

FOR IMMEDIATE RELEASE:
May 2, 2016

Contact Information: Marta Zonneveld
800-265-8123
marta.zonneveld@arriscraft.com

Arriscraft Expands Popular ‘Matterhorn’ Building Stone Color Selection

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of naturally-made products that emulate quarried stone, introduces three new colors of Matterhorn – a unique-looking Building Stone manufactured almost entirely from reclaimed material.

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.

First introduced in 2015, Matterhorn Building Stone is made with 99% reclaimed material (from existing manufacturing processes) and, since its release, both commercial and residential markets have shown very strong interest in this ~~uber~~-green option. Given its popularity, Arriscraft has introduced three stunning Matterhorn colors for 2016: Augusta, Barnwood and Chalet. The new colors, added to the original colors Blueridge and Saddle, create a well-rounded selection of natural tones. Matterhorn Building Stone is manufactured in Arriscraft’s Fort Valley, Georgia location.

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 Building 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