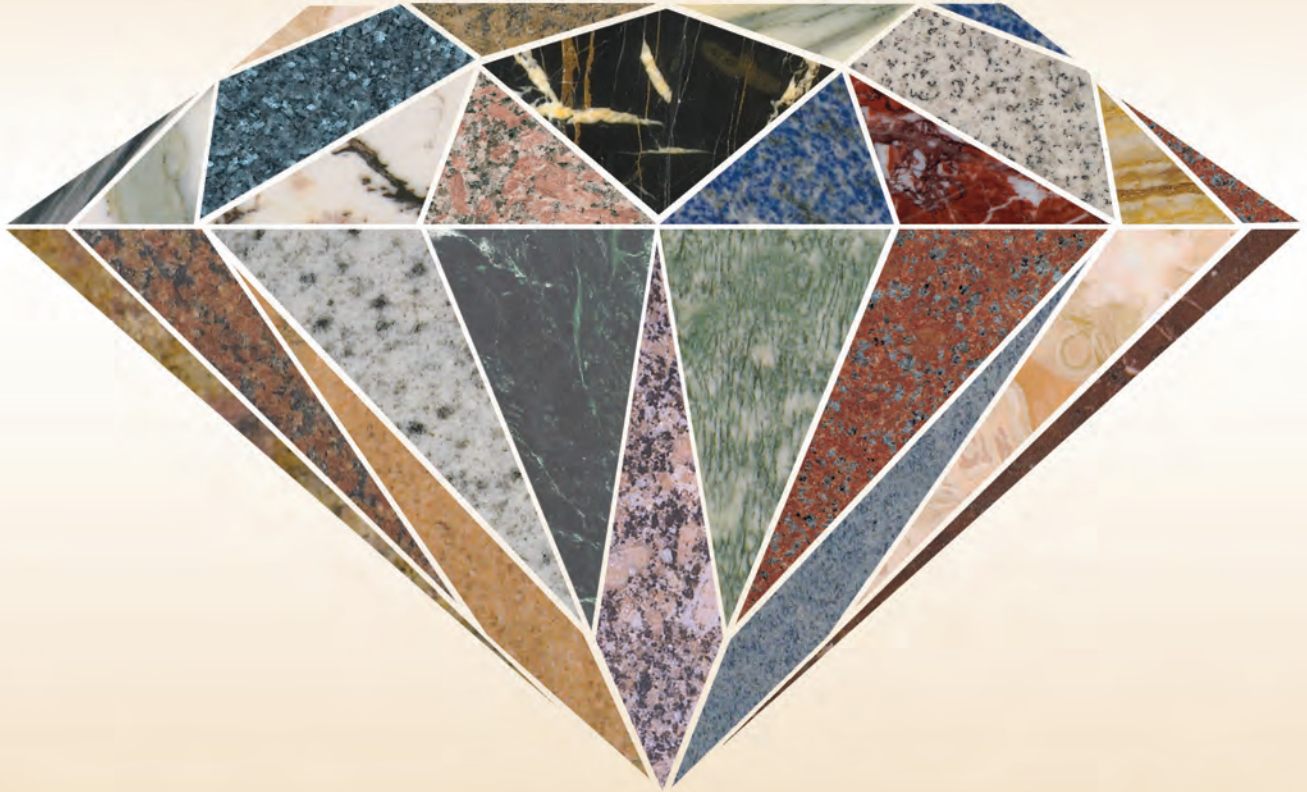


# Genuine Marble and Granite. The Natural Choice.



Genuine granite and marble are the natural choice for individuals who desire something really unique in countertops, vanity tops, showers, floors and other elements of the home.

When you choose natural stone, you are assured that no other home in the world will have stone that is an exact duplicate. Don't settle for anything less.

Natural stone is durable, beautiful, easy to maintain, and will last a lifetime. Whether you are building a new home or remodeling an older one, natural stone is...

***The Natural Choice!***



M S International, Inc.

