SAINT-GOBAIN

BUSINESS BUILDING

WORKSHOPS

STONEfaçade: Architectural Cladding System

STONE 101

Why homeowners desire thin veneer products?

- Provides **distinction** and **uniqueness** to a home
- Adds an **upgraded look** to exterior facades
- Can be **used alongside other cladding** materials
- Many **styles, shapes, and colors** to choose from
- Near identical replication of the appearance of natural stone, at a **lower cost**
- Can be used as **interior & exterior cladding**
  - as well as **walkways and decks**

Best ROI…

More than any other feature, the **most important** consideration for home buyers when it comes to home exteriors is **overall appearance.**

61%

Say great design / curb appeal

Source: *Professional Builder* magazine 2014 Home Exterior Survey

Installing stone veneer on the exterior of your home is a smart investment, with **one of the highest returns** of any major home remodeling project when it's time to sell.

92%

Return on investment for stone veneer

Source: *Remodeling* magazine 2014 Cost vs. Value Report

Manufactured Stone attributes (“Lick and stick”)

- Primarily used on the **exterior** of a building,
  - Can also be used in the interior as accents
  - Typically only used in the **front façade** of a house in conjunction with another type of cladding
- Packaged in big boxes (crates) and small boxes
- Manufacturers offer:
  - Flats
  - Corners
  - Accessories (sills, light box fixtures, outlet fixtures, etc.)
- Typically installed by **masons**
- Sold through:
  - 2-Step Distribution
  - 1-Step Distribution
  - **Masonry yards**: also sell stone, hardscaping, CMUs, brick

**Prinicipia Residential Siding & Trim Report 2014*

Ledgestone

- Ledgestone has the rustic elegant look of natural stones with an unfinished front surface.
- This style of stone has a rugged appearance with more definition and rough irregular edges.

Various applications – Exterior and Interior

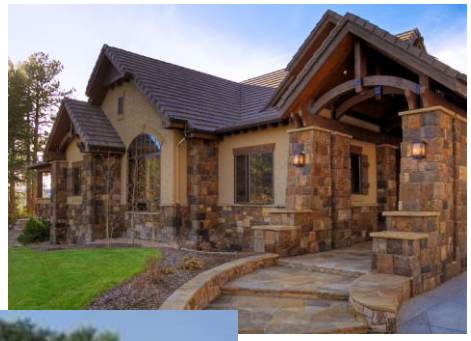
Various segments – Commercial and residential

Commercial

Residential

Trend to mix and match and upselling benefit of stone

Mix & Match



Overall majority = accent

Remodeling

What does it mean for a Vinyl Siding installer?

MARKET OPPORTUNITY

US Manufactured Stone: 2.1M sqs.

Source:2018Q3 MarketCheck2.0

Why CertainTeed Entered Stone Market- 3 Major Trends in Masonry

- **Products** ➔ Mechanically fastened, panelized solutions are growing in popularity and availability
  - Reduced installation complexity and costs
  - Less installation time required

- **Aesthetics** ➔ Ledgestone has become the most popular style
  - » followed by Cut Stone and Field Stone

Ledgestone

Cut Stone

Field Stone

Installation ➔ **Mason trade is declining**, leaving a skill gap

For ‘lick & stick” mortar applied stone, a reputable mason is a must

Inconsistent joint thickness

Uneven dry speed of mortar

Random Placement of stones

Bad cuts - Aesthetics

Falling stones

2:1 “Ashlar” pattern to break lines

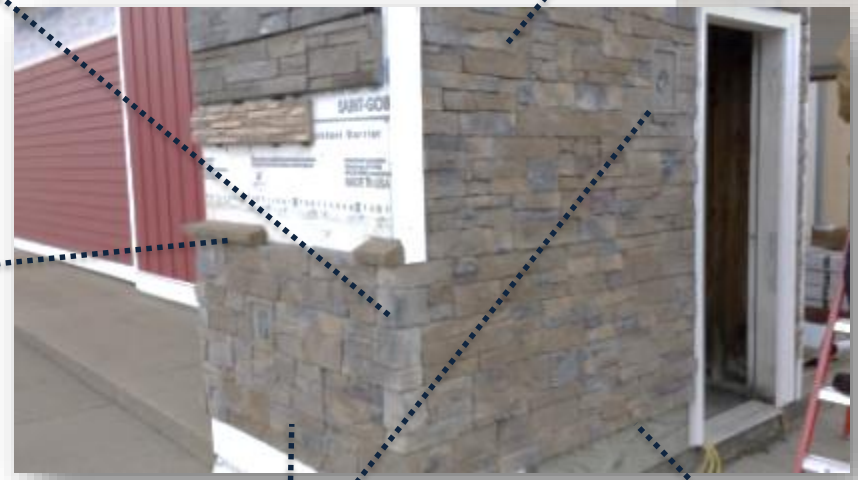
PRODUCT PORTFOLIO

STONEfaçade portfolio at a glance

Corner

Panels

Sills



Electric & Light boxes

Starter strip

Product Portfolio at a glance

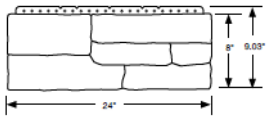
STONEfaçade™ Architectural Stone Cladding System

Ledgestone Panels

Product Code	Color Code	Color
11000	501	Harbor Sunset
11000	502	Pocono Autumn
11000	503	Adirondack Snowfall
11000	504	Appalachian Twilight

Width	Height	UOM	Pkg. Wt.	Sq. Ft./Ctn.	Pcs./Ctn.	Ln. Ft./Ctn.	Ctn./Pallet
24"	6"	Carton	98 lbs.	7.99	6	12	12

Note: Panels come in 3 different widths – 10", 14" and 24" (shown). All widths are randomly mixed within the cartons for installation ease. Number of pieces per carton will vary from 6 or 7 depending on whether or not you have a pre-mixed carton.

