

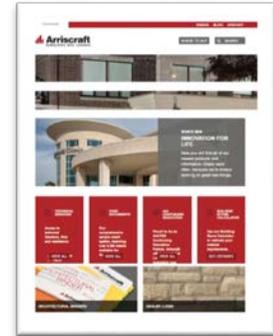
FOR IMMEDIATE RELEASE:
January 4, 2017

Contact Information: Marta Zonneveld

ARRISCRAFT UNVEILS UPGRADED, REDESIGNED WEBSITE

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of naturally-made products that emulate quarried stone, has launched its newly redesigned website, which among other things, provides numerous design ideas to inspire both homeowners and building professionals.

“Our newly refreshed site has been crafted to be even more user-friendly than previous versions. And with its upgrades, we now offer many creative ideas and unique opportunities for customers which incorporate our full bed and thin masonry, brick, and limestone,” says Marta Zonneveld, Marketing Manager of Arriscraft. “We are excited to reintroduce our website and use it as a key tool for informing and inspiring homeowners, architects and designers.”



The new Arriscraft website is designed to give consumers easy access to its vast library of design images, product information and support. It has one of the most comprehensive selections of technical information in the industry – *Literature, Data Sheets, Installation Instructions, Hatch Patterns, Seamless Textures, Specification sheets & Technical Bulletins and Documents*. Arriscraft made the site interactive by integrating social media with its content... making images and information “shareable” via social share buttons.

The new website, www.Arriscraft.com, also includes a gallery of both residential and commercial projects installed throughout North America. Photos range from healthcare and multi-family to private entryways and educational institutions. “We’re proud of our high-quality photography, and believe they give visitors to our site excellent examples of just what can be done with our product lines,” added Zonneveld.

Key features of the site include an engaging and compelling user experience with video, extensive product and installation images... and, much more. The site provides links to Arriscraft’s AIA/CES Continuing Education Units, CADD Drawings and also introduces its online “Building Stone Calculator,” an easy-to-use tool for estimating material requirements.

Very importantly, the site has a responsive platform that intuitively adapts content for optimal viewing across all devices, including desktops, laptops, tablets and smartphones.

Arriscraft is the stone products group of General Shale, the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

Arriscraft's Natural Process technology uses only natural materials (plus color pigments) and replicates how stone is created in the earth. This patented process creates stone 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 colors, 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