



FOR IMMEDIATE RELEASE:
April 3, 2017

Contact Information: Marta Zonneveld

ARRISCRAFT RELEASES NEW CONSUMER VIDEO

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of naturally-made products that emulate quarried stone, has released a comprehensive, consumer-focused video that both educates home buyers and supports builders and dealers in communicating the unique qualities and benefits of Arriscraft’s calcium silicate stone products.

“People know just by looking at our stone that it’s beautiful. But there’s much more to the Arriscraft story and how we are unique in the world,” says Marketing Manager, Marta Zonneveld. “Our ***Building Smart with Arriscraft*** video explains how we are different and why we are the leading choice for manufactured stone. We also share the very important inherent benefits of masonry – that every homeowner should know before choosing their exterior.”

The new video covers all key topics, including the company’s Natural Process technology, installation overview, inherent product features, competitive comparisons, style selection, as well as the cost benefits of Arriscraft homes. The video can be found at: <http://arriscraft.com/videos/EoOB6xulXqo> and Arriscraft has provided a downloadable version for use in builder presentations, model homes and dealer showrooms.

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.

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

– ### –