

# Stone World

## Fabricator E-News

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### Industry Insight

## "Industry Insight" -- Brainstorming for a solution

by **Michael Reis, Editor**

At stone industry trade shows such as StonExpo or Coverings, the one event I always make sure I attend (no matter how early it takes place) is the "Fabricator Forum," where industry members gather and present their issues to a panel of industry experts. These forums generally do not have a rigid agenda, and they sort of follow a "Town Hall" format, where people share their problems (and hopefully solutions) with their peers. I even used to moderate these forums, but I have found their content to be so valuable that I prefer to sit in the crowd, where I can fully concentrate on -- and record -- the pressing issues of our industry. [Read more](#)



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Introducing the  **Advanced Wet Polisher** from **Metabo!**  **metabo**  
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## Inside the Shop

Frank's Marble and Granite, LLC, Red Lion, PA

by **Michael Reis, Editor**

Frank's Marble & Granite, LLC, of Red Lion, PA, was founded in 1972 by Frank Pantano, who learned the stoneworking trade in his native Italy. In its early stages, the company was primarily an installer of ceramic and stone tiles, and it moved into slab processing in the early 1980s. Today, the company is a leading countertop fabricator in its region, and it continues to update itself with state-of-the-art stoneworking technology. [Read more](#)



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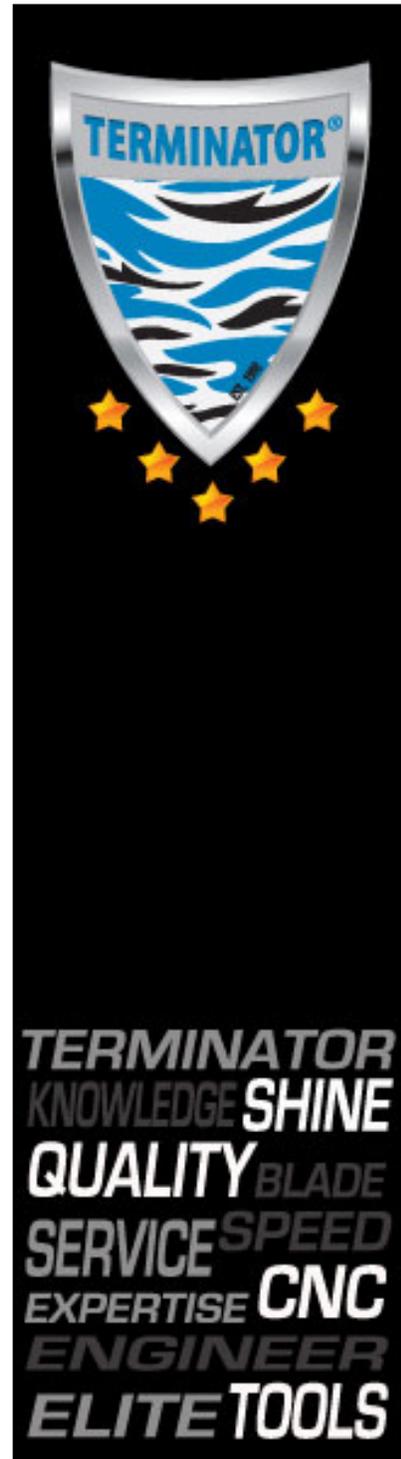


**Braxton-Bragg.com**

## Galaxy Granite, Inc., San Francisco, CA

**by Jennifer Adams, Managing Editor**

Developing Galaxy Granite Inc. into a success was a labor of love for owner Meng Peng. Starting out as a carpet business in 1985, the San Francisco, CA-based company evolved to include a stone fabrication division in 1999. What initially began as a one-man shop has grown to include 23 employees, including its own installation crew. [Read more](#)



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## Fabricator Issue of the Month

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### Fabricators donate to Habitat ReStore

Artisan Group premium countertop fabricators have donated several hundred tons of granite and solid surface countertop remnants to Habitat for Humanity ReStore over the past year. With the help of companies such as the fabricator members of the Artisan Group, ReStore accepts donations of new and used building materials, making them available to the public at deeply discounted prices. [Read more](#)



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## Project Spotlight

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### Private Residence, Dallas, TX

**by Kelly Martin, Editorial Assistant**

Located in the Bluffview area of Dallas, TX, a private residence reflects the owner's commitment to the quality of the built commercial environment, and serves as an example of good design for the owners' many clients, business contacts and visitors. [Read more](#)



### Bloomingdale Properties, New York, NY

**by Kelly Martin, Editorial Assistant**

Located on the oldest north-south main road in New York City, Bloomingdale Properties'



1385 Broadway has undergone lobby and common area renovations as part of a substantial capital improvement and modernization program. Corporate space planning and interior design firm MKDA contributed to the redesign by modernizing the building's entrance, lobby, elevator cabs, corridors and restrooms with a selection of natural stone. [Read more](#)



