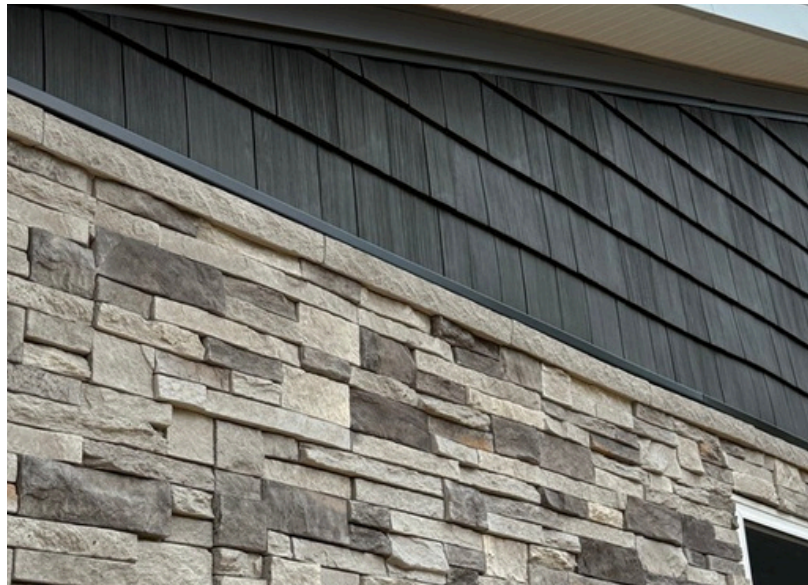




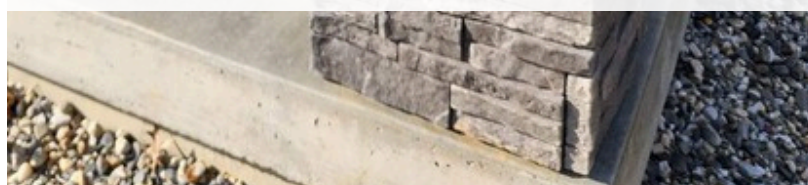
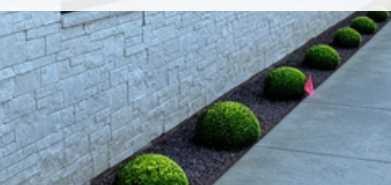
AFFINITY

