measure the foreign stone industry's level of engagement relative to sustainable construction and how they view its impact on building product suppliers. [Read More](#)

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## Project Spotlight

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International Stone Architecture Awards presented in Verona

Architects from Germany, Spain, China, Portugal and India were recently selected by an international jury to receive Marmomacc's International Stone Architecture Award. The selection was based on the architectural quality of the projects and the expressive use of stone materials. As with previous editions, an "ad memoriam" award was presented, as well as one for vernacular architecture. [Read More](#)



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## Shop How-To

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SFA "MegaWorkshop" continues in St. Louis  
*by Michael Reis, Editor*

Last year, the Stone Fabricators Alliance (SFA) expanded on its standard workshop model -- typically held at the fabrication shops of various members -- and held a MegaWorkshop in the St. Louis suburb of



**S<sup>2</sup>**

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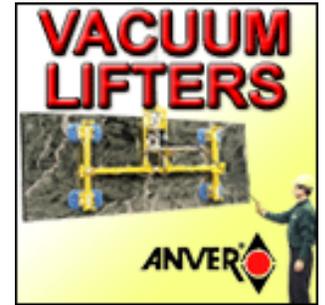
Collinsville, IL. The event included a range of equipment and tooling demonstrations, where real kitchens were fabricated on site. The second edition of this initiative took place from October 20 to 22 in the same location, and it once again included equipment and tooling demonstrations to go along with an expanded education program. [Read More](#)



## Industry Happenings

Marmomacc increases global reach in Verona  
*by Michael Reis, Editor*

For the first time in its 46-year history, there were more foreign exhibitors and visitors than Italian at Marmomacc, the most important annual trade fair for the global stone industry in Verona, Italy. The internationalization of the show has been going on for some time, but this year's event confirmed this trend, registering nearly 29,000 foreign trade visitors (an 8% increase over last year) out of a total of 56,000, coming from 130 countries. The same is true for exhibitors of stone, machinery and related products. Of the 1,518 companies exhibiting this year, 849 were from outside of Italy, representing 61 countries. [Read More](#)



**AEC Store Corner**

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**Featured product**

**the basics, by Sunny McLean**

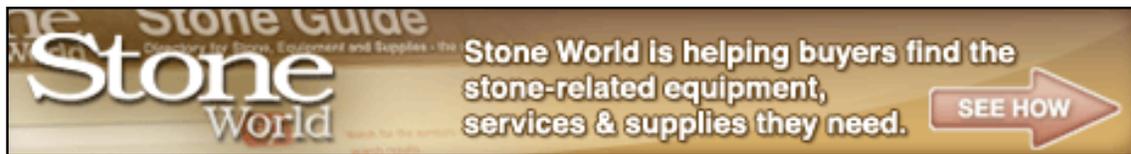
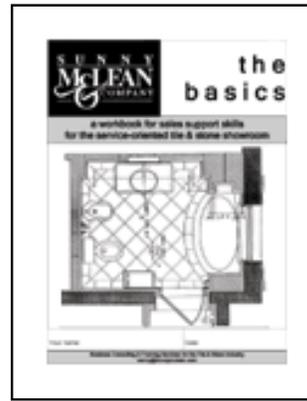


This new workbook offering training in sales support skills for tile and stone businesses by Industry Expert Sunny McLean is a workbook for high-end tile and stone or kitchen and bath showrooms that need well-trained and professional sales associates.

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.

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