**Shop How-To**

Fabricator Forum: Sales and marketing in a difficult economy

*transcribed by Michael Reis, Editor*

In general, the education program at stone trade shows such as Coverings will include a "Fabricator Forum," where attendees discuss current issues with a panel of industry experts. Historically, these sessions have focused on practical concerns, such as fabrication methods and installation challenges. Over the past few years, however, these sessions have begun to lean towards the "business" of operating a fabrication shop, and this was apparent at a forum that featured a panel several industry veterans. [Read discussion](#)



**Industry Happenings**

Coverings Exhibitor Preview



Coverings, the premier international trade fair and expo dedicated exclusively to showcasing ceramic tile and stone, has grown to be the largest show of its kind in the U.S., featuring exhibitors from more than 50 countries and attracting thousands of distributors, retailers, fabricators, contractors and specifiers, architectural and design professionals, builders and real estate developers. This year's event will take place from March 14 to 17 at the Sands Expo Center in Las Vegas, NV. The following is a look at some of the exhibits that will be on display. [Exhibitor Preview](#)



### Valley Gold Vein: Offered Exclusively By Polycor

Valley Gold Vein is a stunning, highly durable marble exclusively offered by Polycor in America -- despite the latest changes in ownership. Recently, the Colorado Yule quarry has been sold to the Italian group, Carrara, which will bring quarrying expertise to the quarry. Nevertheless, Polycor remains the source for Valley Gold Vein in America. Contact the company for product requests at 1-877-692-4695.



### Matt Lansing Is Named **Stone World** Fabricator Of The Year

The 2010 Nominating Committee for Stone World magazine has named Matt Lansing of Stone Innovations, Inc. in Plover, WI, as Fabricator of the Year Award. The award was presented at StonExpo/Marmomacc Americas 2011 in Las Vegas, NV. Criteria for the award is as follows:

- cooperation in sharing technology with the industry
- willingness to pioneer in the use of new technology
- fostering educational programs for the training of stoneworkers in industry methods
- promoting technological progress through association work



Lansing, a third-generation stoneworker, has been in the stone fabrication business for over 20 years. His company, Stone Innovations Inc. -- along with its staff of highly trained craftsmen -- operates some of the most advanced fabrication equipment in the industry. Lansing has become one of the most influential leaders of the Stone Fabricators Alliance (SFA), serving on its Board of Directors since its inception. He has hosted several workshops, inviting the industry in to his facility to learn tricks of the trade. This past spring, Lansing shared his idea for the SFA Mega-Workshop, where machinery manufacturers, tool suppliers and other stone-related companies could demonstrate their respective products in a real-life setting. This past October in St. Louis, MO, Matt sacrificed three weeks away from both his family and his business to ensure the success of the



Mega-Workshop.

## Italian Stone Pavilion At Coverings 2011

The Italian Stone Pavilion has been set for Coverings, which will take place at the Sands Convention Center in Las Vegas, NV, from March 14 to 17, 2011. It will be located in Hall A -- Aisles 600/700/800/900. [Read more](#)



## Joe Durfee of Great Lakes Granite & Marble named 2010 MIA Natural Stone Scholarship Award Winner

The Marble Institute of America, Inc. (MIA) has announced that Joe Durfee, Assistant Production Manager at Great Lakes Granite & Marble in Redford, MI, is the 2010 recipient of the MIA Natural Stone Scholarship Award.



The scholarship was established by the MIA to provide educational opportunities for aspiring fabricators, installers, or administrative apprentices interested in furthering their career in the stone industry. Durfee's selection was based on a 500-word essay explaining why he desires a career in the industry. "I am usually the first one to work in the morning and among the last to leave each night," he wrote. "They say that time flies when you are having fun and I tend to believe that. I think the favorite part of my job is the variety and the learning opportunities that are presented to me each day. I think the natural stone industry is a good fit for me because it combines many of the things I love doing."

Included with Durfee's application letter were before-and-after pictures of many projects he had worked on, including the first computerized layout project performed by Great Lakes Granite & Marble. Although the customers were not initially pleased with the result, Durfee was able to show them on a computer that the layout they received was the best possible outcome -- given the flow of the stone and the location of the seams. "We were extremely impressed with the fact that Joe felt compelled to include a project that was not initially 100% satisfactory," said MIA Executive Vice President, Garis Distelhorst. "Learning and growing from situations like the one Joe faced is what makes a successful person and businessman."



17. International Trade Fair Natural Stone and Stoneprocessing Technology



## AEC Store Corner

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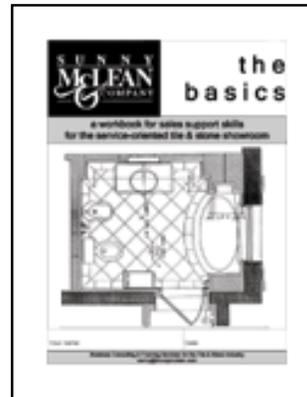
#### **the basics, by Sunny McLean**

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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