

# M-ROCK I-Series

## WHAT THE SALES TEAM NEEDS TO KNOW IN ORDER TO SELL I-SERIES

### Top 6 things customers should know:

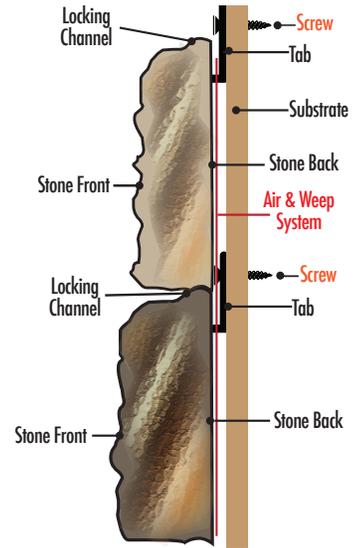
- The I-Series system stacks and attaches to almost any substrate, allowing you to look like a master stone mason with minimal efforts
- No footings, angle iron, or support system required.
- I-Series Stone requires no mortar or grout making cleanup virtually non-existent.
- Finishes to a wide range of trims.
- Fire resistance makes it the perfect solution to updating a tired kitchen or fireplace.
- Handcrafted in the USA with a 40 year warranty and 100% money back guarantee.

### What makes I-Series better than other products in this category?

- Saves money in installation and concrete preparation that is required for a mortar applied stone product.
- Installs with screws, commercial adhesive, or dry wall anchors.
- Built in sizes that make the system work out every time for the installer and make the product easy to work with.
- Easily achieves a high end natural stone look.
- The I-Series system out performs all other stones because it has a built in air and weep space behind the stones that protects your substrate from harmful moisture problems that all other stones have.
- Created from a low expansion slate aggregate that will last the test of time.
- A simple locking system that requires little to no effort for the installer.
- Individual colored stone perfected by artisans that will last through the test of time.

### What makes I-Series better than our competitors?

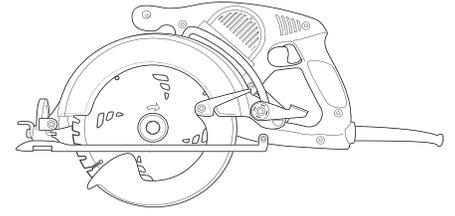
- No freeze thaw issues to worry about with I-Series, heat is no issue and even structural movement is no issue because every stone is isolated on the rail system. This allows the stone to move on any substrate effectively dealing with issues that other stones can not.
- Small stones make them easy to handle, easy to cut, and easy to install. These stones are made from portland cement, aggregate, pigment and an add mixture giving it a natural feel and texture which is fire retardant and can withstand years of harsh conditions when applied to exteriors.
- The durability of M-Rock products insures this product will perform for a life time. All of M-Rock's stones and brick veneers carry a 40 year warranty and customer satisfaction guarantee.
- I-Series is competitively priced in the moderate to low level of stone costs. Considering no other expenses like lathe, S-Type mortar, sand, and all the tools you will need to install traditional stone, I-Series is one of the least expensive stones you can purchases.
- M-rock holds patents and are the exclusive manufacturer of I-Series.
- Environmentally friendly manufacturing processes - near zero waste on site.



# M-ROCK I-Series

## How Do I Cut This Stone?

Cutting is eas. Use a diamond tip masonry blade available at most building supply stores. They cost only around \$20 and will work in most circular saws, or compound miter saws. One of our favorite saws is the small Kobalt miter saw sold at Lowe's. It is around \$100 is easy to use, small, and light weight. Occasionally blow the rock dust off of your saws and never let that dust get wet on your saw. It is concrete dust and will turn back to concrete. If a saw scares you, you can also use a hacksaw with a Rem Grit Saw blade. This will be slower but if the job is small this will work.

