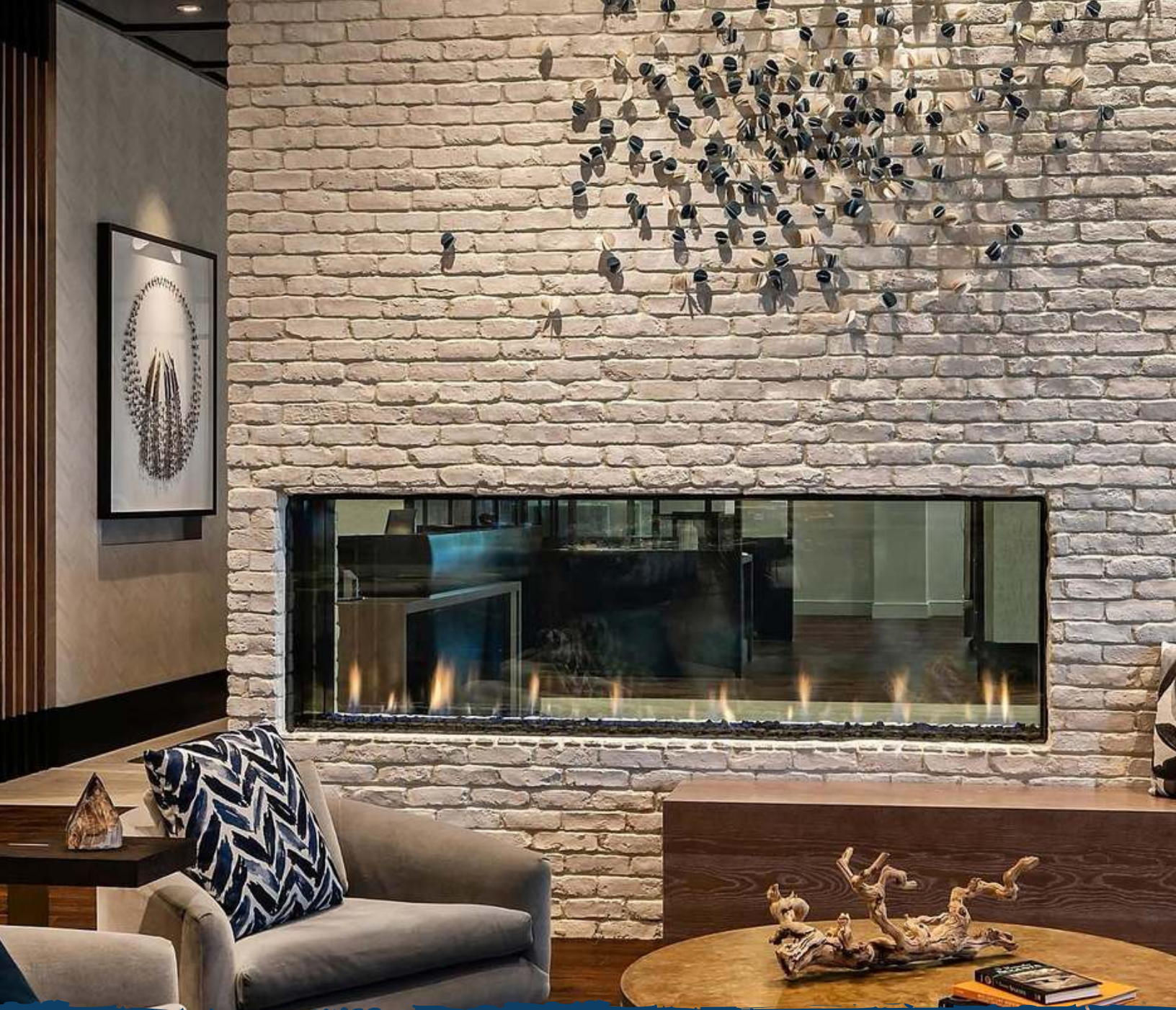




THE ART OF MANUFACTURED STONE VENEER
A GUIDE TO AESTHETIC EXCELLENCE
AND LASTING PERFORMANCE

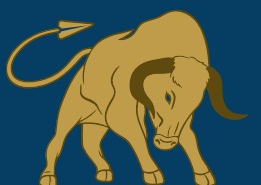




RECLAIMED BRICK BLANC

TABLE OF CONTENTS

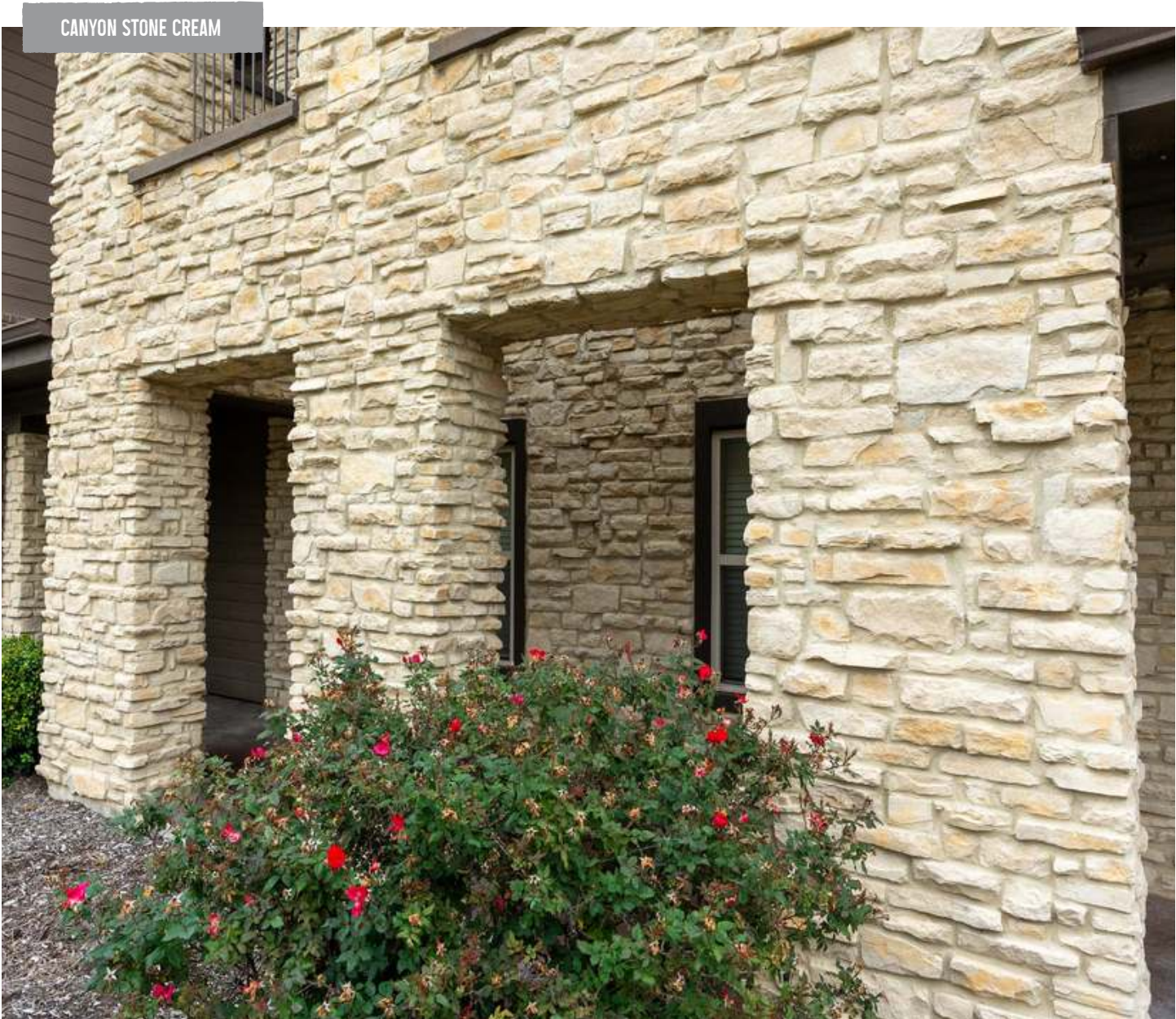
INTRODUCTION	2
OVERVIEW OF MANUFACTURED STONE VENEER (MSV)	3
UNDERSTANDING MSV	4
CHALLENGES WITH NATURAL STONE	5
LACK OF CONSISTENCY IN NATURAL STONE DUE TO QUARRY VARIATIONS	
INSTALLATION LIMITATIONS	
THE STRENGTH OF STONE	
EXPENSE	
BENEFITS OF CHOOSING STONE VENEER.....	6
CURB APPEAL	
INTERIOR APPLICATIONS: ACCENT PIECES AND FOCAL POINTS	
SELECTING THE RIGHT VENEER.....	8
SCALING THE VENEER FOR PROJECT SIZE	
TEXTURE AND COLOR FACTORS	
CHEMICAL CONSIDERATIONS FOR CLEANING	
INSTALLATION BEST PRACTICES.....	10
PREPPING: FOLLOWING CMHA GUIDELINES	
COMMON INSTALLER MISTAKES AND HOW TO AVOID THEM	
IMPORTANCE OF CONTINUING EDUCATION AND BUILDING CODE COMPLIANCE	
BEST PRACTICES FOR FIREPLACE INSTALLATIONS	
ENSURING DURABILITY.....	12
INDUSTRY STANDARDS FOR DURABLE PRODUCTS	
IMPORTANCE OF QUALITY IN LONG-TERM PERFORMANCE	
FINAL TAKEAWAYS.....	13



