

Gen Stone

The Beauty of Stone Made Easy.



About GenStone

How GenStone is Changing the Industry

A decade ago we realized there was a major void in the commercial and residential siding industry. We noticed that consumers had only a few choices if they wanted to improve the curb appeal of their property with stone, rock or brick. Consumers could either choose to procure a natural stone material and pay for an expensive mason's labor to install the siding or opt to settle for a less attractive, difficult to install, and less durable imitation stone siding.

Neither choice worked for everyone and with today's growing improvement market, consumers are searching every day for an effective way to apply the look of stone to their residence or place of business.

Research and Innovation

We thought why not try to make a product that's different? So we set out to find an innovative material and engineers who can design a pre-engineered faux stone siding system that is not only easy to install but also durable and aesthetically pleasing. As a result of countless hours of research and testing hundreds of prototypes, GenStone was created.



Competitive Advantages

Easy Installation

When we designed the GenStone siding system we were determined to engineer the labor out of our product. After hundreds of prototypes we finally arrived at a system that has proven itself time and time again to be the easiest to install faux stone siding system available today!

Durability

Is GenStone durable? Often this is the first question our customers ask and the answer is a resounding yes! To prove this scientifically we asked the same independent lab who has performed testing on Formula 1 cars, the Petronas Towers in Malaysia and hundreds of airbus aircrafts to test our panels. The results are impressive! GenStone passed every test for acid rain, fastener pull-through, impact resistance and wind load resistance.

25 Year Warranty

As a company we believe that we should stand behind our product's durability, which is why your GenStone siding system comes with a 25 year warranty.

Why GenStone

The Dilemma

The popular look of brick, natural or cultured rock and stone puts qualified, masons "in demand." This demand upon their services means it may be quite far down the calendar before the mason can schedule your job. Not to mention the extreme cost involved in hiring a mason.

GenStone - The Solution

The components of the GenStone siding system marries the beauty and appearance of natural materials with convenience and easy installation.

Our realistic looking stacked stone, brick veneer, river rock and random rock siding panels are easy to install with common carpentry tools. You can complete your own exterior home improvement project in a matter of hours and at your convenience.

Oh and did we mention anyone can do it? GenStone is a true do-it-yourself product and that means you can eliminate the need for an expensive mason and get the authentic look of stone, rock or brick at a fraction of the cost!



Authenticity Matters

The Concept

We designed GenStone with three uncompromising design factors in mind: durability, easy installation and authenticity. Succeeding in all three areas was simply the only way we were going to go to market with GenStone and our customers have told us over and over that our panels do not disappoint.

Carefully Designed for an Authentic Look and Feel

The authentic look and feel of GenStone siding panels is one of the most important differentiators that sets our products apart from the alternatives. The fact is, there is no real competition or substitutes when it comes to the authenticity of our products because we cast each individual panel from real stone, rock, river rock and brick. Not to mention, each panel has been cast and named after actual stones and rocks found throughout North America.

How Can I See for Myself?

When you contact GenStone we will either direct you to your local distributor or we will send you a sample so you can evaluate our panel for yourself.



The GenStone Collection

Stacked Stone



Random Rock and River Rock



American Brick Veneer



GenStone Pillar Panel Kits

Give Your Pillar or Column the Look of Stone in Minutes!

The pillars and columns located at the entry or around your home or business make a lasting first impression. However, all too often these statement pieces are left unimaginative and plain, but with our pillar panel kits you can improve the curb appeal of your home or business in minutes.

Colors and Varieties

GenStone pillar panel kits are available in every color of our stacked stone collection. Pictured on the right is a completed 4' pillar in our extremely popular Kenai stacked stone color.

Capped or Uncapped

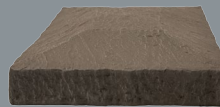
Depending on how your pillar terminates, you may want to use one of our pillar caps.



PILLAR PANEL KIT



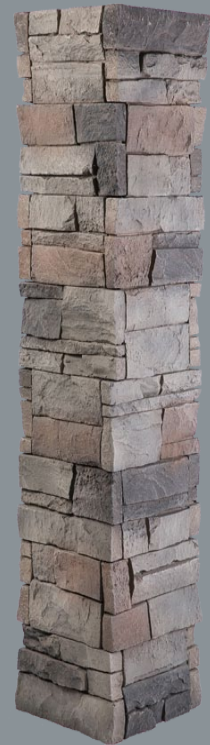
FLAT



PEAKED



FINISHED PILLAR IN KENAI



Trim | Corners | Ledgers

Give Your Project A Professional Finish!