STONE SIDING

- CATALOG -

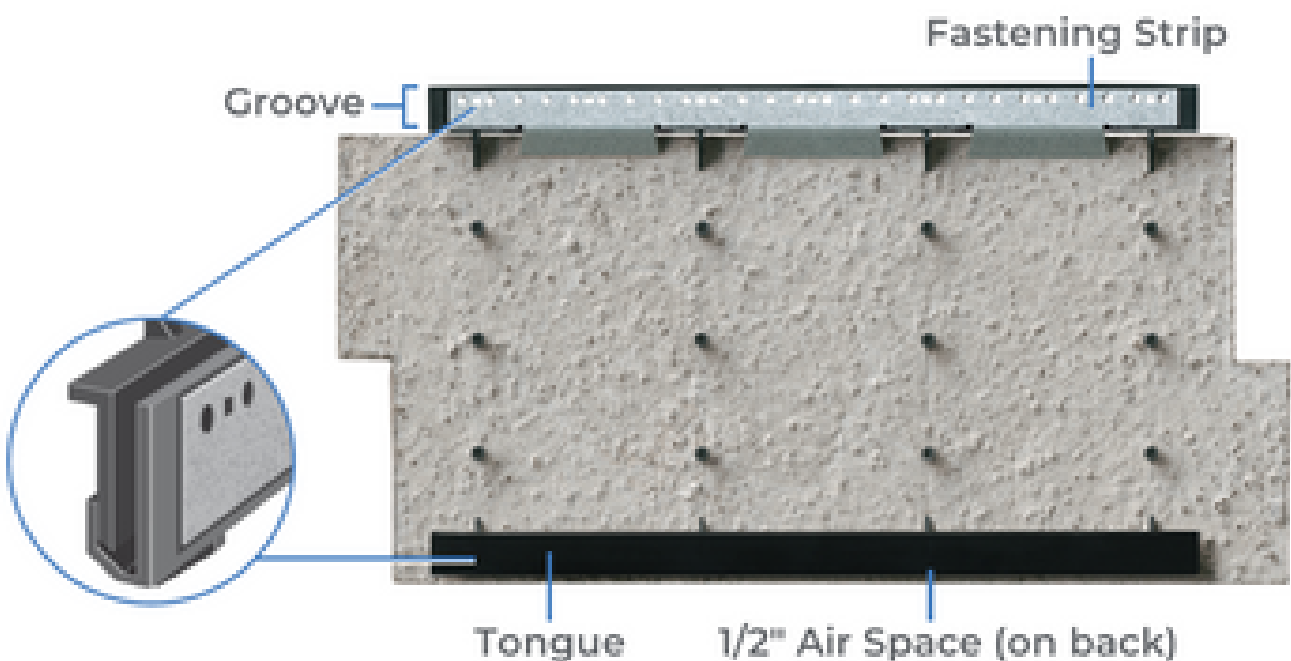


INNOVATIVE PANELIZED STONE SIDING INSPIRED BY THE MIDWEST



WHAT IS AFFINITY STONE?

Affinity Stone is an extremely well designed and engineered product that delivers a best-in-class visual appearance, best-in-class installation, and best-in-class suite of products. With Affinity Stone, you can install two square feet of stone with just two screws, and it can be installed in all weather conditions. With Affinity Stone, you get an authentic stone look, installed faster, and for less money - a tremendous overall value.



KEY FEATURES AND BENEFITS

- Superior panel design that virtually eliminates panel seams to the naked eye
- Bracketed tongue and groove system for seamless panel-to-panel connections
- Intuitive and simple installation
- Color selection designed specifically for the Midwest

- ✓ 100% AMERICAN MADE (MANUFACTURED IN ILLINOIS)
- ✓ CAN BE INSTALLED IN ANY WEATHER BY ANY TRADESMEN
- ✓ ZERO-CUT COLUMN KITS
- ✓ GREAT FOR COMMERCIAL OR RESIDENTIAL PROJECTS



STONE PROFILES

RIDGE CUT SERIES

Inspired by clean lines and the beautiful texture of natural stone.



CLIFF LEDGE SERIES

A modern interpretation of a classic ledge stone look.



STONE COLORS

RIDGE CUT



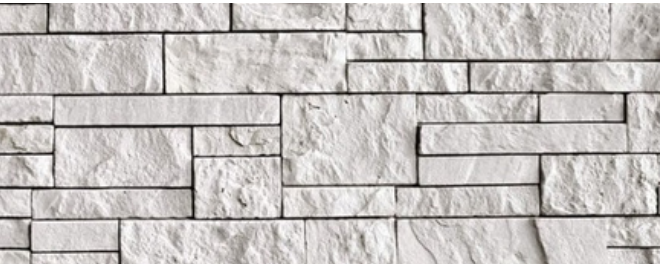
ASPEN



CLIFF LEDGE



REDWOOD



GLACIER



HIGHLAND



YUKON



ZERO-CUT COLUMN KITS

- ✓ PRE-DESIGNED TO INSTALL WITH NO CUTS OR EXTRA FIELD WORK
- ✓ PRE-BUILT TWO-PIECE FRAMING COLUMN THAT WRAPS AROUND 6X6 POST
- ✓ FINISHED COLUMN MEASURES 18-1/2" X 18-1/2" X 38" TALL
- ✓ INTUITIVE AND SIMPLE INSTALLATION
- ✓ BRACKETED T&G SYSTEM FOR SEAMLESS PANEL-TO-PANEL CONNECTIONS
- ✓ CAN BE INSTALLED IN ANY WEATHER BY ANY TRADESMAN



ACCESSORIES

STARTER STRIP 10' LONG



METAL EDGE TRIM 98" STRIP

Sandstone



Ivory



Black



Gray



HEARTHSTONE

20" x 20" x 2"



WAINSCOT CAPS

Sandstone



Ivory



Gray



Charcoal



UTILITIES



Light Block
8" x 10"



Single Receptacle Block
6" x 8"



Double Receptacle Block
8" x 8"

SCREWS



ACCESSORY COLOR SELECTION GUIDE

Stone Color	Complementary	Contrasting
Aspen	Gray	Ivory/Charcoal
Highland	Gray/Sandstone	Ivory
Redwood	Gray/Sandstone	Ivory
Glacier	Ivory	Charcoal
Yukon	Charcoal	Ivory