INTRODUCTION

Welcome to “Mastering the Art of Stone Veneer: A Comprehensive Guide to Aesthetic Excellence and Lasting Performance.” In this eBook, we embark on a journey through the fascinating world of Manufactured Stone Veneer (MSV), exploring its nuances, benefits, challenges, and the crucial balance between aesthetics and performance. As a seasoned professional or an enthusiast eager to delve into the realm of architectural enhancements, you’ve picked up a valuable resource that goes beyond the surface, providing you with insights that will elevate your understanding of MSV.

This eBook is not just as a source of information but it’s a companion in your journey toward informed decision-making in stone veneer selection. We encourage you to reach out to Toro Stone with any questions or to speak with a customer representative. Embrace the expertise within these pages, and may your ventures into the world of stone veneer be as enduring as the structures they adorn.



FIELDSTONE BIGHORN

OVERVIEW OF MANUFACTURED STONE VENEER (MSV)

In a time of massive growth, the Industrial Revolution, the advent of skeletal steel framing was born, allowing for the construction of taller buildings. Taller buildings meant a pressing need for lighter-weight building materials to reduce the dead weight of masonry walls. Thus, stone veneers were born. These were a solid solution but were still relatively heavy. Manufactured Stone Veneer (MSV) represents an innovation born out of necessity in architectural design, offering a harmonious blend of beauty and practicality.

In 1962, MSV was conceived as a response to the need for enhanced stone utilization in construction. These would prove advantageous over natural stone veneers. Advantages soon emerged: consistent quality, customizable specifications, reduced weight, and easier installation.

In addition to these benefits, modern stone veneers have developed to allow for greater creative freedoms with the ability to not only emulate the intricate patterns and hues of natural stone but also to create new colors and styles that are customizable and personalized to each project, making MSV an architect, designer, or homeowner’s dream for both exterior and interior design projects.

TO LEARN MORE ABOUT THE HISTORY AND DEVELOPMENT OF MANUFACTURED STONE VENEERS, SEE OUR BLOG.



