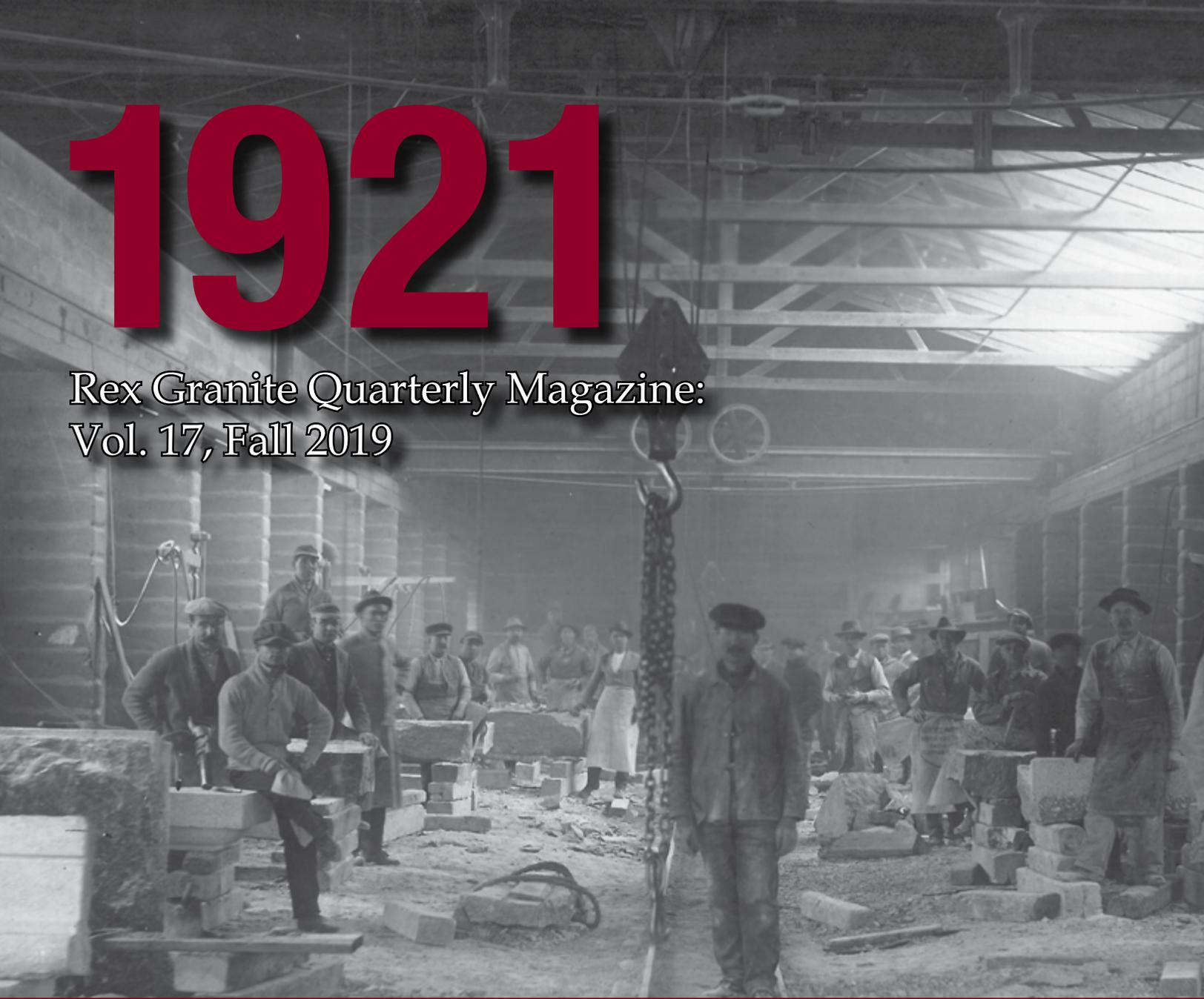


1921

Rex Granite Quarterly Magazine:
Vol. 17, Fall 2019



It's All Connected

Monument Profiles

Clay Modeling

Osmond Veteran's Memorial



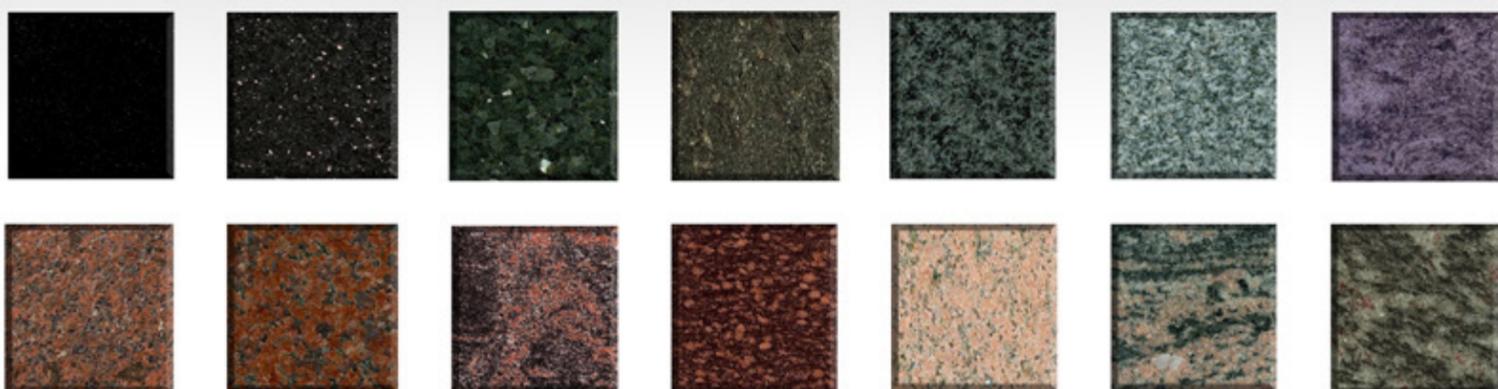
Importers of Premium Granites

WEBER



Premium Colors
Superior Craftmanship
Affordable Prices

*For the highest quality monuments, memorials,
and signage call us at: 877-259-4711*



414 Lincoln Ave NE St. Cloud, MN 56304 • www.webermemorials.com

Contents

- 4 It's All Connected
- 6 Monument Profiles
- 9 Clay Modeling
- 10 Employee Spotlights
- 13 Osmond Veteran's Memorial
- 14 Earl's Pearls

Colors of the Quarter

These two unique colors are in-stock, ready for customer tailored designs at a very quick turnaround time - ready to ship out with any existing orders!



Northstar Black

Quarried in our neck of the woods in Babbitt, MN - the ease of access to this color makes the price tag friendlier while still delivering an excellent coarse grained medium black stone. An outstanding option for sandblasting and laser etching - you can't go wrong with this locally sourced option.

Blue Pearl

Quarried across the pond in Larvik, Norway this coarse grained dark blue granite is one of the more premium options in our lineup of colors. A few popular methods for achieving great contrast in this color are steeled inlaid with white hilite paint or sandblast sunk. Great for carving purposes - this color has been noted to have some of the darkest colors and has been a flagship color for us since the early 1960's.





It's All Connected