RIDGE CUT - ASPEN



CLIFF LEDGE - ASPEN



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RIDGE CUT - YUKON



RIDGE CUT - GLACIER



RIDGE CUT - ASPEN



CLIFF LEDGE - ASPEN



CLIFF LEDGE - REDWOOD



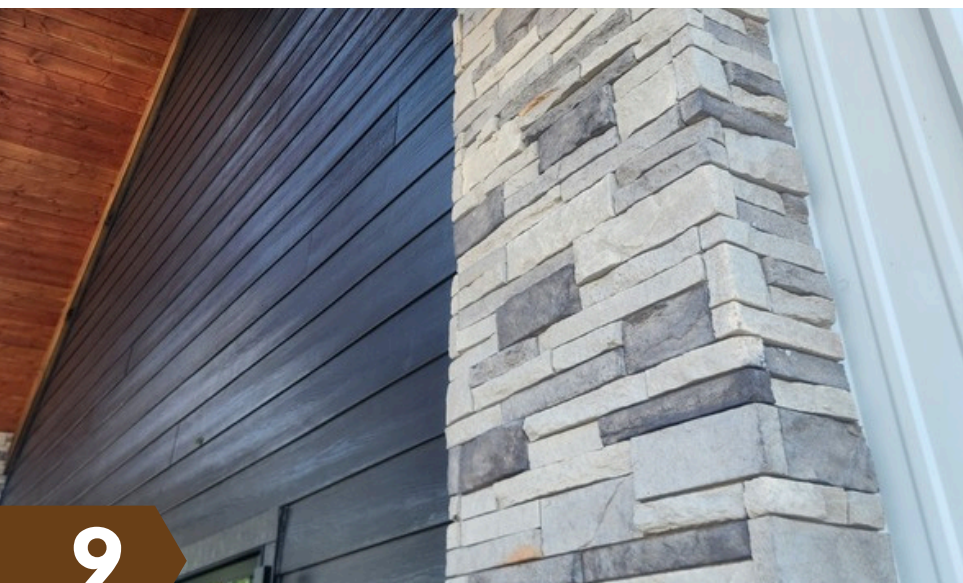
CLIFF LEDGE - HIGHLAND



RIDGE CUT - GLACIER



RIDGE CUT - ASPEN



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RIDGE CUT - ASPEN



CLIFF LEDGE - HIGHLAND



RIDGE CUT - ASPEN



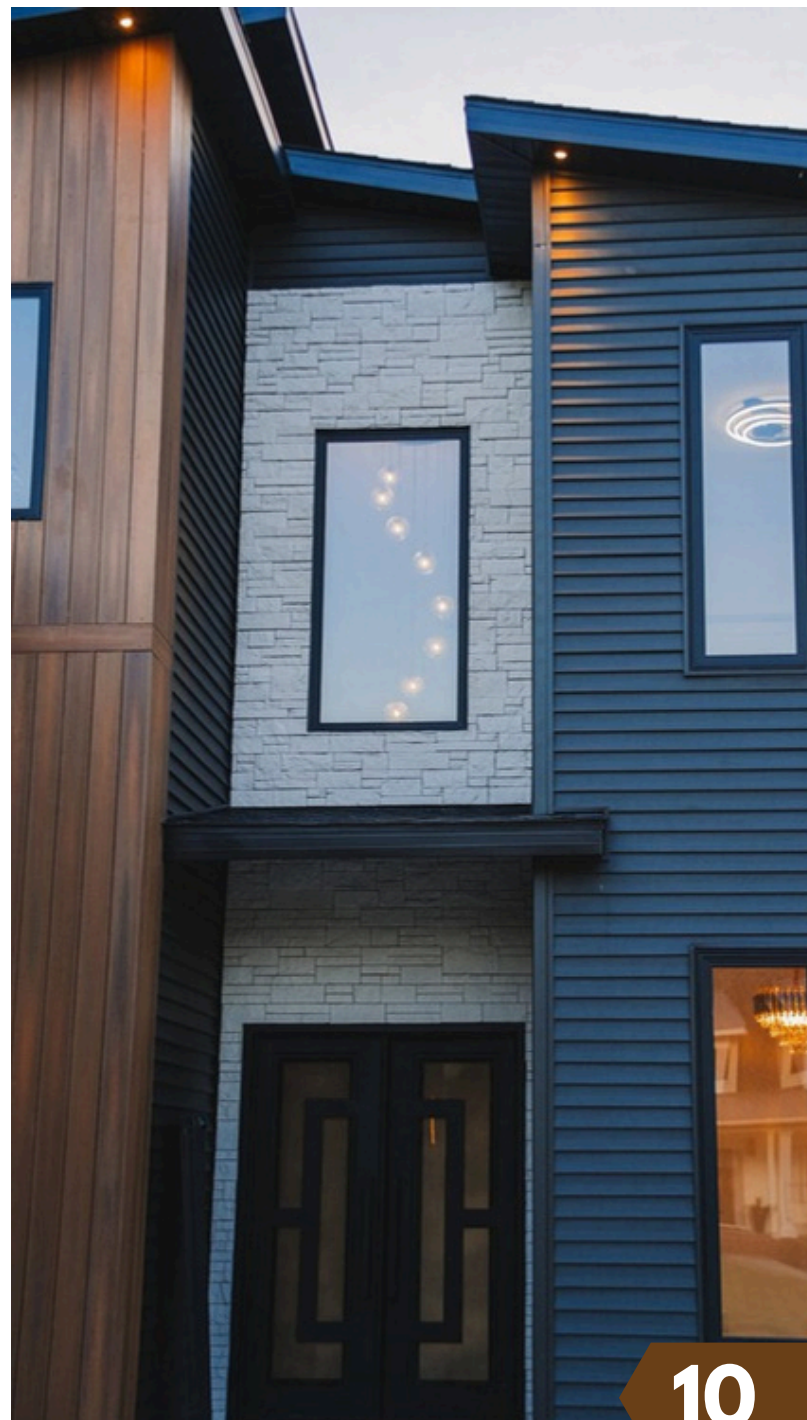
**CLIFF LEDGE - HIGHLAND
WITH MITERED CORNERS**



RIDGE CUT - GLACIER



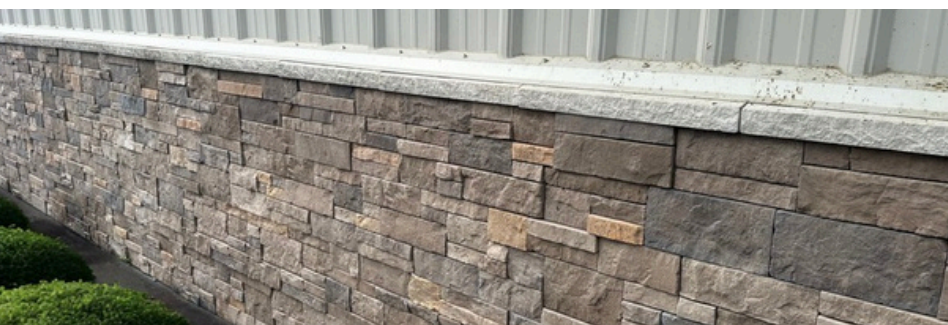
CLIFF LEDGE CUT - ASPEN



RIDGE CUT - GLACIER



RIDGE CUT - ASPEN



RIDGE CUT - REDWOOD



RIDGE CUT - REDWOOD



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CLIFF LEDGE CUT - YUKON



RIDGE CUT - GLACIER



RIDGE CUT - ASPEN



We have chosen to display and promote Affinity Stone at our St. Louis area locations because it's a perfect complement to the other exterior products we offer contractors and homeowners. It's a perfect addition when someone is looking to completely change the curb appeal of their current home, and contractors love having the ability to offer a stone product that doesn't require special labor or weather! **-Jordan**

Our customers and custom home builders love the curb appeal that Affinity Stone brings to their properties. We have been able to easily steer clients to Affinity Stone over other stone veneer products once they see the quality and authenticity of the product.

The return on investment received when adding Affinity Stone to your property truly speaks for itself.