*Premium Natural Stones™*

[www.msistone.com](http://www.msistone.com)



### Genuine Marble & Granite • Classic Beauty!



### Genuine Marble & Granite • Low maintenance!



### Genuine Marble & Granite • Affordable!

## What Makes Natural Marble and Granite Different?

In a word, time. It takes millions, if not billions of years for Mother Nature to create natural stone. There are many factors that affect the ultimate graining and coloration of natural stone. They include underground springs, mineral deposits, earth shifts, temperature, natural solutions in the earth, and the pressure exerted on these elements over time. There is no way to duplicate these factors in a laboratory or manufacturing environment.

Because of the vast differences in the conditions that created the stone, every block extracted from the earth is different. The hand of man has played no role in the process. Even after the stone has been removed from the quarry, there is little human intervention, except for cutting and polishing (which brings out all the uniqueness and natural beauty); nothing is done to alter the natural state of the stone.

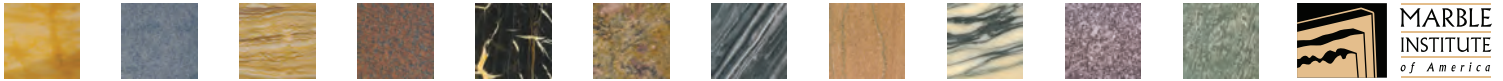
That's why the number of different colors and patterns of natural stone is limitless. True, some common types of stone have a similar "look", however, but no two pieces are exactly alike—your selection is unique, unlike anything else in the world!

**Marble's** beauty and elegance make it a popular choice for residential and commercial projects. Marble features veining patterns and colors that add a sophisticated element to any design. Because of its beauty, ease of maintenance and imperviousness to moisture, marble is an ideal choice for floors, wall coverings, tabletops, as well as bathroom walls, floors, vanity tops, tub decks, and showers.

**Granite** is one of the hardest materials on earth. It is long lasting, durable, and available in an array of colors and textures. It remains the top choice for kitchen countertops. Because of its exceptional strength, granite is well suited for exterior applications such as cladding, paving, and curbing, outperforming other materials in maintenance, physical characteristics, and lifespan.

**Other Natural Stones** such as travertine, onyx, soapstone, serpentine, slate and others are widely used in homes and commercial buildings. Today, new sources of domestic and foreign natural stone provide a variety that simply cannot be duplicated. Ask your stone professional about using these stones to enhance your project!





## Nothing Beats the

- Unsurpassed natural beauty
- Array of colors and styles
- Durability
- Affordability
- Value
- Easy maintenance

## A Wise Investment!

The fact is, natural stone, with all of its inherent qualities, represents one of the great values in new construction and remodeling arenas. In most cases, marble and granite are less expensive than other premium materials. You can't go wrong selecting natural stone. Natural stone adds value to a home when it's time to sell! According to *Remodeling Magazine's* 2004 Cost vs. Value Report, natural stone recovered between 80 to 86 percent of its remodeling cost at the time of resale.

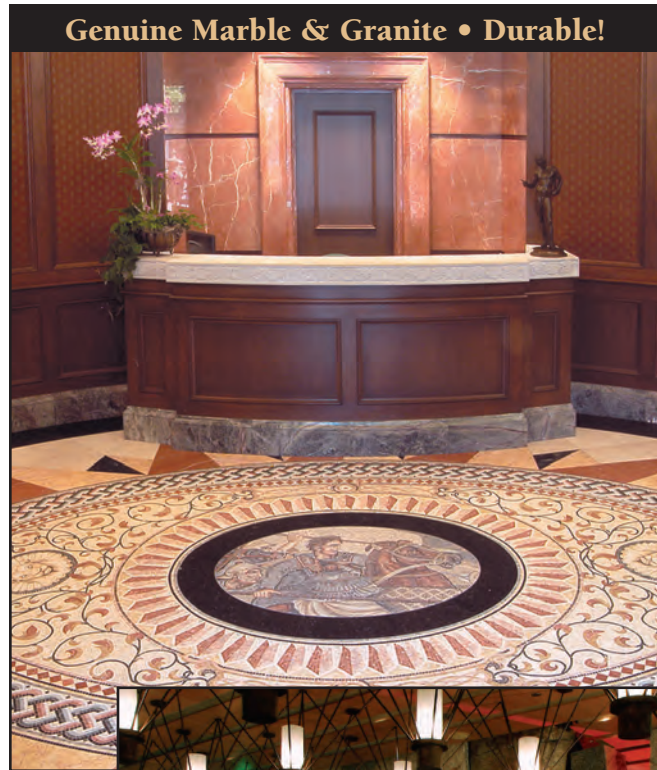
## Easy to Clean!