CONSIDERING MSV

MSV’s aesthetic charm lies in its ability to mimic natural stone so closely that it becomes nearly indistinguishable from natural stone. This is advantageous as stones that are unavailable locally or, even if they are, are very expensive, become much more accessible for projects on a budget. From Fieldstone in warm earthy hues for an inviting cottage feel to a cool-toned and crisp ledgerstone for modern minimalism, MSV can effortlessly mimic natural stone to integrate into any desired interior or exterior style.

Unfortunately, with all things, there will be a quality threshold. Some MSVs mimic natural stone perfectly, and others appear to be nothing more than painted concrete. Toro Stone prides itself on being the premier choice for MSV and we understand aesthetics are not equal across all manufacturers, and the same goes for performance. This is something to bear in mind when choosing stone veneers.

With this in mind, it is good to be aware that a little bit of stone can go a long way to revamping a room. This is especially important when there are budget restrictions. There are always options to use less stone. It is better to use less of a high-quality product than to use a lot of a poor quality one. This is an excellent time to make use of our visualizer to show prospective clients ways they can add some aesthetic appeal to a room without pushing their budget or sacrificing quality.

IT IS BETTER TO USE LESS OF A
HIGH-QUALITY PRODUCT THAN TO
USE A LOT OF A POOR QUALITY ONE.

UNDERSTANDING NATURAL STONE

While the allure of natural stone is undeniable, its application comes with a set of challenges that can complicate construction projects. Among these are variability in color and texture, significant weight, and the labor required for installation are just a few of the issues that can arise.

LACK OF CONSISTENCY IN NATURAL STONE DUE TO QUARRY VARIATIONS

Natural stone is known for its elegance and uniqueness, but the same benefits that it is known for bring challenges, such as variability in color and texture. When ordering natural stone, red Fieldstone, for example, the stone that arrives may be the exact color desired, but if you want to add to that project in, let’s say, two years or even two weeks, you may not be able to get that exact shade of red Fieldstone again. There are natural color variations throughout the quarry, and there isn’t a way to avoid this.

INSTALLATION LIMITATIONS

Due to the sheer density of full-bed natural stone, it presents considerable installation challenges. This density restricts direct installation options to surfaces that can withstand the weight such as porous stone, concrete, or block. This not only impacts the versatility of full-bed natural stone, but also complicates the installation leading to increased labor costs.

With the exception of full-bed manufactured stone, MSV is lighter allowing for lower installation costs and it can be attached to a broader range of surfaces such as wood-framed walls, CMU, or poured concrete. It is also easier to cut resulting in less waste.

THE STRENGTH OF STONE

Natural stone is more durable, but this comes from the denser nature that brings the great weight associated with natural stone. The benefit of this is that it holds up better in wet applications such as waterfalls, water features, etc.

EXPENSE

The last challenge natural stone presents is expense. Natural stone often requires additional field trimming. This meticulous process, necessary for accurate installation, not only takes extra time, resulting in more labor costs but also wastes material that cannot be used on the project.

TRENDING
COMBINING MSV AND NATURAL
STONE IN POOL DESIGN IS
HOT! STONE STAIRS PAIRED
WITH MSV RETAINING WALLS
CREATE STUNNING, DYNAMIC
AESTHETICS.

BENEFITS OF CHOOSING STONE VENEER

Unlike natural stone, manufactured stone veneers maintain a consistent color and pattern, so it doesn't matter if you want to add onto a project tomorrow or in a few years.

CURB APPEAL

Whether this is your home that you may want to resell later or an investment property, manufactured stone veneers offer many benefits for the future.

Adding stone veneers to the exterior of a home is a guaranteed way to set a house apart from other homes on the market. In addition to giving the home a visually striking first impression for any prospective buyers, these exterior veneers can help contribute to energy efficiency, lowering heating and cooling costs and making the house more attractive financially.

