

# SALES & PRODUCT KNOWLEDGE



2023  
edition



## HIGHLIGHTS

This product knowledge outlines a complete process. A journey from the quarry through fabrication to installation. It also covers stone characteristics, care and maintenance.

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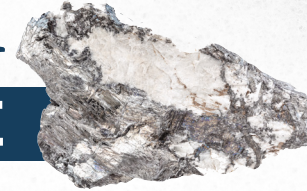
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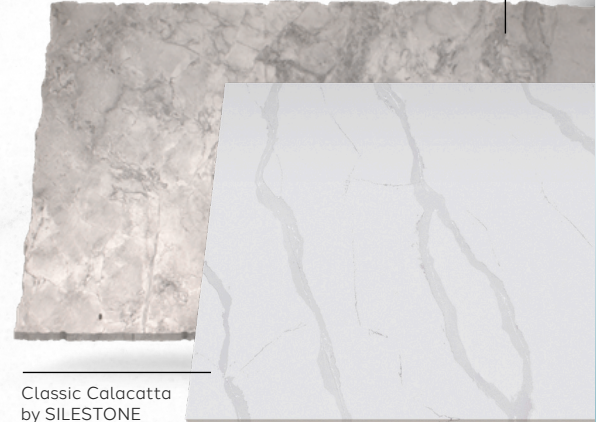
This is just a condensed version. If you'd like to get a complete **SALES & PRODUCT KNOWLEDGE** booklet, please contact our office to reserve your own copy. Call **(204) 345-2765** or email [sales@granitemountain.ca](mailto:sales@granitemountain.ca)



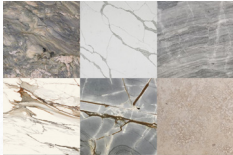
# Natural VS Engineered STONE



Arabescato  
by COSENTINO  
Granite



Classic Calacatta  
by SILESTONE  
Quartz



## DID YOU KNOW?

There are many different types of materials used to make countertops including:

- Granite
- Quartz
- Marble
- Porcelain
- Quartzite
- Onyx
- Travertine
- Soapstone
- Precioustone
- Limestone

### The Hard Facts.

Formed over millions of years from compressed molten rock under the earth's surface, granite is extremely hard and durable. Granite, Quartzite and Marble are natural products. They are mined, not produced.

Quartz and Porcelain are engineered. Natural-quartz crystals are mined, then ground into a dust or an aggregate that's fused with resin binders under intense heat and pressure to form a solid slab of the most popular countertop surface, Quartz.

Porcelain is made from heating a mix of powdered china stone and white china clay, also known as kaolin, at about 1450°C. The high temperature causes the china stone to vitrify into a dense, highly durable material, while the object retains its shape thanks to the kaolin.

## NATURAL VS ENGINEERED STONE



Granite quarry



Unpolished pink  
Tourmaline in feldspar

# Natural Stone

## Natural Stones are unique

They feature colours and patterns that are the result of very unique geological conditions each stone endured over millions of years. Natural Stone countertops bring a high-quality kitchen to the next level visually. It doesn't stop there. Paving stone, curbing, stair treads, building veneer, and monuments and memorials are also made of Natural Stone.

Granite is volcanic in nature and can withstand much higher temperatures than quartz or solid surface material. It comprises of interlocking mineral crystals with the most common being feldspar and quartz. An array of other minerals is found throughout granite slabs, making each piece of a truly unique and natural work of art. Feldspar is the white mineral you see in granite; the light gray veins are quartz, and the black is mica.

Granite is drilled, chiseled and blasted out of quarries in large blocks, and cut with a wire saw.

Granite is so hard that it requires a series of abrasive synthetic diamond polishing tools to achieve a shine. The end result is a luminous, dimensional looking surface.



Nacarado Quartzite



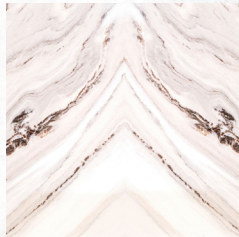


# Quartz

## Quartz is hard and tough

Quartz countertops have a hardness of 7 on the Mohs Hardness Scale. Highly durable, Quartz resists scratches and stains. Maintenance is effortless and since these countertops are non-porous, they're easier to keep free of bacteria.

