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Arriscraft Launches WikiSTIK™ USB Card and Mobile App

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of naturally-made products that emulate quarried stone, is excited to announce its new WikiSTIK™ USB Card and WikiSTIK™ Apple (iOS) app now available at the App Store.

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.

The new Arriscraft WikiSTIK™ is a smart, eco-friendly way for customers to access the company's robust architectural binder. The amazing WikiSTIK™ auto-syncs and uploads the most current information from www.arriscraft.com every time it's used. Architects, designers, specifiers, and builders will always have completely up-to-date product data at their fingertips and will love the built-in Specifications Editor which allows users to incorporate and edit specs and save them to the WikiSTIK™ or to their hard drive.

The cross-platform Arriscraft WikiSTIK™ runs identically on Mac OS X and Windows computers and no installation or downloads are required with the WikiSTIK™ technology – simply plug, sync and go. Arriscraft has also launched a WikiSTIK™ Apple (iOS) App with the same real-time convenience; the app name is *Arriscraft WikiSTIK™ Mobile*.

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.