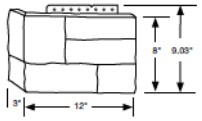


Ledgestone Left Corners

Product Code	Color Code	Color
11201	501	Harbor Sunset
11201	502	Pocono Autumn
11201	503	Adirondack Snowfall
11201	504	Appalachian Twilight

Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ln. Ft./Ctn.	Ctn./Pallet
9", 10-1/2", 12"	6"	Carton	56 lbs.	6	4	15

Note: Corners are available in 3 sizes – 9", 10-1/2" and 12" (shown). A carton of corners contains 2 of each size for installation ease. Please refer to the STONEfaçade Installation Instructions for directions on corner usage.

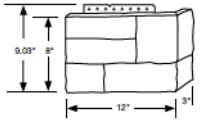


Ledgestone Right Corners

Product Code	Color Code	Color
11202	501	Harbor Sunset
11202	502	Pocono Autumn
11202	503	Adirondack Snowfall
11202	504	Appalachian Twilight

Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ln. Ft./Ctn.	Ctn./Pallet
9", 10-1/2", 12"	6"	Carton	56 lbs.	6	4	15

Note: Corners are available in 3 sizes – 9", 10-1/2" and 12" (shown). A carton of corners contains 2 of each size for installation ease. Please refer to the STONEfaçade Installation Instructions for directions on corner usage.



Sills

Product Code	Color Code	Color
11001	505	Brown
11001	506	Dark Gray

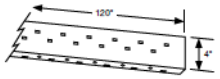
Profile Color	Accessory Color Match
Harbor Sunset	Brown
Pocono Autumn	Brown
Adirondack Snowfall	Dark Gray
Appalachian Twilight	Brown

Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ln. Ft./Ctn.	Ctn./Pallet
24"	3.25"	Carton	71 lbs.	5	10	15

Starter Strip

Product Code	Color
11005	No Color

Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ln. Ft./Ctn.	Ctn./Pallet
120"	4"	Carton	100 lbs.	25	250	35

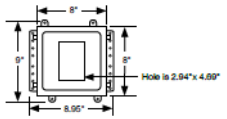


Single Course Electrical Box

Product Code	Color Code	Color
11304	505	Brown
11304	506	Dark Gray

Profile Color	Accessory Color Match
Harbor Sunset	Brown
Pocono Autumn	Brown
Adirondack Snowfall	Dark Gray
Appalachian Twilight	Brown

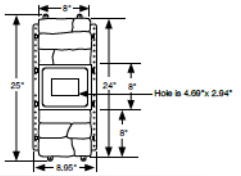
Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ctn./Pallet
8"	8"	Carton	55 lbs.	12	15



Multicourse Electrical Box – Horizontal Opening

Product Code	Color Code	Color
11302	501	Harbor Sunset
11302	502	Pocono Autumn
11302	503	Adirondack Snowfall
11302	504	Appalachian Twilight

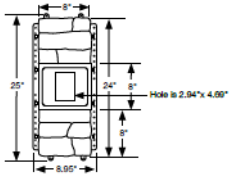
Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ctn./Pallet
8"	24"	Carton	67 lbs.	4	15



Multicourse Electrical Box – Vertical Opening

Product Code	Color Code	Color
11303	501	Harbor Sunset
11303	502	Pocono Autumn
11303	503	Adirondack Snowfall
11303	504	Appalachian Twilight

Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ctn./Pallet
8"	24"	Carton	67 lbs.	4	15

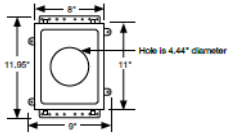


Single Course Light Box

Product Code	Color Code	Color
11404	505	Brown
11404	506	Dark Gray

Profile Color	Accessory Color Match
Harbor Sunset	Brown
Pocono Autumn	Brown
Adirondack Snowfall	Dark Gray
Appalachian Twilight	Brown

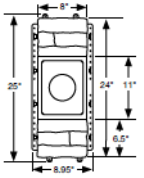
Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ctn./Pallet
8"	11"	Carton	51 lbs.	8	15



Multicourse Light Box

Product Code	Color Code	Color
11405	501	Harbor Sunset
11405	502	Pocono Autumn
11405	503	Adirondack Snowfall
11405	504	Appalachian Twilight

