

# Shouldice Fusion Stone

## Canwel Product Category (Exterior Wrap - Siding - Cast Stone)

Shouldice Fusion Stone is a truly unique advancement in the installation of a cast stone product

The Fusion Stone system, through their patented "hooked for life" installation process, now provides builders, contractors and everyday handymen the option to install a real stone exterior without the added cost of a masonry installer

**Reduced On The Wall Costs (OTWC) - Easier Installation then Traditional Cast Stone - Trade Independence**  
**\*\* All with the great look and feel of authentic stone \*\***

**The Cast Stone Market**

**Macro Trends:**

- Dwindling pool of qualified masonry installers available for masonry projects
- Large siding market even more competitive with new products
  - Differentiation critical
- Reduced OTWC even more valuable to Builders and Homeowners
- Renovation and Remodel trend in current market suited to DIY products

**Market Trends:**

- The overall residential cast stone market is estimated to be approximately \$105 - \$110 m +/- in size
- The cast stone market is growing 20% annually

**Shouldice Story:**

- Shouldice Designer Stone has been a leading cast stone manufacturer since 1947
- In 2009 received patent on hung stone installation process for fusion stone product
- First Generation Fusion stone introduced in 2003 (Field Tested for over 5 years)
- Next Generation "Mortorless" Dry Stack Product to be launched in late 2009
- Canadian Owned and Operating Cast Stone Manufacturer



Installation		Features and Benefits	
Simple Packaging:	Simple Installation	Concrete Product Value (\$)	Intangible Product Value
		<p><b>* Material Retail Cost to be comparable with traditional Cast Stone Products (\$8 - \$10 sf)</b></p> <p><b>* Eliminates traditional Cast Stone lathe and scratch coat process and related material costs (\$2-\$3 Materials sf)</b></p> <p><b>* Reduces expense by eliminating expensive masonry labour and related supply constraints (Labour Typically \$8-\$10 sf)</b></p>	<p>In the competitive cladding market Stone remains an aspirational cladding</p> <p>Consumers often perceive stone as the highest end of cladding</p> <p>Fusion Stone provides superior:</p> <ul style="list-style-type: none"> <li>* fire protection</li> <li>* freeze-thaw protection</li> <li>* vandalism protection</li> <li>* mould protection</li> <li>* storm protection</li> <li>* sound protection</li> <li>* investment protection</li> </ul> <p>Comes With a Life Time Warranty</p>

Cladding Market Opportunity
<p>* Brick OTWC \$9 - \$12</p> <p>* Fusion Stone OTWC \$ - \$</p> <p>* Cast Stone OTWC \$18 - \$22</p>

LBM Channel Opportunity
<ul style="list-style-type: none"> <li>• Simple DIY Stone Cladding Alternative for Reno and Repair Market - General Contractors and Handymen can now install Brick</li> <li>• Next Generation Drystack Product to be introduced in 4 Quarter of 2009 (Eliminates need for grouting)</li> </ul>

Easy to Install  
Cost Effective  
Safe  
Lasts a Lifetime