Quartz slabs are manufactured and consist of 90-95% of quartz crystals, chips or quartz dust along with other minerals and pigments. Everything is bound together with about 5-10% of resin.



*Book-matching two slabs*

Consistency is controlled via manufacturing process. Slabs of the same colour match closely and book-matching is much easier to achieve.

Quartz is stylish and is preferred by interior designers. Can mimic the look of mesmerizing marble swirls or earthy natural stone. Custom designs in a wide array of colors are available, from neutral grays, off-whites, and subtle tans to bold hues, and striking solid blacks. In addition, Quartz provides desirable patterns & veining.



*Quartz Mineral*



## NATURAL VS ENGINEERED STONE



# Our Process

We work with all major brands of Natural and Engineered Stone.



Lac du Bonnet slabyard



Lac du Bonnet fabrication facility



West. St. Paul Showroom





# Our Process

## Sales and Templating



*Our Templaters are professionals with a deep knowledge of stone industry*

### **The Quick and the Accurate.**

Our sales department will work with you on finding the perfect stone for your project, make suggestions based on your preferred use case and never try to up-sell you. We will even optimize your pricing by maximizing slab yield, and offer remnant options for smaller projects. Expect to receive a quote back lightning fast with everything outlined and easy to follow.

Our templaters are well-trained in the field and always ready to explain the process if you have any questions. Templating takes place after the quote has been accepted. Exhaustive array of precise measurements are taken during this process to assure that your countertop fits the space accurately.



*Project coordinators and Schedulers work close with you throughout the process*



# Fabrication Process

## Inspection of the Stone Slab

The first step is to inspect the selected slabs. For example, a natural stone may have certain characteristics such as black spots, pits, or dry seams. We assure that there are no spots that could potentially cause any issues during the fabrication or installation. At this stage we also examine the slab for proper placement of veins and patterns to match the approved layout.

## Cutting the Stone

The next step is to cut the stone to fit your template. This cutting is done using a bridge saw or water jet. A bridge saw cuts with the help of a diamond segmented blade at the feed rate of nearly seven feet every minute. A water jet cuts with water at very high pressure; with garnet particles suspended in this water. A water jet can cut radiuses, circles, and other complicated patterns; a bridge saw cuts straight lines. Once the stone pieces are cut from the slab, they are then taken to a CNC (Computer Numerical Control) machine by using a vacuum lifting system.







## OUR FABRICATION PROCESS



### Fabricating the Stone

The CNC machine is programmed to find the size of the stone. You can keep multiple pieces of stone and then work on all of them collectively. A trained operator and high-quality machine does the job flawlessly.

### Seams or Joints

Due to the limitations of the stone slab sizes, some of the kitchen surfaces will have seams. Our CNC machine uses a set of Z-Polishing tools to make both surfaces of the seams smooth thereby reducing the gap to minimum possible, making seams less conspicuous.

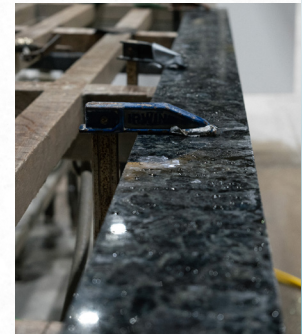


*Our fabrication facility allows for 1,500 sq. ft. of daily cutting and 1,200 sq. ft. of daily CNC capacity*



### Stone Polishing

Every piece of stone goes through a rigorous finishing stage assuring that the edges are smooth and every imperfection is fixed and impossible to detect.



## OUR **PROCESS**



*Slabs vary in size. Typically they are around 108 to 120" long by 60 to 72" wide. Some jumbo slabs can reach 132" by 78"*

# Installation Process

## Traveling to the site

Our vehicles are outfitted with all necessary equipment to make sure your countertop pieces arrive safely and undamaged.

## Installation

Your countertop installation crew will carefully carry each stone piece in and then lay them in place on the counters. Once assembled, the pieces are sealed together using clear or neutral epoxy which has been color matched to blend with the natural stone surface. If you planned to add a coordinating stone backsplash, it is installed at this time.

Any cut-outs in the stone for cooktops will be finished on site as well. The installers will begin the cut before transporting, but complete the job once the stone is secured to prevent any stress weaknesses.

