



**SILVERMINE®**

The First Brand of Mortarless Stone Veneer™

**DEALER MANUAL**



# INDUSTRY TRENDS

## INNOVATION

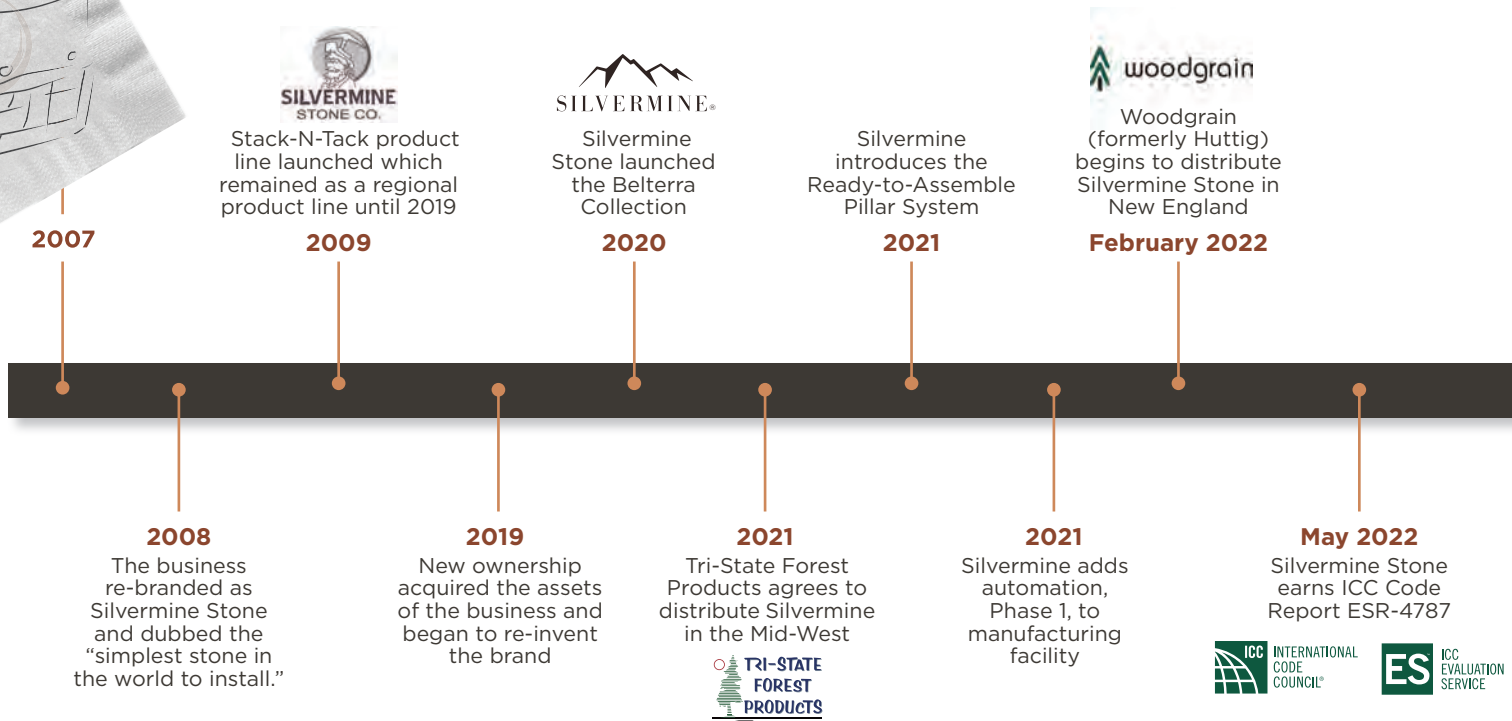
Mouse-traps keep getting better and the bar keeps rising. (Ex. Woodgrain aesthetics, sealed edge trim, and cap-stock decking).

## SKILLED LABOR SHORTAGE

With fewer apprentices and skilled trades in the workforce, craftsmen & carpenters are being replaced with laborers & installers.

### Created Mortarless Stone Category

A mason who struggled to install stone due to the cold and wet weather came up with the idea of screwing stone to the wall. At which time he started a business called Simply Stone which launched a new era of stone products with simple application, creating the Mortarless Stone category.



# ABOUT STONE?

APPEAL OF STONE	CHALLENGES OF MORTAR-APPLIED STONE
Prestigious	Technically difficult to install
Stylish	Weather dependent installation
Low maintenance & durability	Requires skilled-labor
Adds curb appeal	Long and laborious installation process
Increases property value	High-Risk installation

### MOISTURE MANAGEMENT

The science of building a house keeps pointing to protecting the structure with items like house wrap, drainable wraps, and step flashing.