INTERIOR APPLICATIONS: ACCENT PIECES AND FOCAL POINTS

It would be essential to consider the potential benefits of using MSV within the home as well. Inside the house, it can be a fantastic addition to create a head-turning interior design, whether that is in tandem with another material as an accent or to draw the eye to a center, focal point of a room for a fireplace, basement pillars, or even as an accent wall. Regardless of the application, be it a fireplace or accent wall, adding color and texture to a wall adds a lot more warmth to the home.



FAST FACT

WHETHER YOU WANT TO BOOST YOUR HOME'S VALUE FOR A FUTURE SALE OR INCREASE ROI ON INVESTMENT PROPERTIES, MSVS ARE ONLY SECOND TO GARAGE DOOR REPLACEMENTS, MAKING THEM AN EASY CHOICE.



SELECTING THE RIGHT VENEER

SCALING THE VENEER FOR PROJECT SIZE

When selecting stone veneers for an interior space, it is essential to consider the size of the room and for that to be reflected in the stone size. Choosing huge stones for a small space may not work; likewise, small spaces in a vast space may not work.

TEXTURE AND COLOR FACTORS

It is good to keep in mind the type of veneers you are looking at using, their availability, and the distance from where the build is. Full bed veneers offer a thicker profile with more durability and resilience to environmental factors such as impact and weathering. These are typically cheaper initially but are likely to cost you more on installation and shipping if you are somewhere that doesn't have an abundance of them. For example, full-bed veneers are very common in Wisconsin but would be extremely costly if your build is on the East Coast.

On the other hand, thin stone veneers can safely travel further, allowing for cheaper costs for both shipping and installation. This also allows the use of stones that are not necessarily indigenous to your area and could provide something more unique compared to what the other houses in the neighborhood have.



WANT TO KNOW HOW THE STONE
WILL LOOK BEFORE COMMITTING
TO THE STYLE?

CHECK OUT OUR
VIRTUAL VISUALIZER



TREBLE STONE CAPPUCINO

CHEMICAL CONSIDERATIONS FOR CLEANING

Manufactured stone veneer has many applications where it has more advantages over natural stone, but when it comes to bathrooms, there are some things to consider. MSV doesn't hold up well to harsh chemicals typically used in and around bathrooms, so if you're looking at an application around the bathtub, you may want to opt for natural stone over MSV.

As previously mentioned, there has been a rising trend of using a blend of natural stone and manufactured stone veneer to create a dynamic and visually exciting aesthetic. Natural stone could be used around the bathtub and closest to the sink while utilizing manufactured stone veneers for the remaining backsplash.

INSTALLATION BEST PRACTICES

PREPPING: FOLLOWING CMHA GUIDELINES

Regarding installation best practices for MSV, referring to the Concrete Masonry & Hardscapes Association (CMHA) Guidelines is best. Following these guidelines to the T will ensure that your build is executed flawlessly.



COMMON INSTALLER MISTAKES AND HOW TO AVOID THEM

The most common mistake made when it comes to MSV has to do with mortar coverage. Many installers will mortar around the edge of the stone to obtain what they call the “suction cup effect.” Unfortunately, this will not hold since you are not getting 100% covered, and the stone isn’t attached to the wall as much as the stones around it. With time, this method will lead to stones coming loose.

You want to get a complete buttering of mortar on the back of the stone and the edges to ensure it is getting adhered on every possible side.



IMPORTANCE OF CONTINUING EDUCATION AND BUILDING CODE COMPLIANCE

As with all things, new masonry techniques, tools, and materials are developed all the time; because of this, it is essential to continue learning. Even if every installation goes off without a hitch, knowing the current industry standards from a building code perspective is essential. These new developments could lead to spending less time on the job site, therefore saving you time and, in turn, making you more money in the long run.

An excellent example is certified installer training, which covers the importance of full coverage, scratch coat depth, and proper lath installation. These things can help avoid common mistakes in the industry, leading to happier clients and more work prospects.