Each product line in the GenStone collection has its own complete line of accessories which are outlined below. The examples shown are from the Stratford stacked stone line.

Stacked Stone

Full Panels • Half Panels • Corner Pieces • Corner Panels
Ledgers • Trim • Corner Ledgers • Inside Corners

Random Rock

Full Panels • Half Panels • Corner Pieces • Corner Panels
Ledgers • Trim • Corner Ledgers • Inside Corners

American Brick Veneer

Panels • Corner Pieces • Ledgers

River Rock

Panels • Corner Panels

FULL PANEL



HALF PANEL



INSIDE CORNER



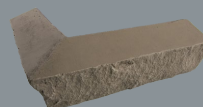
CORNER PIECES



CORNER PANEL



CORNER LEDGER



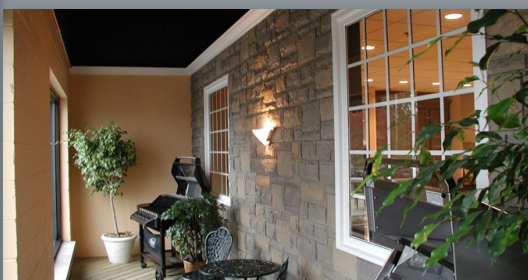
TRIM



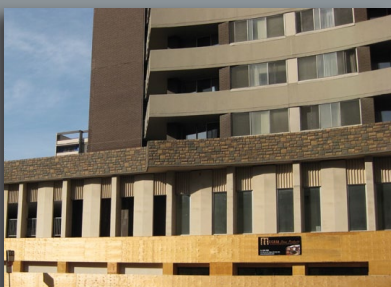
LEDGER



Featured Residential Projects










Featured Commercial Projects










GenStone Install

Project Details

	Time GenStone is a simple single step panel system. Most projects can be completed in one day or less!
	Skill Level Anyone with basic carpentry skills can install GenStone.
	Tools Hand saw, tape measure, level, caulking gun, chalk line, utility knife, router, screw gun, keyhole saw and safety glasses.
	Substrate No Preparation Work Necessary! Just a solid flat substrate and vapor barrier of any kind.
	Waterproof GenStone panels are completely waterproof, for more info check out our durability tests.
	Insulation Never before has stone offered an insulation value, but with GenStone you get R 3.5 per inch.
	Weight GenStone panels are extremely light. Anyone can pick them up at a weight of 1 lb per square foot.

Natural or Cast Stone Install

Project Details

	Time Installation of natural stone or cast stone requires multiple steps over several days.
	Skill Level Requires masonry skills, typically left to professionals.
	Tools Hammer, wheelbarrow, hoe, hock and towel, table saw with diamond blade, metal jointing tool, grout bag and whisk broom.
	Substrate Masonry Specialty Tools: vapor barrier, wire mesh, metal late, scratch coat, mortar setting bed.
	Waterproof Due to the application process and materials used, natural stone is not waterproof.
	Insulation Natural stone and cast stone do not offer any insulation value to the structure.
	Weight Natural and cast stone materials usually require a machine lift at 8-12 lbs per square foot.

GenStone Install

Skill Level
Anyone Can Install



Step 1

GenStone is ready to install right out of the box, just open and get started!



Step 2

Take simple measurements and use a hand saw or circular to cut to size.



Step 3

Attach GenStone to wall with screws or glue and finish up with colored caulk over the screw holes if necessary.

FINISHED!

Now That You're Finished
Show Your Family and Friends!



“My GenStone was delivered on a Thursday and by Saturday morning I had installed 900 square feet! I saved \$8,000 by doing it myself with GenStone!”

- Chad -
Butte, Montana

Traditional Install

Skill Level
Masonry Skills



Step 1

Install metal lathe to studs using galvanized nails or staples every 6-12 inches on center with a minimum of 1" penetration.



Step 2

Apply scratch coat and wait a minimum of 24 hours to dry.



Step 3

Lay out stones, take measurements and cut stones to fit using a wet saw.



Step 4

Mix mortar, apply mortar to wall and back of stones. Wait 24 hours until dry.



Step 5

Mix grout, apply grout between stones, tool and then clean grout.



Step 6

Cover and protect the installation area. Heat area if installing in cold weather.

Severall Days Later...Finished

Now That You're Finished
Check your wall regularly for chips, cracks, and missing stones



GenStone

The Beauty of Stone Made Easy.

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