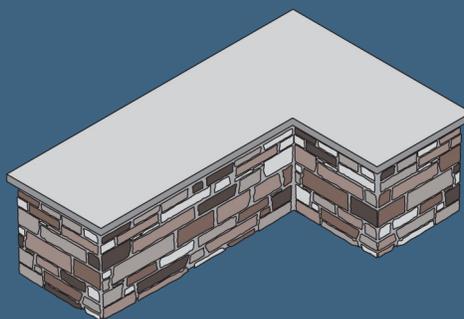
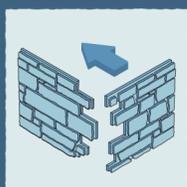
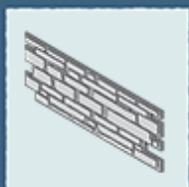




5 REASONS
CONTRACTORS
CHOOSE

For Building Outdoor Kitchens



[Design & Build](#)

Outdoor Kitchens, Fire and Water Features

Advanced Material for Building Vertical Outdoor Living Features

ClifRock's Panel Masonry™ technology is a dramatic development in Outdoor Living construction. This technology combines the traditional appearance of stone with a simplified modern assembly method. ClifRock is faster and easier to install while removing the complexities and hassles of traditional masonry methods and materials.

1. Durable Rock Mold Casting System

Made from platinum cured, two part silicone-urethane for engineered for durability and production casting. ClifRock Kitchens Molds provide an on-demand material solution.

- A. **Patterned from natural stone** - Stone Aesthetics **at a fraction of the cost**. Cast engineered stone panels in various profiles and colors to meet customer's desires or match native stone colors.
- B. **Cast On-Demand** - no more sorting through pallets of stone or waiting for a material delivery. Panels can be precast in the shop or as needed on the jobsite.
- C. **Reduces material waste** - saving the installer on material cost by pre-casting to design specification.
- D. **No Property or Turf Damage** – No heavy equipment needed, no transporting heavy materials – less repair post project.

2. Proprietary Composite-GFRC Panel Mix

ClifRock Masonry Panels® are made from a high-density blend of polymers, powdered composites and glass fiber reinforced concrete (GFRC). The Panel Mix was developed in collaboration with one of the world's leading concrete chemist for unique qualities and characteristics:

- A. **On Demand Materials** – The StoneRok Mix is a quickset compound. Panels only require a couple of hours to set before demolding and can be cast on the jobsite.
- B. **Superior Strength** - a composite-gfrc panel, engineered for maximum strength and durability. Cured panels core test at 11,000 PSI compressive strength and have 1750 Flexural strength.
- C. **Freeze Thaw and high temp Stable** – Composite-gfrc cures tighter and denser than traditional concrete masonry products, which reduces moisture absorption, air entrainment and vapor permeability. The end result is panel material that is able to perform in extreme heat or deep freeze scenarios (weather agnostic).

3. ClifRock Panel Material Properties

Once demolded, you have engineered structural panel that is Ready-to-Install (RTI). Cured ClifRock panels are characterized by structural/strength properties, lighter weight and on-site workability.

- A. **Less Overall Material** – high strength panel allow installers to precast **panels 1 to 1.25 inches thick** without compromising structural integrity. Less total material required equals less hard job cost and greater profit margin.
- B. **No Footing Requirement** (Lighter weight) - Panel materials is a 1/10 of the weight of comparable stone materials, 1/3 weight of standard concrete mix and can be set on any hard surface, without the need for any additional footing, shaving labor time and cost.
- C. **No Substrate or Base Material** - Panels are Aesthetic (stone facing), Structural (self-supporting) and Monolithic, eliminating the need for a substrate. Saving the installer and the homeowner the cost of base materials and labor required with veneer.

4. Panel Masonry Installation Method

ClifRock is the easiest, smartest and most durable way to build Outdoor Kitchens allowing for faster, cleaner installs with only basic labor skill requirements.

- A. **Simple 3 Step Install** – Panels are set, attached and seamed together, without any substrate structure. Allowing pro installers complete most outdoor kitchen projects in under a couple of days without any specialty labor skill required.
- B. **No Masonry Skills needed** – with training and basic understanding of construction, anyone can be trained on Panel Masonry Construction.
- C. **No Heavy Equipment** – panels can be carried on site by 1 or 2 people, mitigating property and turf damage.
- D. **Installed in hours vs days** – No footing, no stacking, no veneering and no base substrate. Prefabricated panels can be carried

5. ClifRock Panel Masonry Advantages

We understand that materials and labor time impacts every part of your enterprise. It is with this in mind, that we developed the ClifRock Panel Masonry System.

- A. **Cost Competitive Advantage** - Panels cost less per surface sq foot than most masonry block products.
- B. **Stone Aesthetic without the cost** - The panel system offers an economical way to help meet your client’s budget without compromising aesthetic quality.
- C. **Close More Projects** – Lower competitive price point to the homeowner plus stone aesthetics, enables the pro installer to procure more projects.
- D. **Customization Capability** – Create outdoor kitchens and countertops without the limitations of traditional materials. Design projects that are not possible with other materials. Panels can be cast at any height, length or shape. Configuration and coloration options are Limitless.
- E. **Adaptable** – Panel system can be installed on any hard surface. Panel wall structures can retrofit to any existing landscape/hardscape feature and even leveled to an imperfect surface.
- F. **Compatible** - Hollow structure allows for maximum use of the interior storage and complete freedom and flexibility for appliance installation. The panel wall structure is compatible with any size grill, appliance or cabinet.



Local Installer and Retailer Opportunities

The Clifrock Panel system offers landscape pros and contractors an easy but high quality way to design and build outdoor kitchens, fire and water features) in hours vs days. Additionally, the system can be prefabricated for in-store resale and delivery.

To learn more about our installer programs and advanced ClifRock training opportunities, visit: contractor.clifrock.com