CANYON STONE LONE PEAK

BEST PRACTICES FOR FIREPLACE INSTALLATIONS

Fireplace makeovers can easily breathe new life into spaces. They are bold centerpieces in any room they occupy, but this can be an issue for some when the original stonework clashes with the desired interior design.

One important consideration is that when applying MSV to a fireplace, it is best practice to bump the fireplace out from the wall. Many fireplaces are flush against the wall, and if you bump it out six to eight inches and use a corner to return into the wall, it will give a lot more depth and dimension, making it look much more natural. This will make the MSV look more like natural stone rather than tile.

LUCKILY, THE BEAUTY OF MANUFACTURED STONE VENEER LIES IN ITS ABILITY TO TRANSFORM ANY CHIMNEY, OFTEN WITHOUT THE NEED TO STRIP AWAY THE ORIGINAL BRICKWORK, MAKING IT A VERSATILE CHOICE FOR HOMEOWNERS AND DESIGNERS AIMING TO INFUSE NEW LIFE INTO THEIR SPACES.

ENSURING DURABILITY

INDUSTRY STANDARDS FOR DURABLE PRODUCTS

It can be challenging to know where to start when you are getting into a new project, and you don't know which products to choose when there are so many different options from different suppliers.

Luckily, there are industry standards for MSV.

IMPORTANCE OF QUALITY IN LONG-TERM PERFORMANCE

Checking that your building materials meet industry standards is an excellent way to ensure you only use quality products. This, combined with proper installation, is the best way to ensure the long-term performance of your completed work.

TO ENSURE THAT YOU ARE GETTING THE HIGHEST QUALITY, DURABLE BUILDING MATERIALS, ENSURE THAT ALL OF THE PRODUCTS YOU USE FOLLOW ASTM TESTING STANDARDS.



CANYON STONE CREAM



RECLAIMED BRICK ROSSE

FINAL TAKEAWAYS

The journey towards selecting the suitable stone veneer for a project is filled with decisions that will have a lasting impact on the beauty and functionality of a space. The hope for this guide is to help you make informed decisions based not only on aesthetics but also on performance and durability to ensure that you can go into any project confidently and be proud of what you have crafted.

STILL UNCERTAIN WHICH STONE WOULD BEST SUIT YOUR PROJECT?
TORO STONE IS HERE TO HELP YOU SELECT THE PERFECT STONE TO
MAKE ANY PROJECT SHINE.

CONTACT A CUSTOMER REPRESENTATIVE

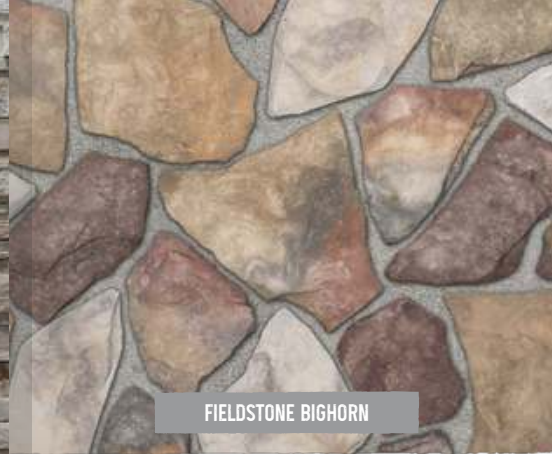




CANYON STONE BIGHORN



FAST SET SOUTHWEST



FIELDSTONE BIGHORN



RECLAIMED BRICK ROSSE



MOUNTAIN LEDGE BIGHORN



FAST SET BASALTO



TREBLE STONE CAPPUCCINO



RECLAIMED BRICK BLANC



VINTAGE BRICK STUDIO



CANYON STONE CHARDONNAY



VINTAGE BRICK QUEENS



COBBLESTONE HILL COUNTRY