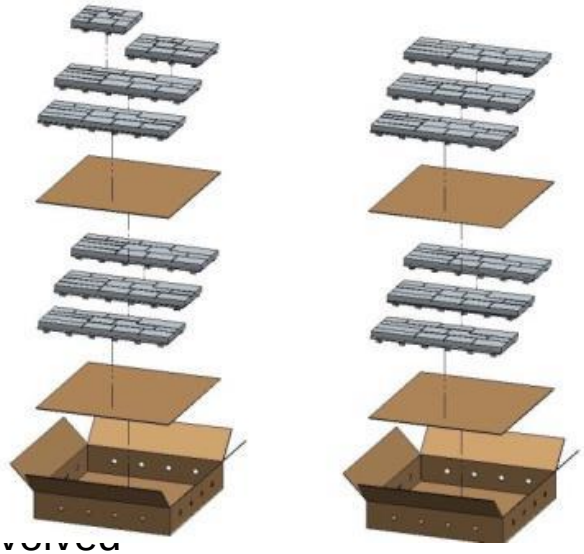
Width	Height	UOM	Pkg. Wt.	Pcs./Ctn.	Ctn./Pallet
8"	24"	Carton	66 lbs.	4	15



CertainTeed SAINT-GOBAIN

Why the premix?

- One out of every 4 boxes will have1 short &
  1 medium panel = Every other box on a pallet



- Benefits
  - Easier ordering process (less skus)
  - Maintain ratios of long/short/medium panels on the wall
  - Easier installation – randomization pre-done, no thinking involved
  - Better aesthetics – breaks the lines

- Note: short and medium panels cannot be ordered separately

STONEfaçade™ Value proposition

Installation & Performance

STONEfaçade™ - A superior value proposition

Speed of installation
Panelized system

Ease of installation
Nail flange = mortarless solution

Moisture management
3/8” rainscreen

Strength
Fully embodied
stainless insert

Aesthetics
Molded from natural stones/110sqft of non-repeat

Tools Required

Manufactured Stone

- Hammer
- Level
- Diamond blade & saw
- Whisk broom
- Wheelbarrow
- Mortar mixer or mixing tub
- Mason's trowel
- Square notched trowel
- Striking tools
- Grout Bag
- Metal jointing tool
- Roofing nails or staples
- Wire/netting cutter
- Spray bottle
- Wide mouth nippers

CertainTeed STONEfaçade

- Levels
- Drill
- Screws
- Diamond blade & wet paver/tile saw

Amazing time, material, & labor savings

Individual Stone

Day 1
1. Install 2 layers of WRB
2. Install rain screen
3. Install metal lath
4. Apply a coat of mortar
5. Create a scratch coat in the mortar

Day 2
Let it dry 1 day

Day 3
Apply mortar to back of stone, press onto the scratch coat

Day 4
Let dry 1 day

Day 5
Apply grout between the stones

Day 6
Let dry 1 day

Day 7
Remove excess grout with wire brush

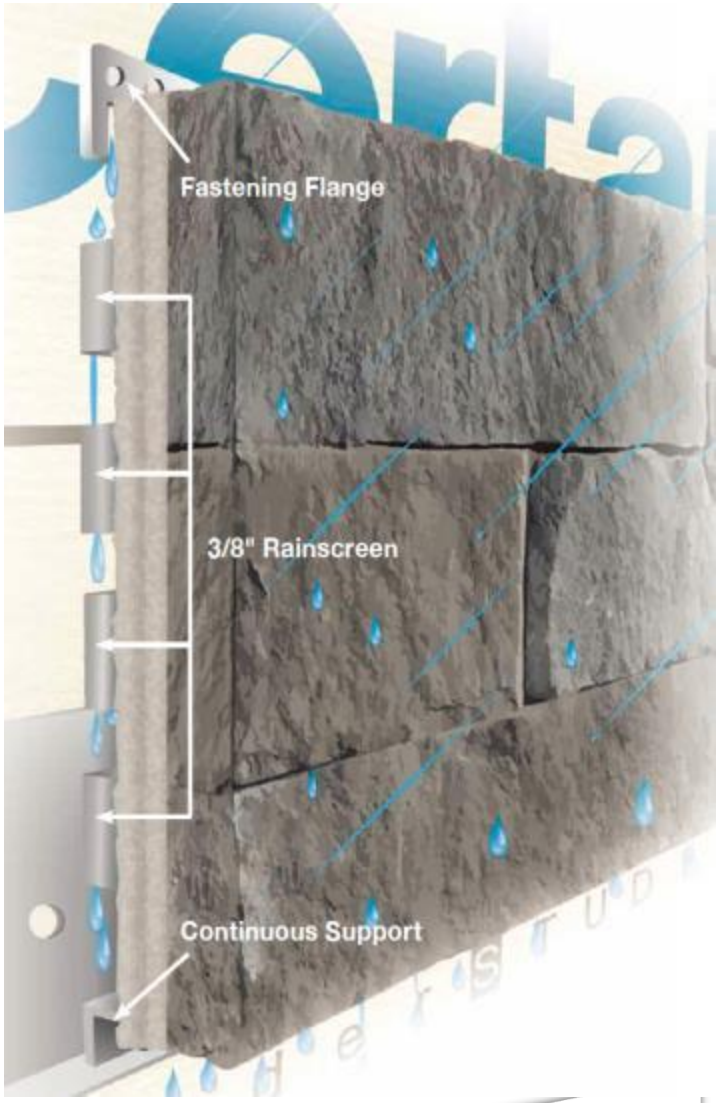
CT STONEfaçade

Day 1
1. Install WRB
2. Screw in panels

CertainTeed
SAINT-GOBAIN

Integrated Rain Screen = Performance

- Patented rain screen design provides a **3/8” air gap** between the stone panel and substrate
- **Mitigates** potential **moisture issues** caused by improper WRB or rain screen install
- Screw-in installation **reduces** potential installation related **product failures**
- **Reduces labor** by eliminating the need to install a separate rain screen



110+ square feet of non-repeating pattern!!!

