The background of the entire page is a close-up photograph of a terrazzo surface. The terrazzo is composed of numerous small, irregular chips of stone in shades of beige, cream, and light brown, embedded in a darker matrix. Interspersed among the stone chips are small, dark green, leaf-like shapes, possibly made of glass or stone, which give it a natural, organic feel. In the upper and lower right corners, there are green fern fronds with pointed, serrated leaves, adding a touch of nature to the composition. A semi-transparent blue horizontal band runs across the middle of the image, serving as a backdrop for the text.

# SELLING GUIDELINES 2015

*IceStone*<sup>®</sup>  
MADE IN THE USA



# Welcome!

As an Authorized IceStone Retailer, you can provide your clients with style and sustainable design in one high performance product. Whether you're seeking innovative materials made in the USA, or want a truly sustainable countertop option in your portfolio, IceStone® durable surfaces offer a range of benefits that will grow your business.

The Selling Guidelines help retailers answer the questions that may arise with the selection of an IceStone countertop. In this booklet you will find both marketing and technical details about IceStone durable surfaces, as well as useful information to quote projects and order materials.

Best,  
The IceStone Team



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© February 2015, IceStone  
Visit [www.icestoneusa.com](http://www.icestoneusa.com) for the  
most current brochures and guidelines.

# Selling IceStone

The most effective way to sell IceStone is to focus on four unique benefits:

- Design
- American Manufacturing
- Sustainability
- Service



# Innovative Design

## Brilliant Style:

An elegant, eye-catching look for customers seeking something different. IceStone delivers gorgeous design in a range of colors, from contemporary jewel tones to classic neutrals.

There are 16 colors in IceStone's palette, which includes three unique lines: Classic Collection, Pearls, and the Refined Collection. IceStone's newest color, Gotham Grey, contains pieces of mirror. Custom color development is available for orders of 50 or more slabs.

## Award-winning products:

IceStone durable surfaces have received accolades from design institutions such as Interior Design magazine, ASID, and the Cooper Hewitt Museum.

## Notable Installations:

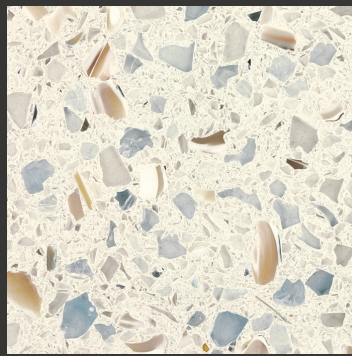
- Whole Foods
- Starbucks
- NASA
- Disney's Epcot Center
- Wells Fargo
- U.S. Green Building Council
- Bill and Melinda Gates Foundation