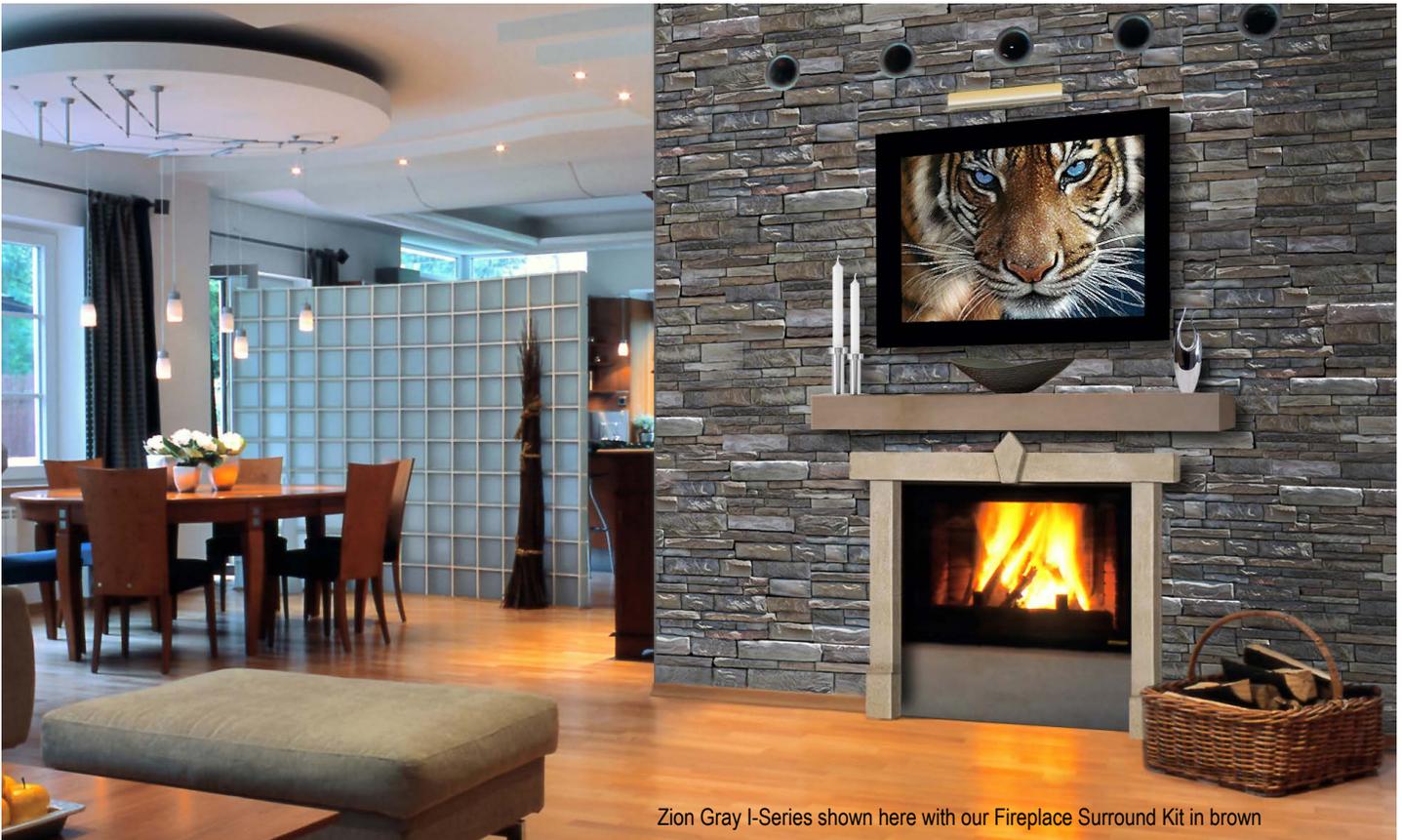


## Extremely Durable.

M-Rock manufactures one of the strongest, longest lasting, best performing stones you can buy. Some companies build super light weight stones, that you can cut real easy but will also not perform well and not survive in harsh environments. Some companies just build cheap rock with cheap materials. Our products are built to last a lifetime and perform in any environment. M-Rock's stones are heavy like a stone should be because we use quality durable materials to build our stone. We have a bunch of data sheets available with a lot of numbers and technical words that prove how strong our stone is. If you would like we will send them to you.

## How much should it cost to have I-Series installed?

Zero if you do it yourself, and you can install this stone. But if you decide to have it installed by someone else there are a few factors to keep in mind. If the work is above a working level and scaffolding will be needed the cost will go up considerably, or if it is on a roof that already has shingles or metal roofing the cost will go up. Estimates for traditional mortared on stone products installation should start from \$8.00 per Square foot and range to as much as \$20.00 per square foot. I-Series installation should always be on the low end of this range starting around \$5.00 per square foot and stopping closer to the \$12.00 per square foot depending on level of difficulty and the amount of stone being installed.



Zion Gray I-Series shown here with our Fireplace Surround Kit in brown