

FeatherStone: COMPETITIVE ANALYSIS

Real Stone:

Advantages: High Compressive Strength – Useful on foot traffic surfaces and vehicular traffic areas – though irregular surfaces may cause a tripping hazard.

Disadvantages: Heavy Weight (problematic for multi-story – structural loading issues)
Odd Sizes and Shapes – equates to challenges for inform instillation
Fastening Systems – challenges for vertical surfaces and facing
Minimum Thickness – cut stone tends to be at least 1.5 inches thick.
Cost - Raw Stone (FOB yard) runs to \$0.35/Lb. or \$5.85/Sq.Ft. w/o labor.

This digital picture shows a typical piece of 'flagstone' that weighs 18.8 lb at 1.75" thick with a surface area of 1.125 square foot, which equates to 16.75 lb./Sq.Ft.



Cultured Stone:

Advantages: Lighter Weight than real stone –rectangular pieces for ease of install.
Uniform shape and consistent thickness
Variety of textures, shapes and colours.

Disadvantages: Minimum installed thickness 2.25 inches.
High Cost - most products are imported from US & sold at \$9.50/Sq.Ft.



This sample of Dow Corning's Cultured Stone (DryStack) has an overall surface area of

approximately one Sq.Ft. and weighs **an average of 8.8 pounds per Sq.Ft. before mortar.** The overall thickness at the peaks exceeds 2 inches before masking allowance for metal lathe and mortar. The installed cost of this product runs from \$21.50 to \$25.00 per Sq.Ft.

FEATURE PRODUCT:

FEATHERStone “Thin Veneer” Rock Products

Advantages: Much Lighter Weight than either real or cultured stone
Cast in uniform rectangular pieces for ease of install.
Uniform shape and consistent thickness as thin as 3/8 inch to 1.25 inches.
Variety of textures, shapes, sizes and colours.
Extremely easy to install – can be cut with a hand saw & glued into place
Accents and highlights, can be accentuated during production or on site.

Disadvantages: Interior Applications, not (yet) rated for exterior use.



This thin uniform casting demonstrates the extremely lightweight, low profile in a Sand Stone finish, which can be cast in differing colors and hues to help accentuate the finer rock face details. The overall weight of this piece 3.3 pounds at 23” X 11.5” (2 Sq.Ft installed) **which averages 1.65 pounds per Sq.Ft.**

(Note: The right half has been sealed with a low gloss acrylic sealer).
Other profiles are available including Cut Granite, Fieldstone, DryStack and ‘Timber’.