**White Pearl**



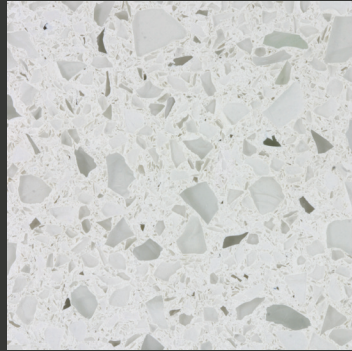
**Sky Pearl**



**Sage Pearl**



**Amber Pearl**



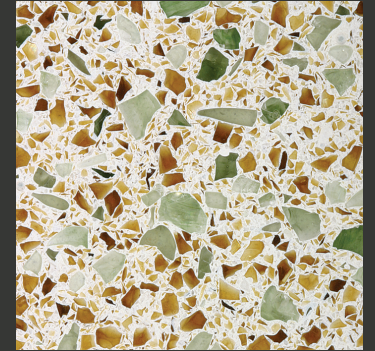
**Alpine White**



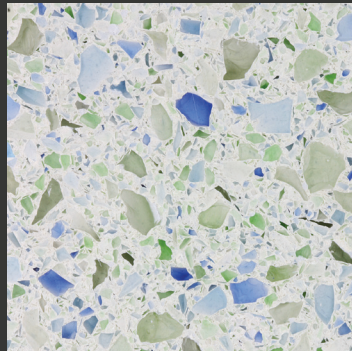
**Snow Flurry**



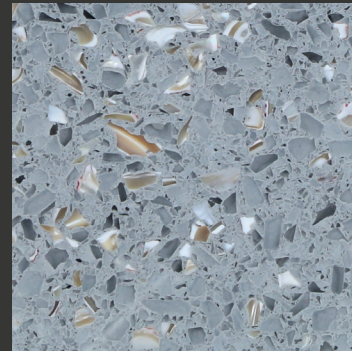
**Latte**



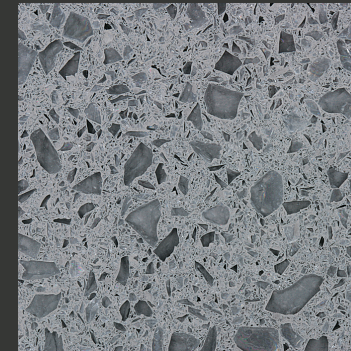
**Forest Fern**



**Denim Moss**



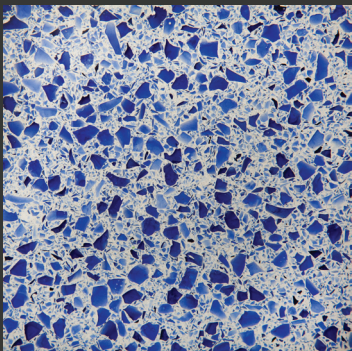
**Pearl Grey**



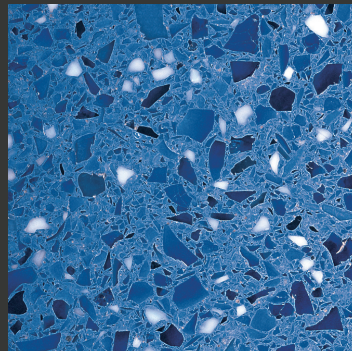
**Fogbound**



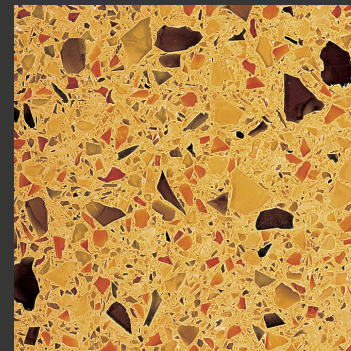
**NEW Gotham Grey\***



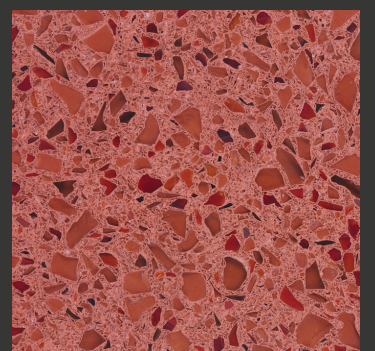
**Cobalt Ice**



**Sapphire Snow**



**Tuscan Sunset**



**Moroccan Red**

\*Gotham Grey contains pieces of mirror.



# Made in the USA

## Green Collar Jobs:

- All IceStone employees receive a living wage
- Employees own 10% of IceStone LLC
- Employees share 5% of profits equally
- On-site job training and development plans

## Community Impact:

IceStone is a founding member of B Corp, an organization of companies dedicated to solving social and environmental problems through smart, sustainable business practices.

Every IceStone slab is cast in the historic Brooklyn Navy Yard, New York's premier site for innovation and industry.

We invite you and your clients to go behind the scenes of our operations.  
To book a tour, contact 718-624-4900 x 116.



# Sustainability

## Three Ingredients:

IceStone's core ingredients are the simplest on the market:

- Recycled glass
- Portland cement
- Non-toxic pigments

## Clear & Safe

IceStone surfaces are free of plasticizers and resins, and therefore won't emit any carcinogenic fumes or other endocrine disrupters.

## Green Manufacturing

IceStone's Brooklyn Navy Yard facility is day-lit and powers slab production with a water recycling system.

## LEED

LEED (Leadership in Energy & Environmental Design) is a rating system developed to help buildings perform as efficiently and sustainably as possible. IceStone durable surfaces have helped many projects achieve LEED certification and can contribute to credits in the LEED for Homes rating system.