Benchmark = 80-100sqft for lick & stick

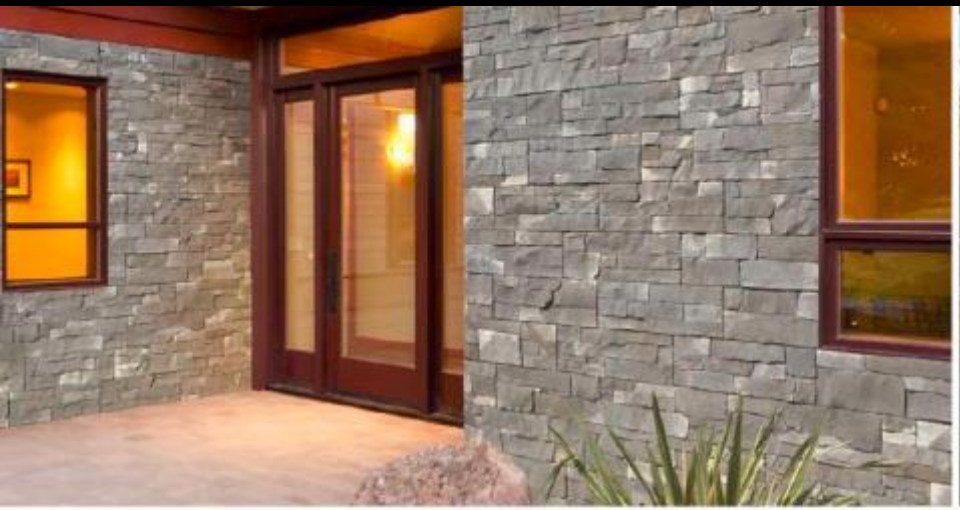
CertainTeed delivers Freedom of Choice!!

STONEfaçade™ Value proposition

AESTHETICS

Pocono Autumn

Harbor Sunset



Adirondack Snowfall

Appalachian Twilight

Accessory color matrix

Accessory “universal/solid” colors		Goes with…
Brown		• Harbor Sunset • Pocono Autumn • Appalachian Twilight
Dark Gray		• Adirondack Snowfall

- Sills
- Single boxes

- Panels
- Corners
- Multi-course boxes

STONEfaçade™ Top 10 Reasons

Top 10 Reasons - #1

Access to a growing category –

- Stone Veneer is one of the fastest growing exterior cladding styles. It is growing in squares and total dollar value. **Market size is estimated at $405M**.

If you are not selling stone veneer, you are losing out on every square instead installed by a mason.

Top 10 Reasons - #2

Designed for the siding installer –

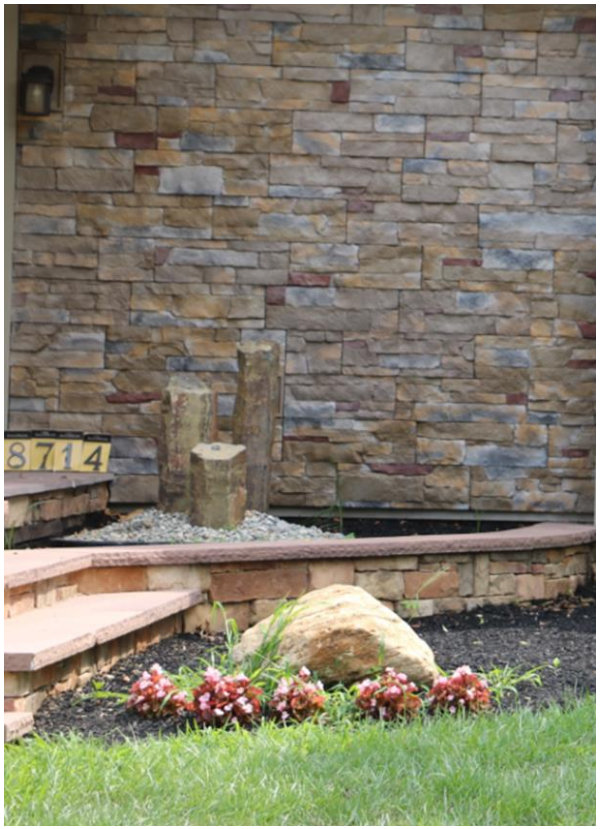
- STONEfaçade is an innovative panelized stone veneer that utilizes the same installation practices and tools as a traditional siding installer. STONEfaçade allows you to leverage your relationship with the CT siding installer.

Until now, every square of stone that was installed on a home is a lost sale to the siding installer.

Top 10 Reasons - #3

Real stone look and feel –

- STONEfaçade is made from a proprietary blend of concrete, so it has the look and feel of real stone. Each stone was hand selected and placed in a mold to create a natural appearance on the wall, unlike competitive vinyl and plastic stone panels.