Our install crew assures proper fit, smooths out any seams, installs under-mounted sinks (if chosen) and seals natural stone. We also inform you how to care and maintain your new countertops.







## OUR INSTALLATION PROCESS



*No job is too small or too large. Or even too remote.  
We can access the install location by air or water.  
There are no limits to how far we will go.*





OUR **EXCLUSIVE**

# Eternal Collection

## Infinite & Timeless SERIES



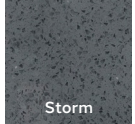




**Eternal Collection** is exclusive to **Granite Mountain Stone Design**. **Infinite** series feature deep and infinite patterns that capture sparkling quartz and textured elements while **Timeless** series feature gentle light marble veining that flows softly throughout.





OUR EXCLUSIVE SERIES



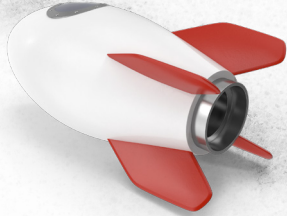
<b>INFINITE SERIES</b>				<b>TIMELESS SERIES</b>
available colours	Arctic	Carrara	Champagne Mist	available colours
				
Storm	Winter	Northern Lace	Remington Grey	Vesper



**Eternal Collection** is a budget-friendly way to introduce your clients to quartz in their homes. The designer-approved colours offer timeless look along with nearly indestructible surface. Since **Granite Mountain Stone Design** controls the entire process, both availability and quick turn around are guaranteed.

# Why Buy from Us?

## We Act Fast



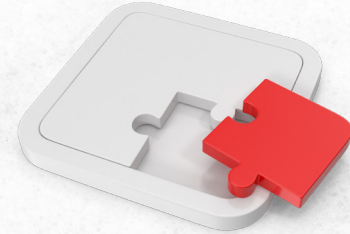
We provide PDF quotes based on your requested stone selection, options and measurements. All nicely laid out and in a well-organized manner. If you visit our showroom, we can give you a quote while you wait. Quotes are easy to follow and to compare against quotes from other fabricators.

## We Are Transparent



Our per sq. ft. price includes everything! On-site templating (precise electronic measurement of your space), fabrication, adding an edge profile, stone polishing, delivery to your location and installation. The price you're quoted is the price you pay. We even show you how to take care of your countertops.

## We Make it Enjoyable



We pay particular attention to the customer's needs and wants, and if requested, suggesting our fully customizable capabilities. Our approach to business is designed to make the process enjoyable to our customers and business partners. We eliminate stress and confusion by focusing on the end results and deliver on our promises.





## **We Are Experienced**



The core of our team possesses extensive knowledge of all stages of fabrication and installation process as well as a strong dedication to the industry. Average production team member has over 30 years of experience which makes us a leader in our market.

## **We Travel Far**



In addition to servicing Winnipeg and surrounding areas, we also travel to northern Manitoba, we often perform custom installations in northwestern Ontario and eastern regions of Saskatchewan. Even if your final destination involves travel by water, we can accommodate you.

## **We Are Rock Solid**



We remain professional and true to our roots at all stages of the process. Maintaining our solid reputation is important to us. We are known to help customers make the best decisions based on budget, timeline, and trends. We have adopted to ever-changing market conditions and industry standards.

## HOW TO LOOK AFTER YOUR **STONE COUNTERTOPS**



*For daily care, we recommend using mild, non-abrasive soaps and water. Dawn or 50/50 mix of vinegar and water are great for daily clean up.*



*Do not use a Magic Eraser. It's abrasive and it will dull stone surfaces by taking the polish or seal right off.*

# Care & Maintenance

Maintaining your countertops is easier than you think. No strong chemicals are needed as long as you remember to clean up spills and routinely wash the surfaces after use. Whether natural or engineered, these stones should last a lifetime. They're tough and are highly resistant to stains, scratches, and impacts. They are an investment, therefore worth looking after.

If you spill oil-based liquids, such as grease or milk, this may become a stain if allowed to set. To remove, make a paste out of baking soda and water, slather it on the oil marks, cover it and let it sit for several hours or overnight.

Use baking soda and hydrogen peroxide on water-based marks. Coffee, juice and wine may leave marks and penetrate the stone if it's not cleaned up immediately. Add just enough hydrogen peroxide to baking soda to make a paste. Apply it to any water-based stains or marks, cover and let it sit overnight.