## Glass Facts

IceStone's glass is mainly post industrial- it comes from manufacturers of window panes, bottles and jars, and other every day glass products.

Glass is easily recycled, and loses none of its physical properties in the process. The most common colors of glass are amber, clear, and green, but glass is easily melted, dyed, and crushed to create specialty colors.



IceStone: recycled glass, pigment, and cement.

## Buyer Takeaway

Purchasing IceStone is not only an environmental statement, it's also a healthy choice; IceStone slabs are petrochemical free and do not off-gas fumes or irritating emissions.



# Service

## A Network of Experts

Only Certified Fabricators can purchase and fabricate IceStone® durable surfaces, ensuring the highest quality installations. To find a Certified Fabricator in your area, visit: <http://www.icestoneusa.com/find-icestone-near-you>

## High Touch Service

From the men and women who skillfully craft IceStone surfaces, to our hands-on Customer Service team, customers can expect best in class service. To contact the IceStone Customer Service team:

[customerservice@icestoneusa.com](mailto:customerservice@icestoneusa.com)

(718) 624-4900 x. 111

(718) 624-4900 x. 121

## Warranty:

IceStone provides a Residential 10-Year Limited Warranty or Commercial 5-Year Limited Warranty for material fabricated and installed by IceStone Certified Fabricators. IceStone Certified Fabricators will provide your clients with the tools needed to register their surfaces for the warranty. For detailed terms and conditions, download the warranties:

[www.icestoneusa.com/purchase-icestone/warranty](http://www.icestoneusa.com/purchase-icestone/warranty).

## Complimentary Maintenance Reminders

Our team will help your customers maintain the beauty and durability of their surface with email reminders and maintenance schedules.

# Marketing Essentials

## Showrooms

IceStone is best represented in its physical form, so we urge every Authorized Retailer to install IceStone in their showroom. Please be sure that samples in your showroom are dated within the last two years and that brochures are dated within the last year.

## Brochures

The most recent versions of all brochures and guidelines can be found on IceStone's website. To order brochures, contact your local distributor, sales rep, or IceStone LLC.

## Events

Attending a tradeshow or local trade chapter meeting? Contact the Marketing team at IceStone for:

- Email marketing and invitation support
- Social media promotion
- Exhibit and display consultation
- Brochures
- Videos and product slideshows

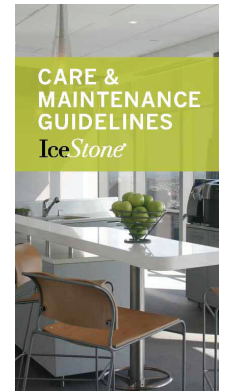
We're here to help you present IceStone in its best light and will do our best to accommodate your material requests.

## Advertising

Advertisements containing any IceStone related content (product descriptions and photos, logos, technical information, etc.) must be approved by the IceStone Marketing team prior to publication.

## Websites

High resolution photos, product swatches, and logos are available for your company's website. Contact the Marketing team for any of these files.





# Product

The following pages include important material information including:

- Slab dimensions and weight
- Product applications
- Care and maintenance
- Project tips

