

COMPETITIVE COMPARISON CHART

	REALSTONE SYSTEMS NATURAL STONE VENEER PANELS	OTHER NATURAL STONE VENEER
SIZE	MADE TO INDUSTRY SPECIFICATIONS	INCONSISTENT PANEL SIZING
SIZE TOLERANCE	+/- 2MM LENGTH AND WIDTH TOLERANCE	SIGNIFICANT SIZING ISSUES, LEADING TO LONGER INSTALLATION TIMES, POORLY FITTING PANELS, GAPS IN INSTALLATION AND POOR LOOKING FINISHED PRODUCT
WEIGHT TOLERANCE	+/- 1LB WEIGHT TOLERANCE	SIGNIFICANT WEIGHT VARIANCES. STRUCTURAL SUPPORT ISSUES NEED TO BE ADDRESSED
STRUCTURAL INTEGRITY	SOLID, LITTLE-NO SHALING	EXCESSIVE FLAKING(SHALING)
COLOR	CONSISTENT	INCONSISTENT , WIDELY VARYING COLOR RANGE
PACKAGING	CONSISTENT BRANDED PACKAGING AND CRATING. STANDARD CRATE SIZES AND PACKAGING FOR EASY / CONSISTENT STORAGE WITH MINIMAL BREAKAGE	POOR QUALITY UNATTRACTIVE PACKAGING, HIGH BREAKAGE
MARKETING	EXTENSIVE UP TO DATE MARKETING MATERIALS, PR, SOCIAL MEDIA, BRAND PROMOTION	NONE OR LOW QUALITY MARKETING MATERIALS.
INTEGRITY	SOLID BRAND NAME. US BASED COMPANY TO STAND BEHIND PRODUCT	UNKNOWN MANUFACTURER AND ORIGIN OF PRODUCT, NO COMPANY OR BRAND TO STAND BEHIND PRODUCT
WARRANTY	50 YEAR LIMITED	LIMITED/NONE
COMMUNICATION	EASY DIRECT CONTACT WITH US AND CANADIAN CORPORATE OFFICE AND REGIONAL REPS	LIMITED NATIVE ENGLISH COMMUNICATION
QUALITY	EACH PIECE INSPECTED, 26 STEP QUALITY CONTROL, ASTM TESTING	NO QUALITY ASSURANCE
MAINTENANCE	SIMPLE SOAP AND WATER CLEANING REQUIRED. SEALING OPTIONAL.	REMOVAL OF SHALE, SEALING TO CUT DOWN ON EXCESSIVE SHALEING OR CRUMBLING
INSTALLATION INSTRUCTIONS	CLEAR AND EASY TO FOLLOW AVAILABLE IN VIDEO FORMAT	NONE OR GENERIC
PRICE TO INSTALL	LOW	HIGH DUE TO STONE BREAKAGE AND QUALITY ISSUES
TESTING	ASTM TESTED	NONE/LIMITED
DIY ASSITANCE	CUSTOMER SUPPORT, STEP BY STEP VIDEO DIY NETWORK SHOWS	UNKNOWN
GREEN	VOC FREE LEED COMPLIANT	LITTLE OR NO INFORMATION
PRODUCT RANGE	LARGEST PRODUCT LINE IN THE INDUSTRY. COMPLEMENTING PRODUCTS INCLUDE PANELS, END PIECES, CORNERS, MATS, HEARTHES, SILLS, WALL CAPS, RISERS	LIMITED/NONE
PRODUCT AVAILABILITY	NORTH AMERICAN WAREHOUSING FACILITIES	UNKNOWN

For additional information, samples or with questions please contact us at **1-866-698-5066** or at realstonesystems.com