-Alex

Affinity Stone is a perfect stone product for our Contractors and DIYers! Superior ease of the install, next to no cutting, time-saving, and a long-lasting investment on the home **-Jamie**

We choose to provide Affinity Stone because its ease of installation and luxurious appeal align well with the superior building products we supply. We source Affinity Stone from Forest Building Supply due to their exceptional service, reliable support, and consistently well-stocked inventory. **-Nancy**

We love having Affinity as an option for our customers. It has quite a few advantages over traditional mortared stone applications which makes it easy to sell no matter the customer's background or expertise in terms of installation. **-Lucas**

I had a few customers who had previously used Versetta Stone. When some of my clients, who had never used any stone products before, were introduced to Affinity Stone at a Forest Products University Event, they became very interested in presenting it to their own customers. The rest is history. Two of my clients have completed impressive projects, making their homes stand out in their neighborhoods. Brian Judy went above and beyond by visiting the job sites to train and support the installers, helping them gain confidence and ensure quality workmanship. My clients are now eager to take on more projects and are proud to share pictures of their completed work, showcasing the remarkable transformation Affinity Stone provides to a home. **-John**

As a premier building materials supplier, our customers demand high-performing products. Affinity Stone has met and exceeded the expectations of our contractors' customers, allowing us to provide them a product that not only looks better but installs easier than the competition. **-Mike**

If you are seeking a great-looking new appearance for the front of your home, I recommend considering Affinity Stone. As a lifelong contractor and installer, I personally endorse this product for complementing the front façade of your residence or for use with stone columns. **-PJ**

We are proud to promote a product like Affinity Stone. Our customers love how easy it is to work with, the labor time it saves opposed to real stone, and its overall aesthetic. The manufacturers of Affinity do an amazing job of giving it the real stone look and feel along with the durability. **-Parker**

Whenever we have the option we always use Affinity over traditional mortared stone. Simply put it's faster, cleaner and easier to install. It's mortarless so there is practically no cleanup once we are done. It's so user friendly that no matter a guy's expertise or training he can learn to install it as well as a veteran in a couple hours. But the most significant factor why we love Affinity is you can install it no matter the weather forecast as you are not beholden to heat, cold, or moisture. **-Ralf**

After installing Versetta stone for years, the switch to Affinity was an easy choice. The built-in drainage and moisture control system in the nailing flange is an instrumental design. Not to mention the column kits. My clients love these and such a quick install. **-Kevin**





RIDGE CUT - GLACIER



RIDGE CUT - GLACIER



RIDGE CUT - YUKON



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RIDGE CUT - YUKON



CLIFF LEDGE - ASPEN



RIDGE CUT - GLACIER



RIDGE CUT - ASPEN



RIDGE CUT - GLACIER



CLIFF LEDGE - ASPEN



AFFINITY VS REAL STONE

AFFINITY



VERY EASY TO INSTALL. A WIDE RANGE OF CARPENTERS AND TRADES ARE CAPABLE OF INSTALLING, INCLUDING DIY'ERS



CAN BE INSTALLED IN ANY WEATHER



INSTALLS FAST: JUST TWO SCREWS PER PANEL OF STONE



BUILT-IN RAINSCREEN MOISTURE MANAGEMENT SYSTEM TO CYCLE MOISTURE AND PROTECT SHEATHING



MORE COLOR OPTIONS



EASIER TO INSTALL ON REMODELS

REAL STONE



REQUIRES A DEDICATED MASON WHICH ARE IN SHORT SUPPLY NATIONALLY



MUST BE INSTALLED AT A TEMPERATURE ABOVE 40 DEGREES WITH NO RAIN



JOBS TAKE A LONG TIME AS EACH STONE IS INSTALLED PIECE BY PIECE BY HAND.



REQUIRES MUCH MORE PREPARATION TO PROPERLY MANAGE MOISTURE. TRAPPED MOISTURE IS A PERPETUAL PROBLEM.