### MIXED MATERIALS

Mixed materials are being used to step up curb appeal (ex. Using board & batten siding combined with shingles in the gables and, stone wainscoting, etc.).

### LBM REACHING NEW MARKETS

Dealers are looking to capture new sales from areas they didn't previously service like installed sales, mill-shops, & pre-finished sidings.



US Lumber in Stillwater, MN begins to distribute Silvermine Stone in the Upper Mid-West

**October 2022**



Dealers Choice becomes a distributor in the Upper Mid-West of Silvermine Stone

**June 2023**

Automation, Phase 2, added to manufacturing facility.

**October 2023**



Parksite begins to distribute Silvermine Stone in their New York and New Jersey locations

**January 2024**

Silvermine Stone is introducing new



**February 2024**

**January 2023**

LBM Journal names Silvermine Stone a "Hot Product of the IBS Show"

**September 2023**

Professional Remodeler Magazine lists Silvermine Stone as a MVP Product



**January 2024**

NAHB announces Silvermine Stone as a Finalist for the "Best of IBS" awards



**February 2024**

Silvermine Stone is launching new Belterra Collection color "Aspen Peak" and accessory color "Frost"



## MORTARLESS STONE SIMPLIFIES STONE VENEER



**No masonry skills required**

Can be installed by home owner or professional



**Can be installed in any temperature**



**Installs faster than manufactured stone veneer**



**Typically costs less to install**

than Mortar-applied and other Mortarless Solutions

HOWEVER...

**Mortarless stone is not without its challenges.**





# 3 KEY FACTORS WHEN SELECTING A MORTARLESS STONE

## THE SILVERMINE STONE® ADVANTAGE

### 1 EASY INSTALLATION

- Flat rectangles (no tabs or grooves to align)
- Fast corners (pre-cut & laid out)



Installation  
Overview

### 2 MOISTURE PROTECTION



Flashing System

- Only brand of mortarless stone that keeps moisture away from the wall structure using a patented flashing system
- This patented system provides 8” of flashing per stone panel, protecting the home from moisture damage, mold, mildew, and the effects of freezing/thawing



Moisture Protection  
Demonstration

### 3 REAL STONE AESTHETICS

- Silvermine Stone® launched the Belterra Collection in 2020, featuring a realistic ledge stone appearance available in 6 popular colors
- Over 50 unique panel designs, cast from CNC milled master panels to ensure quality and precision
- High definition coloring that is cast into the stone with tinted batch coloring



*Silvermine Stone is one of the very few mortarless stone products to receive an evaluation report, ESR-4787, from the ICC Evaluation Service (ICC-ES), providing verification that its mortarless stone siding meets code requirements under the 2015, 2018 and 2021 International Building Code® and 2015, 2018 and 2021 International Residential Code.*