110+ square feet without a repeat is the highest in the market and makes it virtually impossible to pick out the same panel on a wall. Most competitive panels have a high repeat pattern which makes it visible on the wall.

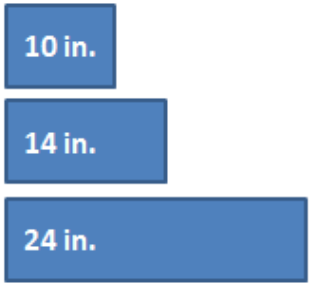
Top 10 Reasons - #4

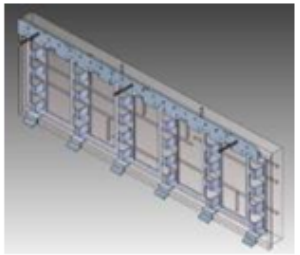
Panelized for ease and speed of installation –

- STONEfaçade is a panelized system that is designed to fit together with beveled edges to minimize seam appearance and create a natural look on the wall. Panels are installed using stainless steel screws for a fast and easy installation.

Specifications

- Premixed sizes - 8" tall panels, 1-2" thick
  - 24" / 1.33 sqft / 13-16 lbs
  - 14" / 0.77 sqft / 7-9 lbs
  - 10" / 0.55 sqft / 5-8 lbs
- Ratio = every other box will have 1 short , 1 medium
  - Premixed will help maintaining ratios of long/short/medium panels on the wall = easier installation and better aesthetics





Top 10 Reasons - #5

No mortar needed –

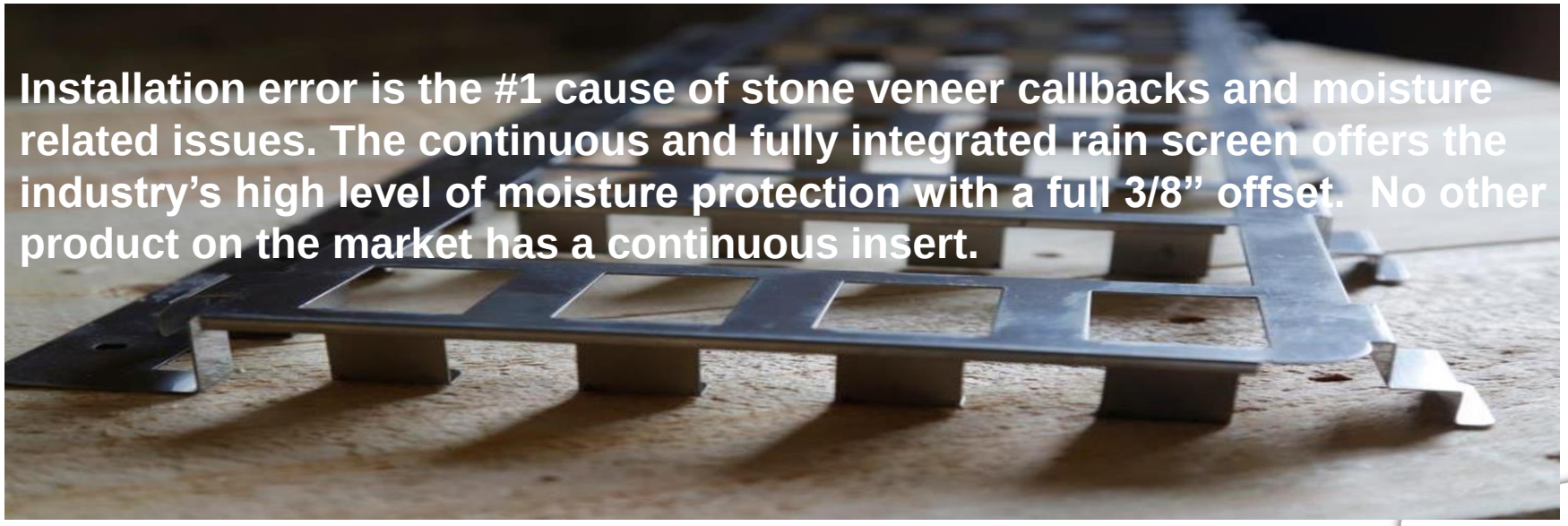
- STONEfaçade is affixed to the wall using a patented fastening flange. There is no need to apply lath, a scratch coat of mortar, etc. Once you have installed a weather resistive barrier, you can begin installing STONEfaçade. This installation benefit minimizes the chance of potential wall failure and future moisture related callbacks.

STONEfaçade does not need mortar, which greatly reduces the installation timeline and risk typically associated with traditional stone veneer.

Top 10 Reasons - #6

Fully integrated rain screen –

- STONEfaçade is the only product on the market that has a true integrated rain screen. Moisture intrusion on the exterior wall is one of the leading reasons for wall assembly failure. The integrated rain screen with 3/8” offset ensures that there will be adequate air flow behind the panel to promote drying and help eliminate potential moisture issues like mold and mildew within the wall cavity.