TYPICALLY LIMITED TO A FEW COLORS LIKE GRAY, WHITE, AND BROWN



REMODELS REQUIRE A LOT OF ADDITIONAL PREPARATION, AND MAY NOT BE POSSIBLE BASED ON THE INITIAL CONSTRUCTION

AFFINITY VS COMPETITION

AFFINITY



BEST-IN-CLASS DESIGN
THOUGHTFUL PANEL DESIGN THAT
CLEVERLY HIDES PANEL SEAMS



BEST-IN-CLASS COLORS AND APPEARANCE
IN DEMAND MIX OF COLORS AND CUTS



BEST-IN-CLASS INSTALLATION
CLEAN EDGES AND NAILING FLANGES
THAT MAKE EVERY PIECE EASY TO INSTALL



BEST-IN-CLASS COLUMNS
ZERO-CUT COLUMNS THAT LOOK
FANTASTIC AND INSTALL FAST



BEST-IN-CLASS MANUFACTURING
STURDY FRAME CONSTRUCTION THAT
DRAMATICALLY REDUCES BROKEN
AND CRACKED PIECES



BEST-IN-CLASS PRODUCT MIX
A FULL SUITE OF ACCESSORIES AND
ADD-ONS FOR THE BEST POSSIBLE INSTALL

COMPETITION



SIMPLE DESIGN THAT CLEARLY
SHOWS EACH PANEL'S SEAMS



FEWER IN DEMAND COLORS



REGULAR CHISELING AND CLEANING
REQUIRED TO GET PROPER INSTALL



EVERY COLUMN REQUIRES LOTS
OF CUTTING AND PRECISION



INDIVIDUAL PIECES ARE PRONE TO
CRACKING DURING TRANSPORTATION



LIMITED ACCESSORIES

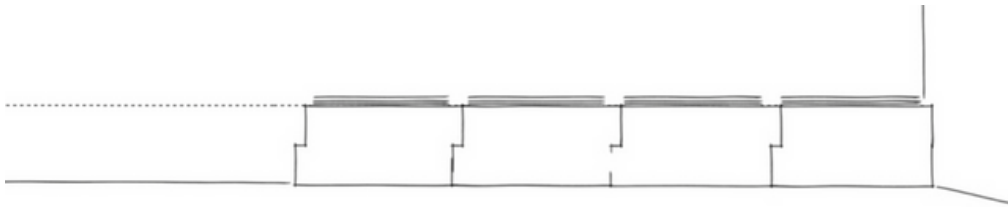
INSTALLATION OVERVIEW

INSTALLING THE STARTER STRIP

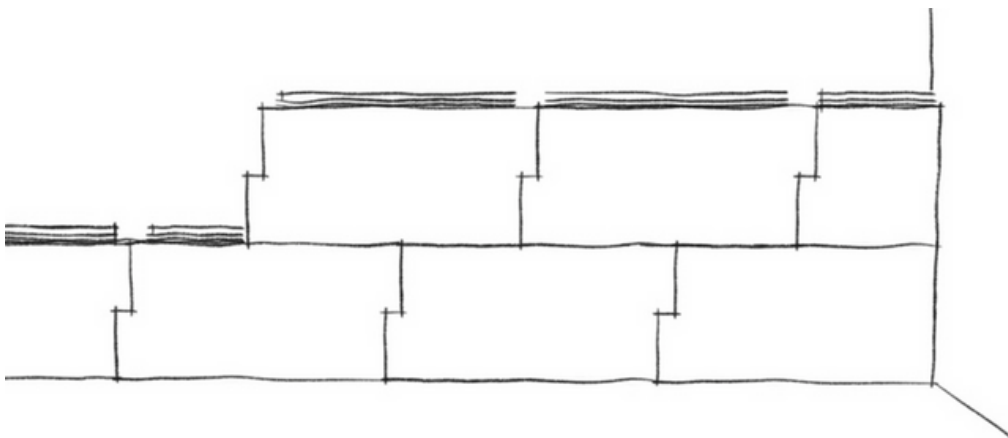
1. Mark a horizontal and level line 2 1/2 inches above the desired height of the bottom of the stone.
This line marks the top of the starter strip.
2. Screw the starter strip into place. Place screws every 8 inches to minimize movement of the starter strip. Leave 1/2" in between each starter strip to allow for expansion/contraction.

INSTALLING AFFINITY STONE PANELS

1. Affinity Stone panels require two screws per panel, one of which is required to be into framing.
2. Due to the orientation of the panel, it is easiest to install from right to left whenever possible.



3. Be sure each panel is level and aligned to the top of the panel adjacent to it.
4. Begin the second course by cutting a panel in half to offset the vertical alignment of the panels.
This technique will provide a more natural appearance on the wall.

