

**FOR IMMEDIATE RELEASE:**  
May 2, 2016

Contact Information: Marta Zonneveld  
800-265-8123  
[marta.zonneveld@arriscraft.com](mailto:marta.zonneveld@arriscraft.com)

## **Arriscraft Introduces Dramatic 32" *Evolution* Stone**

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of naturally-made products that emulate quarried stone, introduces the *Evolution* Full Bed Masonry Unit: a long, sleek format sought after by architectural customers.

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 has answered the demand for longer stone products with its introduction of the impressive *Evolution* stone. The company's engineering team upgraded existing manufacturing technology to accommodate production of this large masonry unit. For years, architects have expressed interest in a longer Arriscraft stone; *Evolution* gives these customers a new opportunity for incredible design impact. *Evolution* masonry units are available in two sizes (3-5/8" high x 31 5/8" long and 7-5/8" high x 31-5/8" long), at regular full-bed depth, and in four standard colors: Carbon, Nutmeg, White and White, in a sandblasted finish.

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<sup>®</sup> Masonry Units and Building Stone, Thin-Clad adhered and clipped veneers, Adair<sup>®</sup> 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](http://www.generalshale.com). For more information about Arriscraft, visit [www.arriscraft.com](http://www.arriscraft.com) or contact Arriscraft at 800-265-8123 or send us a request at [solutions@arriscraft.com](mailto:solutions@arriscraft.com)