Integrated Rain Screen = Moisture Management

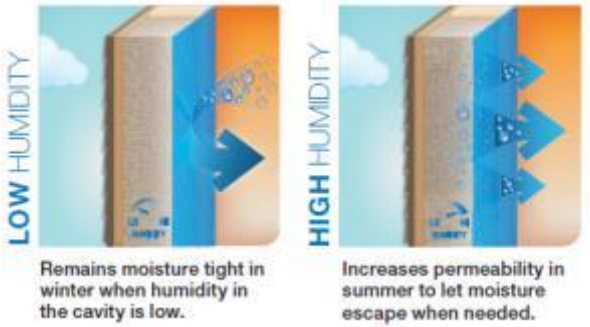
- Integrated insert provides superior moisture management

- Why is the rain screen important?
  - **Moisture-retaining claddings** can **release** their **moisture** into the structure
  - This can result in **problematic condensation**
    - i.e. **mold, mildew & rot**
  - Solar **heat drives moisture** into building materials

- **Mold:** Moisture buildup can cause health issues through mold growth that releases potentially harmful spores into the air.

- **Sick Building Syndrome:** Mold issues, especially in airtight buildings, can cause occupants to experience acute health and comfort effects associated with time spent in the building.

- **Rot:** Persistent moisture can eventually cause expensive structural damage.



Remains moisture tight in winter when humidity in the cavity is low.

Increases permeability in summer to let moisture escape when needed.

Top 10 Reasons - #7

Durable product reduces on the job waste from breakage –

- The fully embedded rain screen acts as rebar in the product to reinforce panel strength. The added strength means there is less chance of product being damaged in shipping or in moving around the job-site, which reduces possible returns. STONEfaçade meets and exceeds the industry's most stringent tests for compression and freeze/thaw performance for long lasting performance on the wall.

The fully embedded rain screen also provides additional strength to the panel reducing breakage/waste during cutting and installation.

Top 10 Reasons - #8

Can be installed in a day

Traditional masonry veneer products that are installed with mortar can take multiple days to complete a job. You can install 3-4 squares of STONEfaçade in a single day as compared to 1-2 squares of traditional masonry veneer

