

# LOOKBOOK



**GenStone**<sup>®</sup>  
*The Beauty of Stone Made Easy.*



# WHAT IS GENSTONE?

GenStone faux stone is cast from real stones and hand painted with 12 coats of premium paint to ensure authentic texture, depth and the unique color combinations found in natural stone finishes.

The image below features a GenStone stacked stone panel (top) alongside a natural stone wall (bottom). As you can see, we don't compromise even the smallest detail when creating each panel.





# WHY GENSTONE?

At \$35 to \$50 per square foot installed, natural stone products put most home improvement projects out of reach for the average homeowner. The high price point is primarily due to the expensive masonry labor that is required to complete natural stone projects. GenStone has engineered the labor out of installing the look of stacked stone with our collection of panels and accessories which make any project attainable and even do-it-yourself friendly for any homeowner.

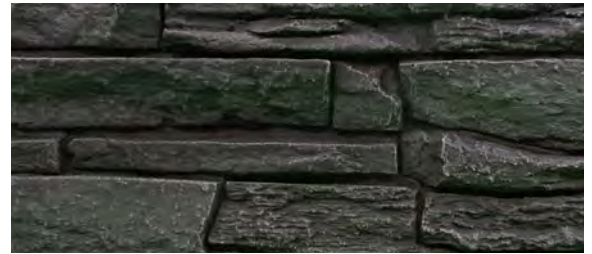
**GENSTONE PRODUCTS CAN BE INSTALLED FOR AN AVERAGE OF \$12 TO \$14 PER SQUARE FOOT.**



COFFEE



DESERT SUNRISE



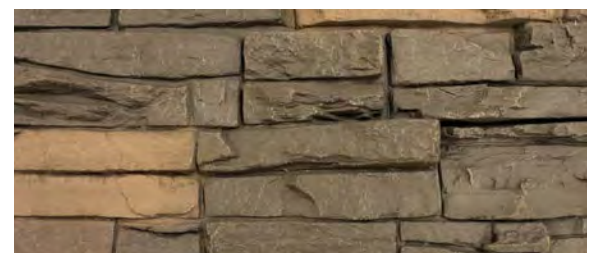
IRON ORE



KENAI



KEYSTONE



STRATFORD



# THE FRONT ENTRY

PG.4 **KEYSTONE** PG.5

You never get a second chance to make a first impression. Whether you're improving your home to sell it or welcoming guests, the front entry sets the tone and reflects its owner. What's your entry say about you?



GENSTONE	NATURAL STONE
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**\$1,995**

**\$5,469**



32 PANELS

4 INSIDE CORNERS



8 RIGHT CORNERS





Every homeowner is looking for ways to boost the curb appeal of their property. This customer used the Keystone Stacked Stone product to complete a beautiful accent wall on the front porch of their home. This type of home exterior project is one of the most popular projects we see from our customers. Using full wall panels, this customer was able to remodel their front porch in a single weekend.



