

Stone World

Fabricator E-News

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**NEW PRODUCTS !
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Industry Insight

Fabricators speak out on industry issues

by Michael Reis, Editor

Last month, I attended a session of the Marble Institute of America/Stone World education series in Boston, MA, where I also moderated a Fabricator Forum. We have been doing these educational sessions in various formats since 2005, which means we have seen them take place in a broad spectrum of climates -- from the greatness of five years ago to the depths of two years ago. In the weeks leading up to this event, I had been hearing some very positive feedback from fabricators in the New England region as well as other parts of North America, which led me to lead off the forum with some questions on the economy. By nature, stone fabricators have historically been a very candid group, and the 40 or so professionals in Boston were no exception. [Read More](#)



Inside the Shop

TWD Surfaces, Bridgewater, MA
by Michael Reis, Editor

The roots of TWD Surfaces of Bridgewater, MA, can be traced to 1985, when the company's president, Ray St. Gelais, began operating as a cabinet maker. Today, TWD Surfaces processes both quartz surfacing and natural stone, and it has capitalized on market changes in the local region to enjoy significant growth despite a down economy. [Read more](#)



Hoffman Fixtures - Tulsa, OK
by Jennifer Adams, Managing Editor

**Better!
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Braxton-Bragg.com

With a history that dates back more than 60 years, Hoffman Fixtures Co. (HFC) in Tulsa, OK, has experienced many transitions through its years in business. The company began its operation in June of 1949 when founder Cecil Hoffman set up shop in his garage. He started by making custom restaurant, soda fountain, bar and store fixtures after World War II. With a successful business plan intact, HFC continued to evolve through the decades - expanding to larger facilities and adding laminate, solid surfacing and, eventually natural stone, to its product offerings. Today, the company operates out of a 30,000-square-foot state-of-the-art facility, which processes 500 square feet of natural stone per day as well as 200 square feet of solid surfacing. [Read More](#)



Fabricator Issue of the Month

Assessing the North American stone market
by *Michael Reis, Editor*

In this exclusive Stone World interview, Artisan Group Executive Director Chad Seiders shares some insight on stone industry market conditions -- now and in the future.

Q: What are you seeing in today's market? Is there a quantifiable uptick?

A: I would say in general, there is an uptick occurring in the stone industry. Of course, we thought the same thing last year around this time, but in hindsight, a lot of last year's demand was driven by the new home buyers' credit. This gave us a sense of false confidence last May and June, and we saw a hangover when the federal subsidy expired. This time, the demand feels real. [Read More](#)



Project Spotlight

Terra Bella Condominiums, Pasadena, CA



by Jennifer Adams, Managing Editor

Located just two blocks from "Old Pasadena," Terra Bella luxury condominiums offer homeowners upscale living spaces with the convenience of shopping, transportation and restaurants nearby. The recently completed residences in Pasadena, CA, are smartly designed with a rich material palette, including an extensive variety of natural stone - supplied by Southland Stone USA, Inc. of North Hollywood, CA. [Read More](#)



American Airlines Arena Luxury Suites, Miami, FL
by Jennifer Adams, Managing Editor

Designed by Arquitectonica and 360 Architecture, construction on American Airlines Arena began in 1998, and the entertainment facility opened its doors on December 31, 1999. On January 2, 2000, the arena hosted the first game for the Miami Heat -- a National Basketball Association (NBA) expansion team that was formed in 1988 -- and it remains the team's home today. With a prime location along the Biscayne Bay in Downtown Miami, the arena is visited by thousands of patrons each game -- including many high-profile customers and celebrities. To cater to its upscale clientele, 80 luxury suites were recently renovated -- including the addition of Silestone countertops by Cosentino of Stafford, TX. [Read More](#)



Marist College, Ellen M. Hancock Technology Center,
Poughkeepsie, NY
by Ron Treister

Sitting atop a bluff overlooking the Hudson River and the breathtaking topography of the Hudson Valley, the campus of Marist College in Poughkeepsie, NY, features a rich collection of architecture to go along with its natural surroundings. One of the latest additions is the Ellen M. Hancock Technology Center, the new 57,000-square-foot home for the School of Computer Science and Mathematics located at a focal location on campus. The building was designed with a blend of New York granite for the exterior. [Read More](#)



Shop How-To

Fabricator Forum: Countertop installation issues

transcribed by Michael Reis, Editor

As the lingering recession finally eases, attendees at the various industry "Fabricator Forums" are once again focusing on technical issues they face in the shop as well as the field. This was the case at the forum that was held at the last StonExpo/Marmomacc Americas, as attendees discussed countertop installation issues with a panel of industry veterans. [Read More](#)



Industry Happenings

Fabricators learn the "Made in Italy" way

by Dan Riccolo, Morris Granite, Morris, IL

Photos by Carmine Pantano, Frank's Marble & Granite, LLC, Red Lion, PA

Recently, a group of 15 leading fabricators from across North America toured the Northern region of natural stone production in Italy, considered by most to be the "epicenter" of the natural stone industry. Five full days were spent touring equipment manufacturers, block/slab suppliers and factories that make consumables for our industry. The



schedule was very full, up at 6:30 a.m. and done around 11:00 p.m. every night. We toured the facilities of industry leaders in their field, including GMM, CMS/Brembana, Montesor, Simec, Tenax, Italdiamant, Comandulli, Antolini, Breton, Marble Arreda and Santa Margherita as well as two traditional Italian fabrication shops. [Read More](#)



Marmomacc offers free online registration

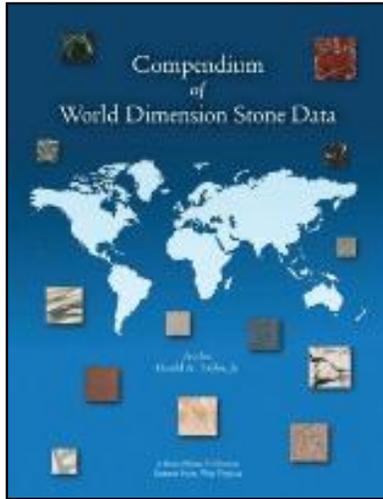
VERONA, ITALY -- Marmomacc, the leading international stone industry trade show that is held annually in Verona, Italy, is offering free admission to trade visitors who pre-register online. By pre-registering at www.marmomacc.com/freebadge2011 you will be able to print your own entry badge, thereby saving over \$35. This year's exhibition is scheduled for September 21 to 24, 2011. [Read More](#)



Compendium of World Dimension Stone Data is available

Harold Taylor of Basic/Mines has recently produced a 53-page report provides a handy reference to world production statistics for a variety of natural stones by country. This report showcases import and export statistics, production and consumption by item and includes a variety of graphs. This is a downloadable document.

[Read More](#)



AEC Store Corner

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

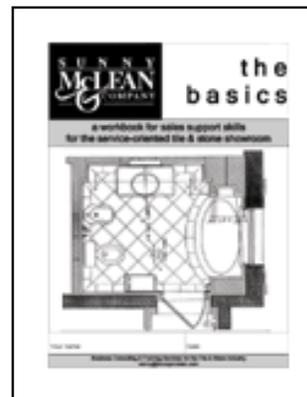
Featured product

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.



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