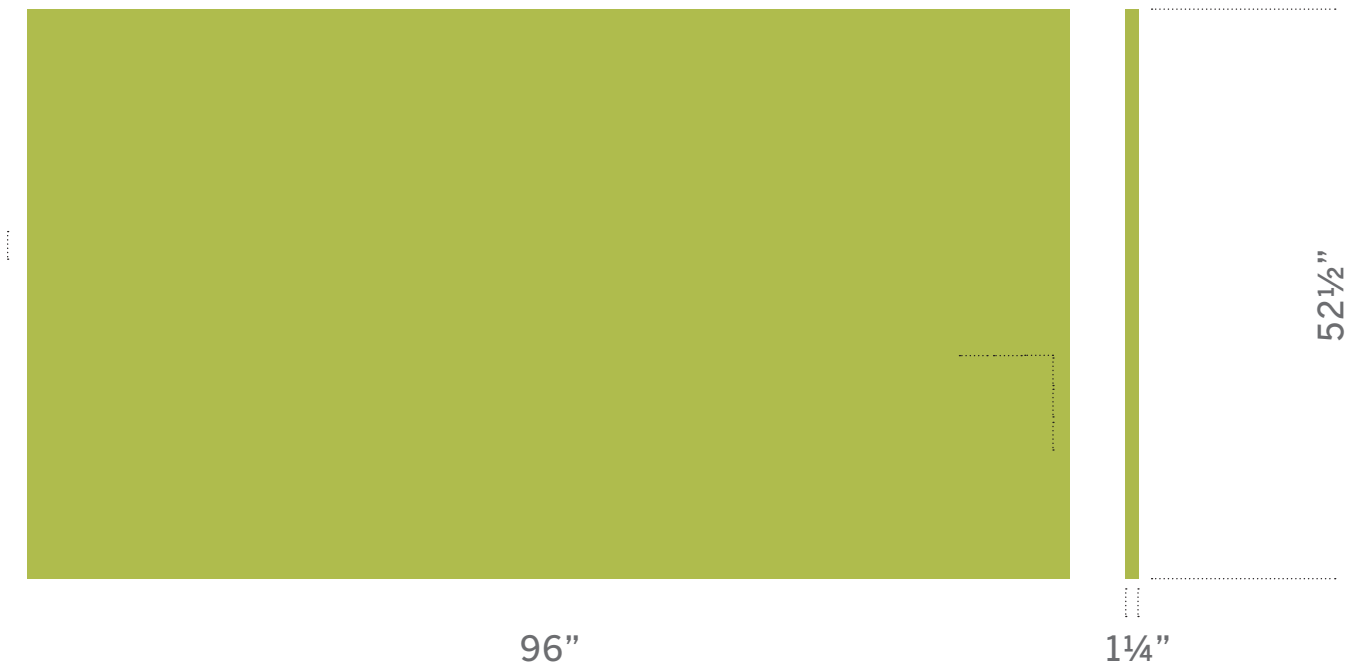
# Slab Specifications

Contact your local distributor or sales rep if you are looking for slabs that measure less than 35 square feet.

## Standard Slab Size and Weight

A full slab is 35 square feet and weighs 570 lbs.

Length	96"
Width	52.5"
Height	1.25"





# Technical Specifications

Property	Test Standard	IceStone Results
Compressive Strength	ASTM C – 109	13,000 psi - 16,000 psi
Flexural Strength	ASTM C – 203	890 psi
Specific Gravity	ASTM C – 97	2.31 g/cm3
Porosity/Absorption	ASTM C – 642	0.18% unsealed
Chemical Durability	ASTM C – 1260 for ASR reactivity	0.49% 300 cycles
Freeze Thaw	ASTM C – 666	0.05%
Fire Rating	ASTM E – 84	Class 1(A) Flame spread index 0 Fuel contribution 0 Smoke density index 0
Coefficient of Static Friction	ASTM C – 1028	0.69 polished dry 0.61 polished wet 0.71 honed dry 0.62 honed wet 0.85 sandblasted dry 0.77 sandblasted wet
Food Equipment Materials	NSF – 51	Certified
Environmental & Human Health, Recyclability	Cradle to Cradle Silver level B Corporation	Certified

# Certifications



## Cradle to Cradle

Cradle to Cradle™ is a certification system that rates a product's safety, recycled content, recyclability, and manufacturing process. This certification represents IceStone's commitment to designing products according to the highest standard of health and human safety. [www.c2ccertified.org](http://www.c2ccertified.org)



## B Corporation

B Corporations are purpose-driven companies that create benefit not only for shareholders, but also for employees, communities, and the environment. IceStone is proud to be one of the founding members of B Corp alongside industry pioneers Seventh Generation and Ben & Jerry's. [www.bcorporation.net](http://www.bcorporation.net)



## NSF 51

IceStone, LLC is dedicated to creating healthy products and is certified by NSF International for NSF/ANSI-51. This certification indicates that IceStone has been approved for use in food-related splash zone applications areas, such as salad bars, cashier stations, and tray counter areas. [www.nsf.org/consumer](http://www.nsf.org/consumer)

# Applications

IceStone® durable surfaces have been installed in many commercial and residential spaces throughout the United States and Canada.

