

Surface Reproductions Releases Documented Savings Calculation Spreadsheet for Sustainable Stone Swatch Substitution

Manufacturers and Distributors realizing documented cost reductions while dematerializing stone supply chain.

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FOR IMMEDIATE RELEASE

July 3, 2008

Hudson, Ohio – Surface Reproductions LLC, a solutions provider for merchandizing heavy and expensive products in the building products industry, has announced the release of its savings analysis tool allowing manufacturers and distributors to quantitatively identify the economic benefits of using the company's patent-pending Surreal™ Stone Swatch products. Surreal Stone Swatches are high-end, printed, dimensional samples that provide accuracy currently unavailable from other printed samples and dramatically reduce the environmental impact of using actual stone samples in the specification process. The savings analysis tool can be found in the "Presentations" section on the company's website at www.SurfaceReproductions.com.

"We are very proud of our cost-savings model that we have developed," said Barry Madel, president of Surface Reproductions. "Although we're already providing our customers cost-saving sustainable stone samples, we really wanted to further help our customers identify the true economic benefits realized when using our product. Our patent-pending process that enables us to recreate the beauty and texture of natural stone while cutting down on the cost and weight associated with original stone swatches is a tremendous benefit both economically and environmentally. Whether you're a stone manufacturer, a distributor, a fabricator, an architect or a designer, you'll find that Surreal Stone Swatches are the sensible choice for sampling stone."

The savings analysis tool allows any manufacturer or distributor to identify a majority of the costs associated with sampling stone today in a concise and easy-to-understand manner. "We didn't "pad" the analysis with questionable costs and have made the analysis tool one that you can clearly count on the savings shown," said Madel. "We are also working on a similar model that will help identify more of the

environmental benefits. Our products already use recycled material in them, and we want to ensure that any data we provide is well-documented and substantiated before releasing any claims,” said Madel.

Surface Reproductions starts with natural stone samples and uses a special technique to capture them as high-quality images. Those images are then printed on a durable plastic surface. A patented process enables the company to embed reflective elements, such as quartz, mica and feldspar, directly into the sample, making it look just like natural stone. The prints are turned into swatches, swatch books and other customized sampling systems for stone, building and design companies.

Surreal Stone Swatches are:

- **Accurate.** Natural stone samples typically don't represent all the stone in a broad section of a quarry. Surreal Stone Swatches offer manufacturers the opportunity to reproduce and distribute samples that represent a variety of color, shading and other characteristics that change depending on where and when the stone was quarried. This accuracy also helps fabricators, architects and designers provide a more realistic view of what the final stone product will look like to their customers. No other product is able to show the subtleties of a stone's shape, texture or metallic elements like Surreal.
- **Economical and Portable.** Fifty Surreal Stone Swatches weigh less than 0.5 lbs., compared to a single natural stone swatch that weights nearly 1.5 lbs. The lightweight design cuts down on shipping costs and improves portability.
- **Customizable.** Companies can customize their swatches in two ways. First, customers can build their own swatch books by choosing from the existing global library of Surreal Stone Swatches or having swatches of their own unique stones produced. Second, Surface Reproductions can print vital marketing information directly on swatches, including company name, stone name, mining date and other information.
- **Sustainable.** These printed samples help the environment by reducing energy used to extract and transport samples all around the world.

Surreal Stone Swatches currently are available for granite, limestone, marble, onyx, precious stones, slate, soapstone, travertine and quartz. Currently, over 115 stone images are available with more added monthly. In addition to stone, Surface Reproductions can recreate other building surfaces such as brick, glass block and precast concrete products.

About Surface Reproductions

Based in Hudson, Ohio, Surface Reproductions combines graphics, texture and dimension to simulate the identical appearance of a wide variety of building products, including natural stone. Its samples are used by customers throughout the distribution channel, including quarriers, slab manufacturers, distributors, fabricators, retailers, architects and interior designers. The company is the largest dedicated supplier of ultra-high quality printed surface reproductions in North America. The company's website is www.SurfaceReproductions.com or www.StoneSwatch.com.

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