Product	# of installers	Avg. Hours/Square
STONEfaçade	2	1-2
Lick/Stick	2	4-6

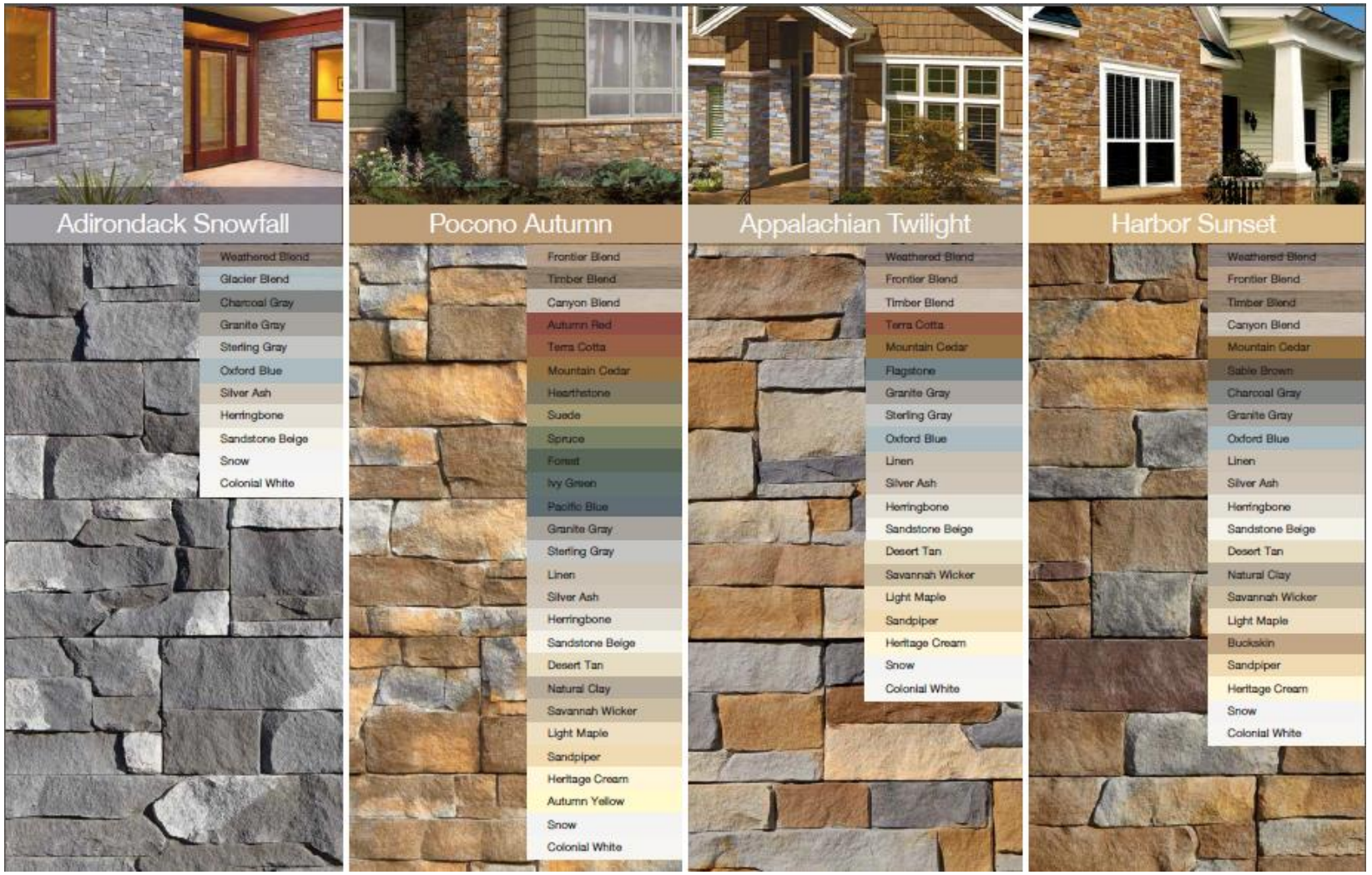
Top 10 Reasons - #9

Designed to match a variety of siding colors –

- STONEfaçade's refined color offering has been designed to complement a wide range of siding color options. From a subtle mix of brown and gold earth tones to graduated shades of gray, STONEfaçade will match most designs and styles.

CertainTeed is known throughout the building products industry as a color leader, STONEfaçade is designed to coordinate with its diverse profile & color palette which offers maximum flexibility within any building design.

Color matrix



Top 10 Reasons - #10

Brought to you by CertainTeed –

- The STONEfaçade continues CertainTeed's excellence and design leadership in the exterior siding products category.

- **CertainTeed is one of the nation's largest and most respected building product manufacturers. With over 100 years of building product leadership, CertainTeed products are consistently ranked number one in brand recognition and brand use by installation professionals. Unlike other stone veneer companies who only make stone, STONEfaçade is manufactured by a company that specializes in exterior siding.**

THE FINE PRINT

STONEfaçade warranty terms

- 20 years
- Prorated
- Transferable once
- Key exclusions:
  - Warranty will be voided if installation instructions are not followed
    - Conforms with local building codes
  - 30ft high max
  - Efflorescence

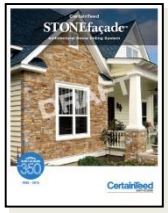
MARKETING SUPPORT

Marketing support at a glance

Glamour brochure

ID = SF001
Cost = $3.10
Where = Bus Conn.

Pro brochure



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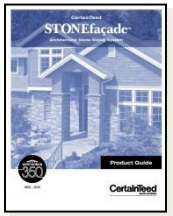
Cost = $1.75
Where = Bus Conn.

Product catalog

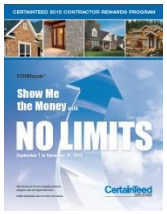


ID = SF004
Cost = $1.00
Where = Bus Conn.

Installation instructions

ID = SF005
Cost = $3.85
Where = Bus Conn.

Show Me The Money pads



ID = SF008
Cost = $
Where = Bus Conn.

Product Order Form

ID = SFxxx
Cost = $0
Where = Bus Conn.

Sell Sheet

ID = SF011
Cost = $5.00
Where = Bus Conn.

Hand Boards

ID =
- SF201, SF202,
- SF203, SF204
Cost = $48.00
Where = Bus Conn.
w/ canvas bag

HDI boards

ID = SF207
Cost = $82.60
Where = Bus Conn.

w/ canvas bag

Display

ID = SF205
Cost = $270.00
Where = Bus Conn.

Show Me The Money No Limits

- SF008= Stone
- $20 per square!!

09/01/2015 - 12/31/2015
Contractor Rewards Program Application

CertainTeed SAINT-GOBAIN

show ME THE money WITH NO LIMITS STONEfaçade™ 2015

QUALIFYING CATEGORIES, PRODUCTS & REBATE AMOUNTS

STONEfaçade™	
STONEfaçade™	$20.00/square

Follow these conditions of acceptance to receive your Contractor Rewards:
1) Purchase any of the qualifying CertainTeed products (above) during the promotion dates listed above.
2) Complete all information requested on this form. Both customer information and purchase information must be complete in order to process the rebate.
3) Include a copy of each invoice as proof of purchase. Invoices must be received with your completed rebate application **within 60 days of purchase** date to be eligible. Circle applicable products on invoice. Invoices submitted must clearly show a dealer name, date of purchase, quantity purchased and description of items purchased. We will not accept packing slips, pick tickets, sales reports, sales quotes or credit memos as proof of purchase. Order acknowledgements/confirmations are acceptable as long as proof of purchase is provided.
4) Mail your completed rebate application and invoices to the address provided on right. Or you may fax your completed rebate application and invoices to **1-915-217-1110**. Or you may e-mail your completed rebate application and invoices to CertainTeed@rebaterequest.com. Must be PDF or JPEG format, maximum file size is 25MB. Email address is for submission only.
5) Program is not open to builders, home associations, building owners or homeowners. Program is strictly for siding contractors and remodeling contractors.

Show Me the Money With
No Limits—CertainTeed
Offer # H946879
P.O. Box 540062
El Paso TX 88554-0062

CUSTOMER INFORMATION (Information provided should be consistent from submission to submission.)