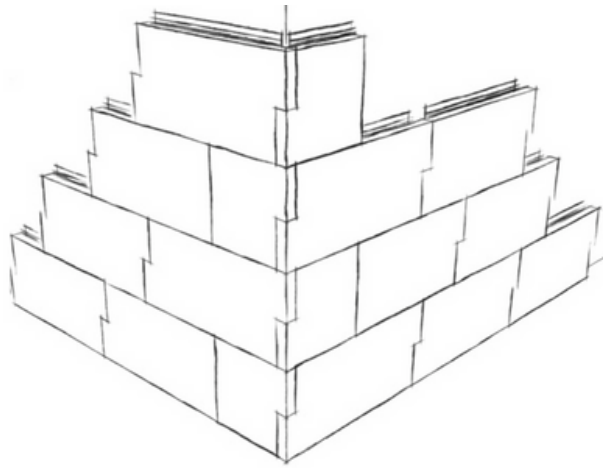


INSTALLATION OVERVIEW

OUTSIDE CORNERS

To ensure maximum potential of the look of natural stone, cut the first panel of every other course in half with a straight cut (shown below).

STRAIGHT CUT



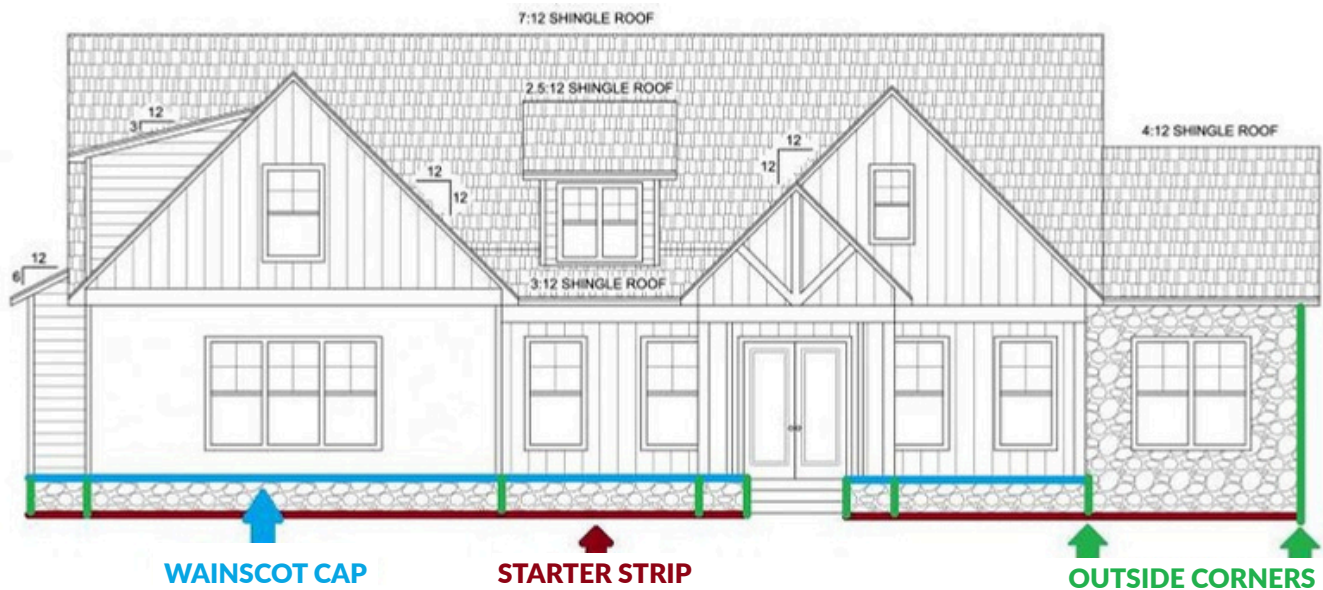
THE LAST COURSE

1. Cut the last course to height minus 1/4" to allow working room for installation.
2. Install the last two courses at the same time so that you can slide the top course in with ease.
3. Once the top panel is in place, pre-drill and countersink a hole through the panel. Screw a fastener into the panel, but do not over-tighten, as you can crack the panel. Pick a good spot in a grout joint to place this screw to minimize visibility.



FULL AFFINITY INSTALLATION GUIDE:





All you need to figure a job are some simple measurements.

Plug these into our online calculator, and you'll get a material list created instantly.

- Total square feet of stone
- Total lineal feet of 90 degree outside corners
- Total lineal feet of wainscot cap
- Total lineal feet of starter strip
- Total column kits and various accessories like receptacles and light boxes

QR CODE TO OUR ONLINE CALCULATOR:



QUESTIONS? CALL THE EXPERTS:



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BRIAN JUDY

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