

NEWS RELEASE

Client: The Tapco Group
Description: StoneCraft in IBS NextGen Home
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Contact: Mel Marzan, mel@waltdenny.com



Walt Denny Inc.

Advertising & Public Relations

*15 Salt Creek Lane, Suite 210
Hinsdale, IL 60521-2963*

Phone: 630/323-0555

Fax: 630/323-1040

Web: www.waltdenny.com

E-Mail: wdi@waltdenny.com

StoneCraft Infuses Outstanding Rugged Charm, Throughout the 2009 NextGen Home at IBS



With its versatility, sustainability and durability, StoneCraft™ manufactured stone veneer adorns the interior and exterior of 2009's cutting-edge NextGen Home, an annual demonstration home at the International Builders' Show that showcases the next generation of residential building products and innovative design ideas. This year's home focuses on sustainability, strength, efficiency and digital technology. Four out of StoneCraft's nine unique stone profiles are used in the NextGen Home, lending solidly-handsome texture to areas such as a bedroom balcony on the outside, to the foyer staircase and living room fireplace on the inside.

Throughout the NextGen Home, StoneCraft adds unifying character and a unique sense of place to the contemporary stucco design. The angular Fieldstone profile colored in Bucktown provides a warm, rustic feel enhancing the façade. Used around the base of the posts that grace the entryway, and also on the façade's two second-floor balconies, Fieldstone creates vibrant dimension for a more inviting welcome.

Just inside, the classic look of Cobble in Gray brings impressive substance to the foyer staircase. Its ashlar shapes feature a sandstone texture and weather-worn edges that supply an ambience of time-tested craftsmanship.

At the fireplace, the soothing linear presentation of LedgeStone creates an added feeling of warmth, along with a sense of harmony. Its long, elegant lines feature the Bucktown color to complement the exterior stone.



The home's family room and bar area feature the distinguished look of Heritage in the Pennsylvania color. This traditional, linear profile offers texture defined by the chiseled look of a stonemason's handiwork, giving rich detail to the stone's visual heft.

No matter where it's applied, the impressive appearance that StoneCraft delivers is an affordable solution for small or large applications. It installs at approximately one-third to one-half the cost of natural stone. StoneCraft also installs much easier and weighs significantly less than quarried stone, translating into faster, more efficient jobs that provide an amazing sense of natural beauty.

StoneCraft is a division of The Tapco Group™ and a U.S. Green Building Council Member. For more information, visit: www.stonecraft.com or call 1-888-580-6448.

The Tapco Group is the building industry's leading provider of easy to install, premium innovative interior and exterior products. Serving the building industry since 1961, Tapco specializes in the manufacturing of stone veneer, roofing, siding, trim, tool systems, egress systems and siding components. The products combine versatile application, durability, vast color palettes and uncommon authenticity to exceed the expectations of contractors and homeowners. Tapco delivers Innovation Born from Original Thinking™.

Photo caption:

StoneCraft's variety of stone profiles and pleasing colors provide captivating style throughout the NextGen Home.

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