



Our product area brochures are designed to show a potential customer detailed info about a specific product group or related groups. They can be emailed, or downloaded from our website, or they can be mailed from Stoneworks.

- **Columns** – capital and shaft styles and installation info
- **Landscaping** – pier and wall caps, with finials, planters, urns, benches, tables, fountain, and gazebos
- **Pool & Patio** – several collections of poolside cast stone units, including fountains, tables, benches, planters and urns, pool coping and outdoor fireplaces
- **Stone Stairs and Balustrade** – display of our staircases, and stair configuration options, as well as balustrade and newel piers and their configuration options.
- **Surrounds** – window and door surrounds, jackarches and keystones
- **Stone Magic** – Fireplaces Catalog

If the contact seems to show an interest in one specific area, then you might send him one of these brochures, rather than a catalog.

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

After speaking with you the other day, I wanted to show you more detail about the product range you're interested in. Take a look at this brochure, and if you need to see more let me know. We have CAD drawings of most of our products available, and we can custom cast stone units to match your designs.

Spin 2) General Contractor & Mason

After speaking with you the other day, I thought our brochure might be useful to you. Take a look at these product lines and let us know if you are interested in any further information. We are always happy to help.

Spin 3) End User

After speaking with you the other day, I thought our brochure might be useful to you. Take a look at these basic product lines and let us know if you are interested in any further information. We have many more units, styles and options available. You can see more on our website at www.stonelegends.com.