



Cast Stone is a very low maintenance material, but there are some common problems that can affect the finish of cast stone. We want to make the solutions and the preventatives for all of these problems available to our customers.

- 1) Caring for Cast Stone – concise guide to cleaning and sealing cast stone

*Taken from the printed SL catalog*

- 2) Freeze Thaw – pictorial diagram of the freeze-thaw process
- 3) Efflorescence – Detailed description from CSI
- 4) Crazeing – Detailed description from CSI
- 5) Sealing – options and recommendations from CSI
- 6) Water Repellants – options and recommendations from CSI
- 7) Patching – Patching instructions

## **Marketing Spins**

*Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.*

### **Spin 1) Architect**

Architects shouldn't need this material

### **Spin 2) General Contractor/Builder/Installer/Mason**

Here are documents that should help you with your stone care concerns. They should provide you with a solution and a preventative for any issue with a cast stone finish

### **Spin 3) End User – Stone Legends**

I have several pamphlets that should help you with the problem you asked about. Cast stone is extremely durable, but many things can mar the surface. We want to help you safely clean your stone, and prevent anything from damaging the stone in any way. I hope this helps you and contact us immediately if you have any further concerns.