IceStone surfaces can be used as:

- Kitchen countertops
- Bathrooms
- Backsplashes
- Reception areas
- Conference tables
- Transaction areas
- Window sills, and more

## **Outdoor Applications**

While outdoor applications are not covered by IceStone's warranty, the material can be used in the form of yard pavers. IceStone's performance and texture will change when installed outdoors.

## **Flooring**

Please consult Customer Service before using IceStone as flooring. Flooring applications are not covered by IceStone's warranty.

All slabs are shipped from the Brooklyn factory with a high gloss, but there are a number of finishes a Certified Fabricator can apply to the surface. Please note, only slabs with the standard finish are covered by the warranties.



# Applications





# Product Variation

Due to the nature of recycled glass, no two IceStone slabs are identical and can exhibit variations in color, shade, glass size, and glass particle distribution. These variations are not structural, and are part of the inherent character and unique beauty of the material. Please ensure that you and your clients have samples that reflect IceStone's current color palette. All samples are dated for your convenience.

Segregation refers to the uneven distribution of glass and cement (see image below left) in a slab. The image to the right is an example of an even distribution of glass (in varying sizes) throughout the slab.

**Unacceptable glass distribution**



**Acceptable glass distribution**



# Caring for IceStone

IceStone surfaces can easily be cleaned with a damp cloth and our recommended cleaner. The surface should be kept dry and spills should be wiped up immediately, especially of coffee, wine, soda, juice, and oil or vinegar based products.

As with natural stones, cutting boards and trivets will help protect IceStone's sealer.

## Sealing and Waxing

IceStone is porous, so the surface must be sealed to help prevent staining, and waxed to help prevent etching. Watch how to seal and wax IceStone on the [IceStone YouTube channel](#). IceStone LLC requires fabricators to seal and wax the surface before or at the time of installation.

### When to Seal

To determine whether it's time to reseal IceStone, dip a cotton ball in water and evenly wipe the surface in a straight line. If the water mark is wide and flat it's time to reseal (left image). If the water mark is raised and has irregular edges, then the sealer is in tact (right image).



A typical IceStone installation will need to be resealed and rewaxed every 6-12 months. Refer your customers to IceStone's current [Care and Maintenance Guidelines](#) for more details and recommended products.



Wax prolongs the life of the sealer.



Gentle all purpose cleaners are used daily to wipe up spills



# Considerations for your IceStone Project

IceStone is fabricated and installed similarly to natural stones. Please consult the IceStone [Fabrication Guidelines](#) for more detailed fabrication and installation practices.

## **Cost**

The cost of IceStone is comparable to a mid or high end natural stone. Estimates will vary depending on color selection, size, scope, and project. Contact your IceStone Certified Fabricator for a detailed quote.

## **Lead Times**

Contact IceStone or your local distributor for lead times.

## **Seams**

IceStone does not recommend placing seams at the sink center line. Slabs that are being seamed together should be from the same batch date(lot).

## **Structural Support**

IceStone requires that all cutouts and rough openings be supported with fiberglass reinforcement rods. Some installations may also require additional substrates or support. Consult our [Fabrication Guidelines](#) to ensure proper supports are used with your design.

## **Heat Tolerance**

Sub-counter ovens should not be installed under IceStone. IceStone surfaces should not be installed under heat lamps or areas where the surface will be exposed to extended periods of direct heat. Heat trays, heat sinks, soup warmers, etc., should not be installed in IceStone surfaces.

## **Built-in dispensers**

Hand pump soap and lotion dispensers should be placed such that the spout drips into a sink bowl or basin and not on the countertop. Avoid using swivel dispensers.



A succulent with green and reddish-brown leaves is planted in a dark, square, modern-style planter. The planter sits on a dark grey surface with a dense pattern of small, light-colored specks, resembling a terrazzo or granite countertop. The lighting is soft, casting a gentle shadow from the planter onto the surface.

# Thank You!

IceStone's Authorized Retailer network is a community of passionate, savvy, and innovative design experts. We're proud to work with you and your team, and to help your clients realize their vision without compromising their values.