88 PANELS

GENSTONE

NATURAL STONE

**\$4,085**

**\$11,165**



# BRING THE OUTDOORS IN



**Top: 12 CORNERS**

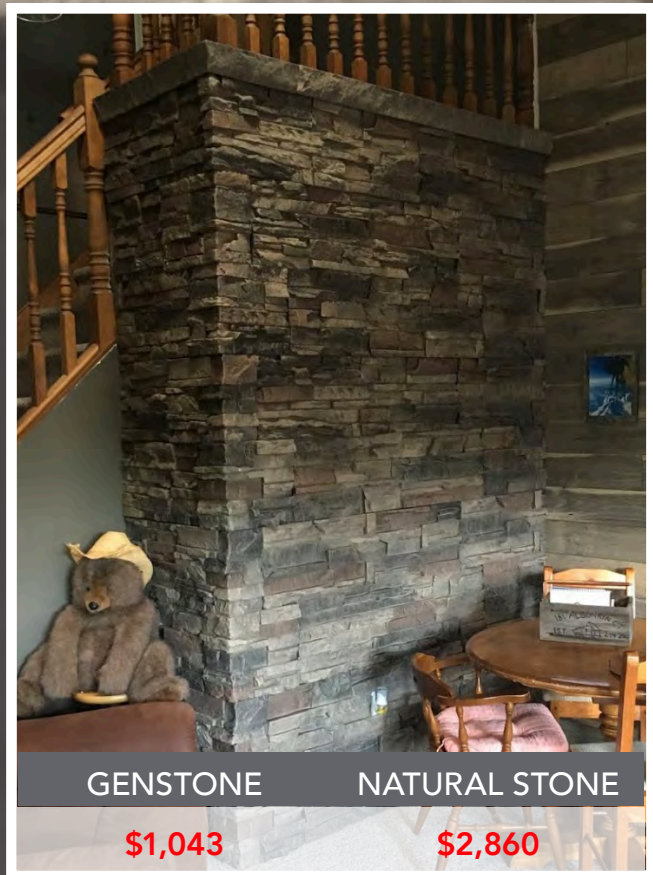


**Right: 6 CORNERS**



**Top: 22 PANELS** **Right: 15 PANELS**

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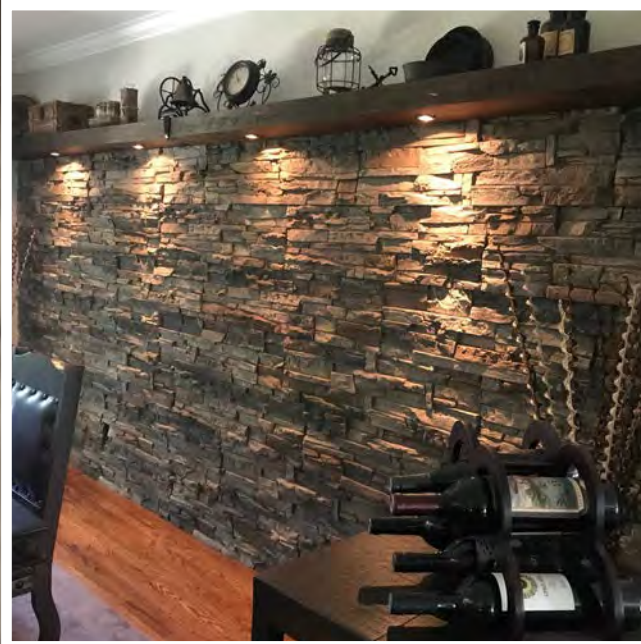
PG.5

# KENAI

PG.6

Painted accent walls provide a pop of color but why settle when you can warm a room with the depth and texture of natural materials as easily as painting a wall and without the mortar the mess associated with professional masonry work.

**INCORPORATE THE DEPTH AND TEXTURE YOU EXPECT FROM THE OUTDOORS INSIDE**



BOTH PICS FROM SAME HOME



**Left:** 20 PANELS

**Bottom:** 14 PANELS

**GENSTONE**

**NATURAL STONE**

**\$1,622**

**\$4,448**





# FULL HOME TRANSFORMATION



PG.10 **STRATFORD** PG.11







Most improvement budgets make transforming the entire exterior of a home cost prohibitive, but with GenStone, a someday project becomes a reality today.

A home's curb appeal is everything in a competitive real estate market, but don't forget about yourself, Doug certainly didn't as he transformed not only his home's siding but also found room in his budget for a new back patio retreat.



129 PANELS



46 OUTSIDE CORNERS



28 INSIDE CORNERS

WHOLE HOME

GENSTONE	NATURAL STONE
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**\$8,356**

**\$26,587**

PATIO ENTERTAINMENT

GENSTONE	NATURAL STONE
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**\$498**

**\$1,584**



# THE BACKYARD OASIS

## PG.5 DESERT SUNRISE PG.6

Your backyard is a canvas ready to be painted with memories from spontaneous dinners, graduation parties and if you do it right, your backyard oasis could be the destination of the next family wedding. No matter what the end goal, make it your personal sanctuary with a bold selection



30 PANELS

2 INSIDE CORNER LEDGERS



2 INSIDE CORNERS



80 PILLAR PANELS

10 PILLAR CAPS



6 LEDGERS



7 PIECES OF TRIM



GENSTONE NATURAL STONE

**\$6,570**

**\$18,009**



