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ARRISCRAFT INTRODUCES NEW THIN-CLAD PRODUCTS

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of naturally-made products that emulate quarried stone, has introduced two thin-clad products in response to growing demand for veneer stone. These newest additions to Arriscraft’s thin line offer designers, builders and homeowners a variety of installation options, with modern flair.

“Our new Coastal Series and Midtown thin products were developed to give our customers more selection and design options,” says Marta Zonneveld, Marketing Manager. “We’ve re-imagined our popular split-face ARRIS.stack product to provide two exciting options, each in five different colours.”

The Midtown product, with two slim face rises, in long lengths, delivers a modern look similar to linear brick. Unlike many Arriscraft products which combine sizes in a bond pattern, Midtown stone can be laid separately (one size, continuously) or the two sizes can be combined. Designers can choose to install Midtown with or without mortar depending on the desired look. The linear Coastal Series is an evolution of our popular ARRIS-stack product, ideal for those that prefer a sleek look with a mortar joint. This versatility gives builders and designers a distinct option to the drystack look. Both Coastal Series and Midtown offer return corner units for a seamless, natural finish.

Arriscraft’s Natural Process technology uses only natural materials (plus colour pigments) and replicates how stone is created in the earth. This patented process creates stone products with the natural aesthetics and durability of quarried stone, plus the convenience of standard installation and unlimited supply.

ABOUT ARRISCRAFT

Arriscraft manufactures a vast range of premium stone for commercial and residential projects, including full-bed Renaissance® Masonry Units and Building Stone, Thin-Clad adhered and clipped veneers, Adair® Limestone, and cast accessories. Designers can select from a truly comprehensive line of styles - from old-world to contemporary – in natural colours, with custom applications available.

Headquartered in Cambridge, Ontario (62 miles/100 km west of Toronto), Arriscraft is the stone products group of General Shale, North America's largest brick, stone and concrete block manufacturer, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of 31 distribution centers across the United States. General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee.

For more information about General Shale, visit www.generalshale.com. For more information about Arriscraft, visit www.arriscraft.com or contact Arriscraft at 800-265-8123 or send us a request at solutions@arriscraft.com

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