That's one of the major advantages. Warm water, mild dishwashing liquid and a soft cloth are all that is needed to maintain most natural stone surfaces and to preserve its beauty for years to come. In a case of an unfortunate stain, it can usually be removed with a poultice mixture obtained from natural stone suppliers. Many natural stones do not need to be sealed, although many are for customer peace of mind and for an additional level of protection. Ask for a recommendation from your stone supplier, as well as a "care" guide.

## Selecting Your Natural Stone

**When making your selection, consider the following:**

- Select a color and pattern that fits your design needs. Initial selection from a sample should be followed by an inspection of the actual slab.
- Select an edge treatment that is compatible with the style and look of your kitchen or bath.
- Select a finish that is appropriate for the application. There are a wide range of options available each offering a distinct appearance.



**Genuine Marble & Granite • Durable!**



**Genuine Marble & Granite • Superior Quality!**



**Genuine Marble & Granite • Offers Value!**



## Myths Dispelled

Here are the facts about natural stone:

- Granite ranked #1 in cleanability when compared to six other countertop surfaces including stainless steel. (Based on a 1999 study by the Hospitality Institute of Technology and Management.)
- Natural stone is competitively priced with quartz surface products and often priced lower.
- Marble and granite have the same level of cleanability as engineered. (Based on a 2006 study by the Hospitality Institute of Technology and Management.)
- Natural stone is low maintenance often only requiring warm water, mild dishwashing liquid and a soft cloth to maintain its beauty.
- Granite countertops have never been known to emit dangerous levels of radon gas. Environmental Health and Engineering (EHE) recently conducted one of the largest studies of granite countertops, in which no stone was identified as a health risk when used as a countertop surface. EHE also conducted a global review of published studies, and these data show that radon emissions from granite countertops pose no health threat. For more information on these studies, go to [www.marble-institute.com](http://www.marble-institute.com) and click the "Radon Information" tab.
- Many varieties of natural stone do not need to be sealed, although many are for customer peace of mind.
- Stone is a product of nature and has its own unique qualities that distinguish it from quartz surface materials. The wonderful character that is offered by vein patterns, color variations, and other design characteristics of stone should be taken into consideration when selecting the perfect stone for your project. Discuss these characteristics with your natural stone supplier.

**Genuine Marble & Granite is truly The Natural Choice!**



## What Others are Saying

*Natural stone is a key part of two of the top 10 elements of design in the home that are resonating with today's buyers: the desire for low-maintenance/no-maintenance materials and the use of natural materials inside and outside the home.*

*-Builder Magazine/National Association of Home Builders*

Homeowners who remodel recover the following percentages of their remodeling costs at resale (note: upscale projects include stone):

- Bathroom remodel-upscale: 92.6%
- Bathroom addition-upscale: 84.3%
- Kitchen remodel-upscale: 79.6%

*-Cost vs. Value Report, Remodeling Magazine*

*In a study of materials for kitchen countertops, granite had the highest number of "excellent" ratings of any surface.*

*-Consumer Reports*

*"If, like us, you define value as 'performance over time', then natural stone should be your material of choice and engineered products will never be 'just as good' as natural stone until they can pass the same test of time."*

*-Ed Walsh, Sturgis Materials, Inc.*

Consumers using natural stone rave about their selection:

*"Its like jewelry for your home."*

*"We were awestruck by how many beautiful selections were available."*

*"When compared to other materials, price was comparable and didn't end up being a factor."*

*"It is low-maintenance."*

*"Marble and Granite is the natural choice!"*