If you want to disinfect your countertops with more than just vinegar and water, use isopropyl alcohol and water. Mix 2 parts isopropyl alcohol to 1 part water. Spray on the countertop, and let it sit for three to five minutes. Rinse with water and dry with a soft dishcloth.

Non-glossy (leathered, suede or honed) finishes on stones will require more frequent attention as fingerprint markings, oils in the skin, or even water spots will be more noticeable and harder to clean.







## MYTH: Granite is Hard to Maintain

Natural stone like granite often gets dismissed because people believe it needs extra maintenance in the form of a regular sealing. While this is somewhat true, granite sealing only needs to be performed when liquids get absorbed by the stone. Sealing is a very easy process and only takes minutes. It could be many years before you need to seal your natural stone. Much like quartz, granite only needs soap and water for daily maintenance.

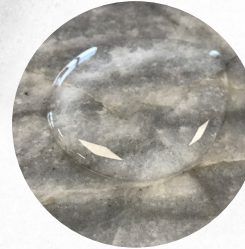
## MYTH: Quartz and Quartzite are the Same Thing

Quartz is an engineered stone where the manufacturing process controls the design and colour consistency.

Quartzite is a metamorphic rock that is formed from quartz-rich sandstone and altered by heat and pressure in the earth's crust. Mined in quarries and cut into slabs, Quartzite's appearance is frequently mistaken for marble or granite since it is often found with veining similar to marble or patterns/colours similar to granite. Every single slab of Quartzite is unique. No two are alike.

## MYTH: Granite Countertops Harbour Bacteria

There is no difference between the types of stones, as long as you stay on top of routine maintenance and clean up spills in a timely manner. Sealing prevents bacteria from slipping into the pores.



**The Water Test**  
Pour a quarter-sized drop of water on the surface. If after 15 minutes the water remains on the surface, there is no need to seal the countertop.

## MYTH: Quartz Can Never Stain, Burn, Crack Or Chip

While extremely durable, if you try really hard, you could damage a quartz countertop. Although quartz is very strong and heat resistant, it is not indestructible.

It can discolour, chip, or crack under extreme heat or from chemical solvents. Natural stone is far more heat resistant if this is what you value most.

TRUE OR **FALSE?**

# Take Our Stone Quiz

	TRUE	FALSE
Granite, Quartzite and Marble are natural products that are mined	<input type="checkbox"/>	<input type="checkbox"/>
You can take a pan straight out of the oven and place it on top of a quartz surface without worrying about damages from heat.	<input type="checkbox"/>	<input type="checkbox"/>
Quartz is drilled, chiseled and blasted out of quarries in large blocks	<input type="checkbox"/>	<input type="checkbox"/>
Templating is the process of precise digital measurement of space	<input type="checkbox"/>	<input type="checkbox"/>
Soap and water are typically sufficient to keep countertops clean	<input type="checkbox"/>	<input type="checkbox"/>
Magic Eraser is recommended for tough stains on countertops	<input type="checkbox"/>	<input type="checkbox"/>
Sealing granite prevents bacteria from slipping into the pores	<input type="checkbox"/>	<input type="checkbox"/>
Eternal Collection is GMSD's exclusive granite series	<input type="checkbox"/>	<input type="checkbox"/>

Find answers to all these questions at [www.GraniteMountain.ca/answers](http://www.GraniteMountain.ca/answers)





NEED MORE INFO?



**There are many ways to get better informed.**

1. Visit our website ([www.GraniteMountain.ca](http://www.GraniteMountain.ca)) for a lot more information.
2. Follow us on social media where we share interesting facts about the stone industry.



3. Subscribe to our email list

SIGN UP

4. Follow our blog



[www.GraniteMountain.ca/cornerstone](http://www.GraniteMountain.ca/cornerstone)

# SALES & PRODUCT KNOWLEDGE HIGHLIGHTS



## We Are Social

We are active on social media and often give you tips, tricks, inform you of sales, trends, events, etc. Join us, follow us, share with us on many platforms.



**CUSTOM STONE  
FABRICATION &  
INSTALLATION**



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EXPERT HELP.**

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