# Belterra<sup>®</sup> Collection

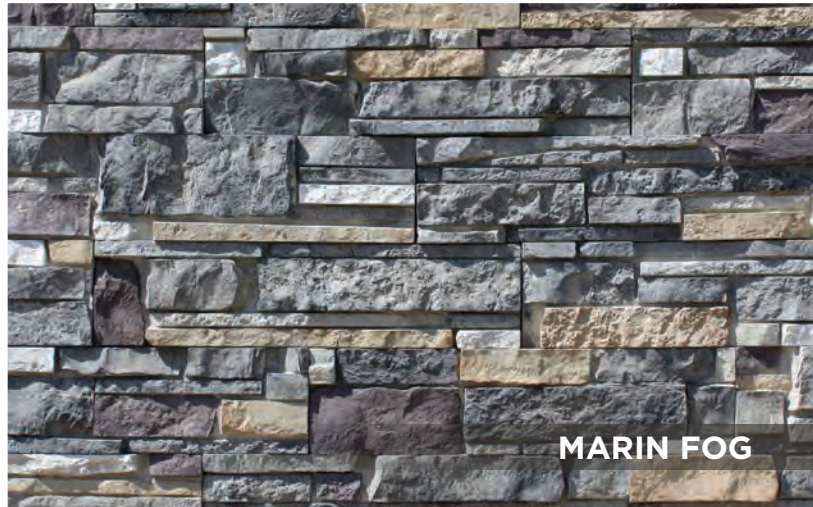


DAKOTA SUNSET

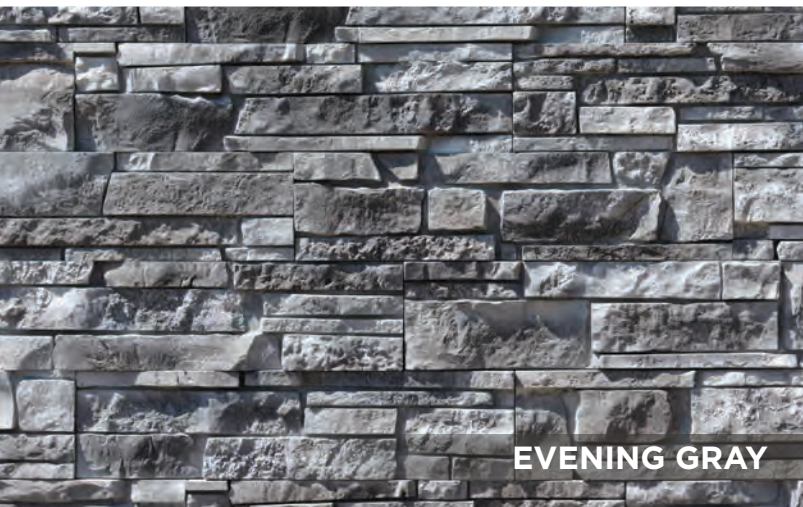


NEW COLOR!

ASPEN PEAK



MARIN FOG



EVENING GRAY



DOVER CLIFF



MONUMENT VALLEY



NEW!

# MODERN Collection

COMING SOON





## FLAT PANEL

- 6" tall x 24" long
- Covers one square foot per panel
- 8" metal flashing
- Packaged in 8 panels per box

## 2-PIECE CORNER SYSTEM

- Interlocking corner provides clean and finished detail
- Long Side: 6" tall x 24" long
- Short Side: 6" tall x 18" long
- 8" metal flashing
- Packaged in 8 panels per box
  - 4 sets of corners
  - Provides 2 linear feet and 7 square feet of coverage
- Used for outside and inside corner applications



*Silvermine Stone Panels are packaged in wax coated boxes for protection during storage and transportation. Boxes should be covered in storage to prevent deterioration from the weather.*



\*Available in:

## SILLS\*



2-3/4" tall x 3-7/8" deep x 36" long



## FASTENERS

Silvermine Stone screws feature a pan head and are available for wood frame and masonry wall applications.

- Each box of flats and corners requires 24 screws
- Each box of Sills requires 12
- Screws come in packs of 100



## OUTLET\*

5.25" x 7.25"



## LIGHTBOX\*

9.25" x 11.75"

# PILLAR SYSTEMS MAKE INSTALL CONVENIENT & SIMPLE

Items sold separately\*



## PILLAR STONE

- Available in 18" & 24" panels
- Notches on each end for easy installation
- 4" metal flashing
- No cutting or measuring required
- 8 panels per box, makes 2 courses of stone, covering 1 linear foot of height

## PILLAR FRAME

- Available for 18" pillar stones only
- Available in 3' and 4' heights
- Pre-cut, polymer (no rot) frame
- Easily assembled with included fasteners



## PILLAR CAPS

- Flat & split\* cap options
- \*Split caps have a 6" square opening
- Available in Sand, Slate & Frost



## SALES AND MARKETING TOOLS

We give you the tools you need to succeed.



Pillar System Sell Sheets



Install Brochure



Show Room Display with Sample Boards

# A STEP ABOVE

When evaluating mortarless stone, Silvermine Stone is a leader in the space and stands alone with the following combination of advantages:

- ✓ Mortarless installation system
- ✓ Full suite of complementary accessories
- ✓ Uni-lock corner system, pre-cut and serves as inside & outside corners
- ✓ Installs over a *single layer* of Weather Resistant Barrier
- ✓ Patented hanging & flashing system that keeps moisture away from the building's substrate
- ✓ Packaged in boxes for jobsite protection and ease of handling
- ✓ Local/In-field sales support
- ✓ Dealer locator on [www.silverminestone.com](http://www.silverminestone.com)
- ✓ Project visualizer on [www.silverminestone.com](http://www.silverminestone.com)
- ✓ Project calculator on [www.silverminestone.com](http://www.silverminestone.com)
- ✓ AIA CEU Program
- ✓ ICC-ES Report



Installation  
Overview



Moisture Protection  
Demonstration



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