Contractor ID	Are you a 5-Star Contractor?	Are you new to the program?	Business Name
	☐ Yes ☐ No	☐ Yes ☐ No	

Contractor First Name | Contractor Last Name

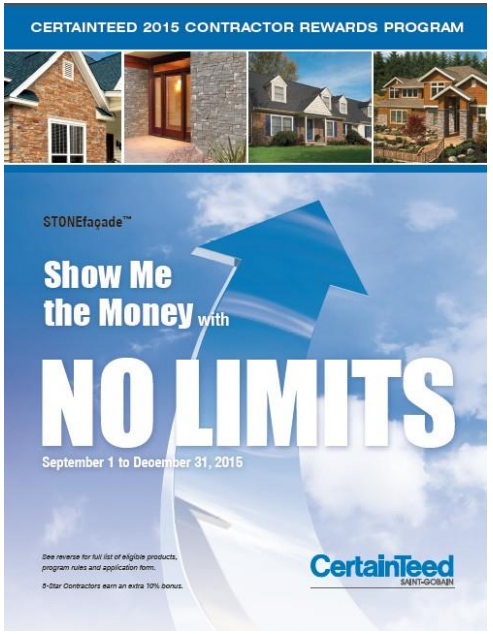
Address

City | State | Zip/Postal Code

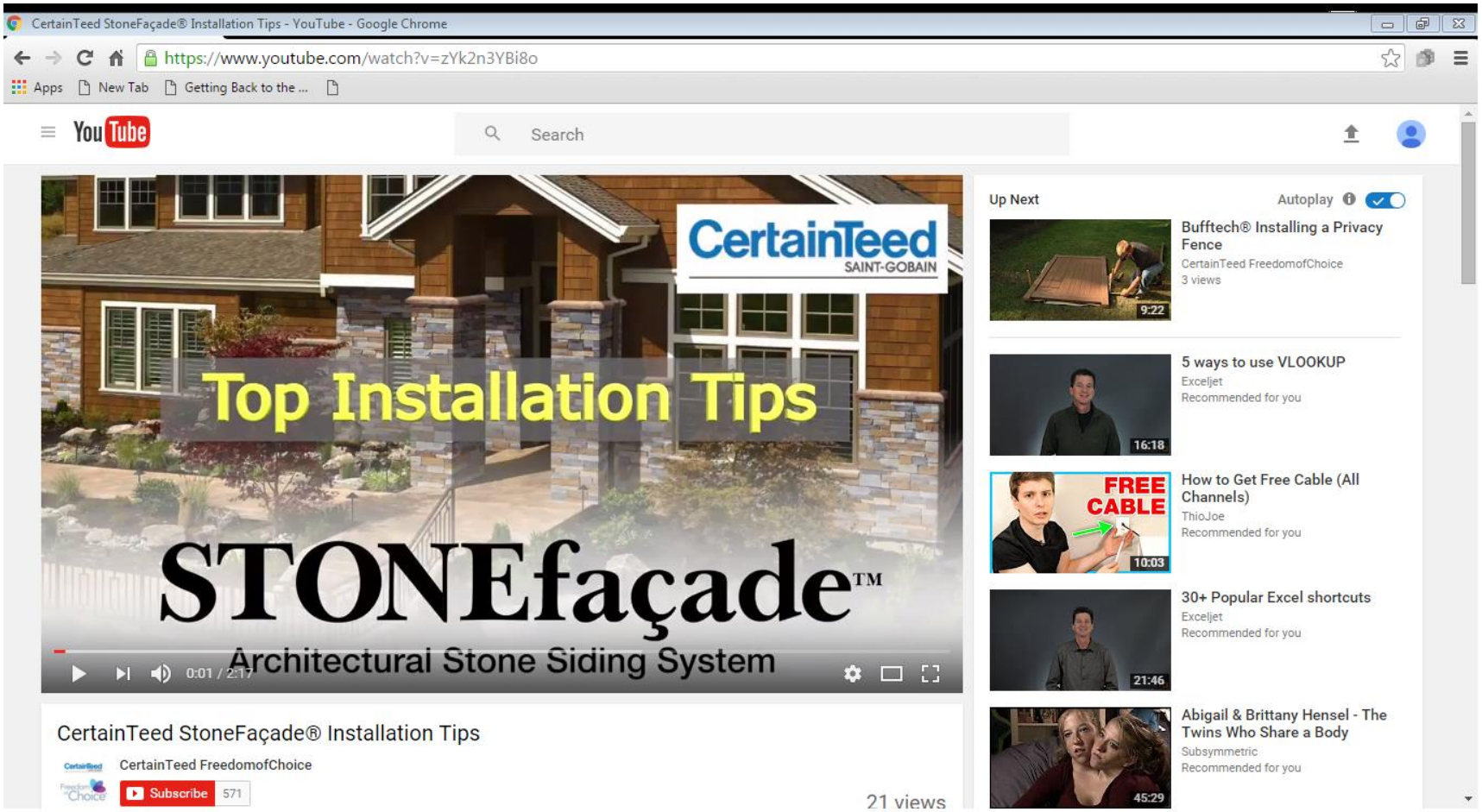
Email (Used to send status updates regarding this submission) | Phone

You will receive a CertainTeed Visa® Rewards Card within 4 weeks after your first rebate application is received. If you have been partioipating in the program and already have a card, new rebate dollars will be loaded onto that card. Please call 1-866-326-8689 for all card-related inquiries or transaction history.

*5-Star Contractor Bonus — 5-Star Contractors get an additional 10% bonus on Show Me the Money With No Limits rebates.



Top Installation Tips Video



https://www.youtube.com/watch?v=zYk2n3YBi8o