



# A Beginner's Guide

## TO MANUFACTURED STONE VENEER

When it comes to selecting the right materials for your project, it's important to consider every last detail during the design phase in order to streamline your processes on the job site later.

We've put together this guide to help you and your clients better understand manufactured stone veneer and, ultimately, select the material that's best-suited for the job.



## What is Manufactured Stone Veneer?

Manufactured stone veneer, also known as MSV, is a light-weight building material used as a decorative wall covering for exterior or interior surfaces.

Produced by using a concrete mixture that's poured into a mold and colored using mineral pigments - its porous and light weight properties make it easy to cut and handle, creating a streamlined and more cost-efficient installation process compared to natural stone.

Manufactured stone veneer offers many benefits including a wide range of finishes and styles that remain consistent in shape, color and availability proving to be a reliable and cost-effective product alternative.





## Ease of Installation

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Unlike natural stone, manufactured stone veneer is lightweight and easy to install in a variety of locations.

- No ties or footings required
- Adheres to any structurally sound surface
- Simple installation process:
  - Lath
  - Scratch Coat
  - Mortar & Grout
- Panelized systems available for quicker install
- Light-weight for easier handling
- Creates less waste compared to natural stone

### Range of Applications:

- Interior
- Exterior
- Outdoor living
- Commercial
- Multi-family
- Signage





# Longevity

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## Superior Durability

- Can endure years of weathering with little change to color

## Weather Resistant

- Can freeze, thaw, heat up, and cool down without cracking, chipping, or fading.

## Maintenance Free

- No painting, coating, or sealing required.

## Warranty Backed

- Quality manufactured stone veneer companies provide extensive warranty coverage





## The Cultured Stone® Veneer Difference

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What makes Cultured Stone the preferred choice in stone veneer?

- Authentic stone beauty
- Innovative design
- High-tech manufacturing
- Unparalleled craftsmanship
- Superior quality control
- Unmatched performance
- Sustainability leadership
- Groundbreaking packaging
- World class supply system
- All-encompassing North American distribution network



# Aesthetic

Cultured Stone® veneer is an inspirational design element, born from innovative technology and creative solutions. We merge art with science to go beyond Mother Nature, replicating natural stone and delivering superior color consistency.

## Range of Offerings:

- 20 textures
- 105 colors
- Accent products
- Capstones
- Hearthstones







# The Bottom Line

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When embarking on a new project, having the right information equips you to make smarter choices that align with your vision. Just as the right materials help you build smarter for the future. Not only is Cultured Stone veneer more versatile than natural stone, it's just as visually striking for a fraction of the cost. Meaning you can create beautiful, lasting structures under demanding time and cost constraints.

## Find a Cultured Stone Dealer Near You

With trusted dealers across North America, plus an extensive warranty, Cultured Stone is always there to support every step of your process. To learn more about CSV or to locate a dealer, visit [www.culturedstone.com](http://www.culturedstone.com), or call us directly at **(800)-255-1727**