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# Stone look easy, affordable with EasyROCK

EasyROCK panels aren't just a replacement for stone masonry, they're an entirely new innovation. Not only are EasyROCK panels as beautiful and elegant as real stone, they're sturdier and much more affordable.

"EasyROCK panels look just like stone and serve the same functions as stone when it comes right down to it," said EasyROCK sales and marketing manager Shawne Martin. "We have a patented process with our colouring that allows us to achieve a marbling effect that makes our panels look like the real deal. We don't use paint, we use real rock dust for a realistic rock look."

Achieving the beautiful look of stone in a home, garage doorways or parging probably sounds pretty appealing, but once the cost of materials is factored in - plus the cost to hire a mason - the appeal is gone.

EasyROCK panels look very convincing. Most people won't even realize they're not looking at typical stone masonry. Stone has a new family mem-

ber. While the primary composition of EasyROCK panels is a high-density foam, the surface - because of the iron oxides used - is literally no different than stone in shape or colour.

"We're not an imitation of stone; we're an evolution of stone," said Martin.

According to Martin, EasyROCK panels are mostly polyurethane, one of the best insulations in the world, coated with an iron oxide finish - which is essentially crushed rock.

"Stone is super temperamental," said Martin. "Cold and heat

goes right through to the other side. Polyurethane, on the other hand, is an insulator, so you can actually make your home more energy efficient. Our stone is Built Green and made by Canadians, for Canadians."

Not only can natural stone be expensive, finding a qualified mason is usually the hardest part. The money saved by purchasing EasyROCK panels is one thing - the money that can be saved by not having to hire a mason is another. With EasyROCK you can hire your-

self - basic handy skills are all you need!

"The panels simply screw to a wall," said Martin. "We've already done the masonry for you; you don't have to do any rock picking, structural support or use any mortar. It's a total do-it-yourself project."

What better place to purchase this innovative do-it-yourself product than at Northland Home Hardware, which recently started carrying the products.

Part of the genius of EasyROCK panels is that not only do they look good, they are practical as well; now putting stone on something like your parging actually makes sense, because you're also putting insulation where it matters.

Martin and the rest of the EasyROCK team take pride in the product the company offers to consumers. In fact, Martin is so confident of the quality of EasyROCK, he often has visitors take swings at the panels with a hammer at various home and renovation shows.

"If you smash stone with a





EasyROCK panels are as beautiful and elegant as stone, but are more affordable and 'Canada-proof.'

hammer it's going to smash to bits, but with our stuff the worst you'll get is maybe a little dent," said Martin.

That's another check mark on the practicality list. Hail, stray hockey pucks and weed whackers don't stand a chance against EasyROCK panels. They even have a video online that demonstrates this.

"EasyROCK panels are weatherproof, but I like to think of them as Canada-proof," said Martin. "The hard-coat finish on EasyROCK panels make them virtually maintenance free. You can wash them with a normal garden hose."

The hard-coat finish that overlays the polyurethane on EasyROCK's panels is so durable, one could take a key to it and not scratch it. The hardcoat is comprised of polyurea, which contains some fire-retardant properties. So on top of durability comes safety.

EasyROCK panels are priced per panel and in the end, the money that can be saved by installing the panels by yourself will be staggering.

When people compare the price of EasyROCK to vinyl siding they are sometimes taken aback by the price, but the important thing to remember is that EasyROCK is miles above vinyl siding in quality. Compare the panels to cast and natural stone masonry, and it's easy to see where affordability and value for your loonies comes into the equation. EasyROCK products also come with a 20-year warranty.

"You're buying insulation, the look of stone and an ultra-durable product when you purchase EasyROCK panels. We're Canadian-made and offer Canadian quality. I really think it's the ultimate siding."

To find out more about EasyROCK visit [www.easyrockproducts.com](http://www.easyrockproducts.com).