

THE WORLD OF BUILDING PRODUCTS

Builder

hanley wood

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The residential
construction industry's
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information

2006

BUYER'S GUIDE AND
WEB DIRECTORY

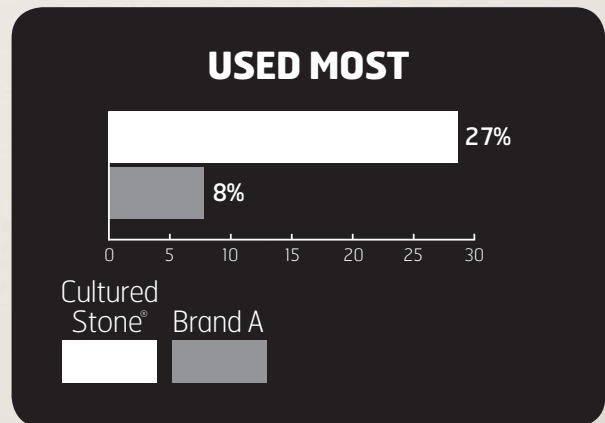
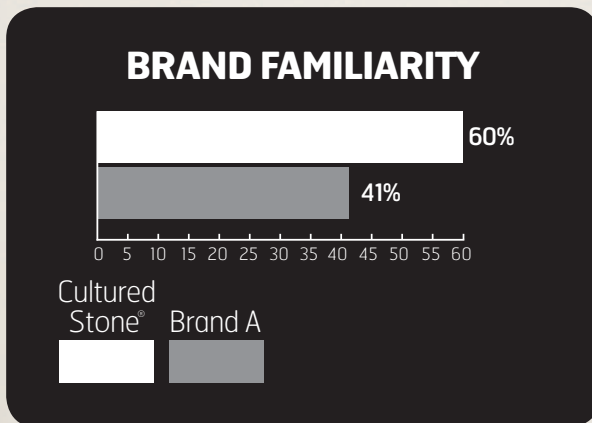
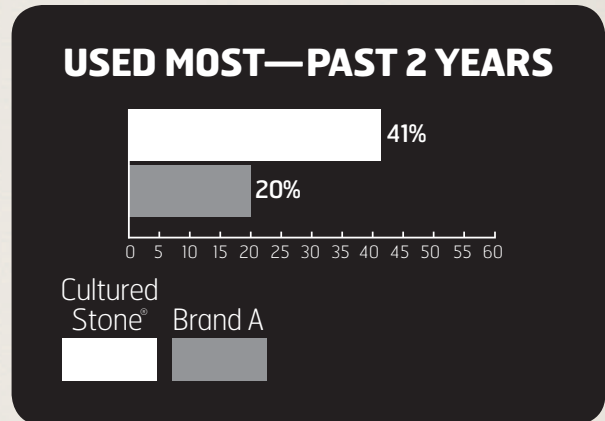
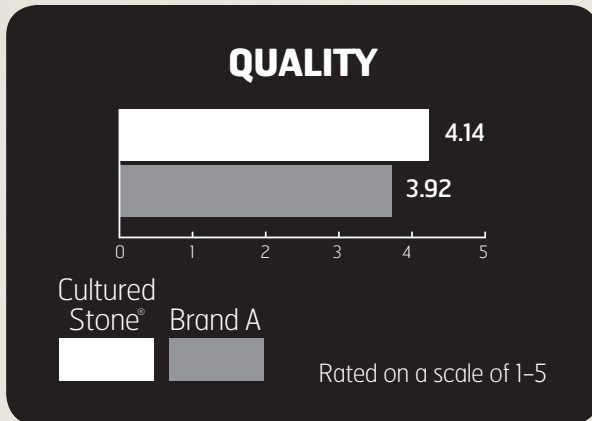


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Web site addresses on
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WWW.BUILDERONLINE.COM

Tom McCavera

2006 *BUILDER* magazine study ranks the Cultured Stone® brand #1—again.



CULTURED STONE®

The Preferred Name In Stone™





A rich heritage of leadership and innovation

has again garnered Owens Corning Cultured Stone® the top spots in the annual *BUILDER* magazine Brand Use Study. Each year, the readers of *BUILDER* rate the brands they use. Cultured Stone® products swept the 2006 *BUILDER* magazine Brand Use Study in the manufactured stone segment:

Quality. Builders rate the Cultured Stone® brand #1 in quality.

Brand Familiarity. More builders know the Cultured Stone® brand than any other manufactured stone brand on the market.

Brands Used Most in Past Two Years. More builders have used Cultured Stone® veneer in the past two years than the next two brands combined.

Brands Used the Most. Cultured Stone® is the brand used most by builders for seven years running.



Taupe Trim Stones (WDM-1267) with Bucks County Dressed Fieldstone (CSV-2030)

In addition to these top ratings, Cultured Stone® is leading the marketplace with the kinds of products builders want for today's homes. The brand recently added new colors to its popular Cultured Brick® veneer line and expanded its range of Finishing Touches accessories with the Monticello® Trim Collection, a variety of pieces that look custom-made and are easy to install. The product line now includes Pro-Fit® Alpine LedgeStone as well, with its rustic outdoor look in three contemporary colors. It not only looks good—it was created for simple installation and design flexibility.

Cultured Stone® also offers tools to help builders close the deal when offering Cultured Stone® products to their customers. A key example is Exterior FX® design visualization software, which lets customers see Cultured Stone® veneer and other Owens Corning products on a picture of their own home before making a purchase.

New products and colors. Comprehensive design tools. And, once again, the *BUILDER* magazine study results to back them up. When builders want the best, they turn to Cultured Stone®.

Top: Chardonnay Southern LedgeStone (CSV-2054) and Chardonnay Dressed Fieldstone (CSV-2042)

For additional information on Cultured Stone® products and services,
visit www.culturedstone.com or call 1-800-255-1727.



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The product colors you see are as accurate as current photography and printing techniques allow. We suggest you look at product samples before you select colors.

