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## **Arriscraft Introduces ‘Matterhorn’ Building Stone made from Reclaimed Material**

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of naturally-made products that emulate quarried stone, introduces Matterhorn – a unique-looking Building Stone manufactured almost entirely from reclaimed material.

Arriscraft is the stone products group of General Shale, the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world’s oldest green building materials.

Arriscraft’s new Matterhorn Building Stone is made with 99% reclaimed material from existing manufacturing processes. While it doesn’t contribute to LEED® certification as ‘recycled’ (i.e. from an outside source), this new product introduction reflects the company’s ongoing effort to reduce waste, energy usage and the impact of manufacturing. The recycling process creates a darker base material than normal and through additional pigmentation, Matterhorn is available in two extraordinarily rich colors: Blueridge and Saddle. Plus, the dynamic combination of Guillotined and Tumbled finishes produces an authentically rustic charm.

Arriscraft’s Natural Process technology uses only natural materials (plus color pigments) and replicates how stone is created in the earth. This patented process creates Building Stone with the natural aesthetics and durability of quarried stone, plus the convenience of standard installation and unlimited supply.

### **ABOUT ARRISCRAFT**

Arriscraft manufactures a vast range of premium stone for commercial and residential projects, including full-bed Renaissance® Masonry Units and Building Stone, Thin-Clad adhered and clipped veneers, Adair® Limestone, and cast accessories. Designers can select from a truly comprehensive line of styles - from old-world to contemporary – in natural colors, with custom applications available.

Headquartered in Cambridge, Ontario (62 miles/100 km west of Toronto), Arriscraft is the stone products group of General Shale, North America’s largest brick, stone and concrete block manufacturer, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of 31 distribution centers across the United States. General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information about General Shale, visit [www.generalshale.com](http://www.generalshale.com). For more information about Arriscraft, visit [www.arriscraft.com](http://www.arriscraft.com) or contact Arriscraft at 800-265-8123 or send us a request at [solutions@arriscraft.com](mailto:solutions@arriscraft.com)