When it comes to the everyday items we buy at the store, hearing that a product is sourced from overseas is something we've come to expect - and oftentimes not in a good way. On the flip side - finding a product made right here in the United States may be the tipping point to get us to purchase and support the local economy.

Regardless of how we feel about where our products are sourced - from a business standpoint a robust and diverse supply chain can be beneficial in all kinds of ways.

When viewed through the lens of the granite industry and specifically our work at Rex Granite - our supply chain is nothing less than fascinating, with a healthy mix of both domestic and international vendors tied into every aspect of our operation.

From a global standpoint - specialty machinery, supplies, and different colors sourced from all over the world are not only critical to our success in the granite business today, they actually add previously unachievable value to an operation. The ability to source exotic import colors from Asia that would otherwise be unavailable to customers, or the option of finding more efficient European machinery to improve the

speed of our cutting and polishing are just two examples of this.

On the flip side of the coin, we work with some incredible domestic partners. Many of our finest sourced colors and most reliable supplies come from not only right here in the United States but specifically right in our backyard of Central Minnesota.



All in all, a healthy spread of vendors and partners across the globe and throughout the country has been crucial to our growth and success. Achieving the best in quality and reliability is always key - and with that entails the management of a quality supply chain. We look for the best of the best

regardless of location - and we don't compromise.

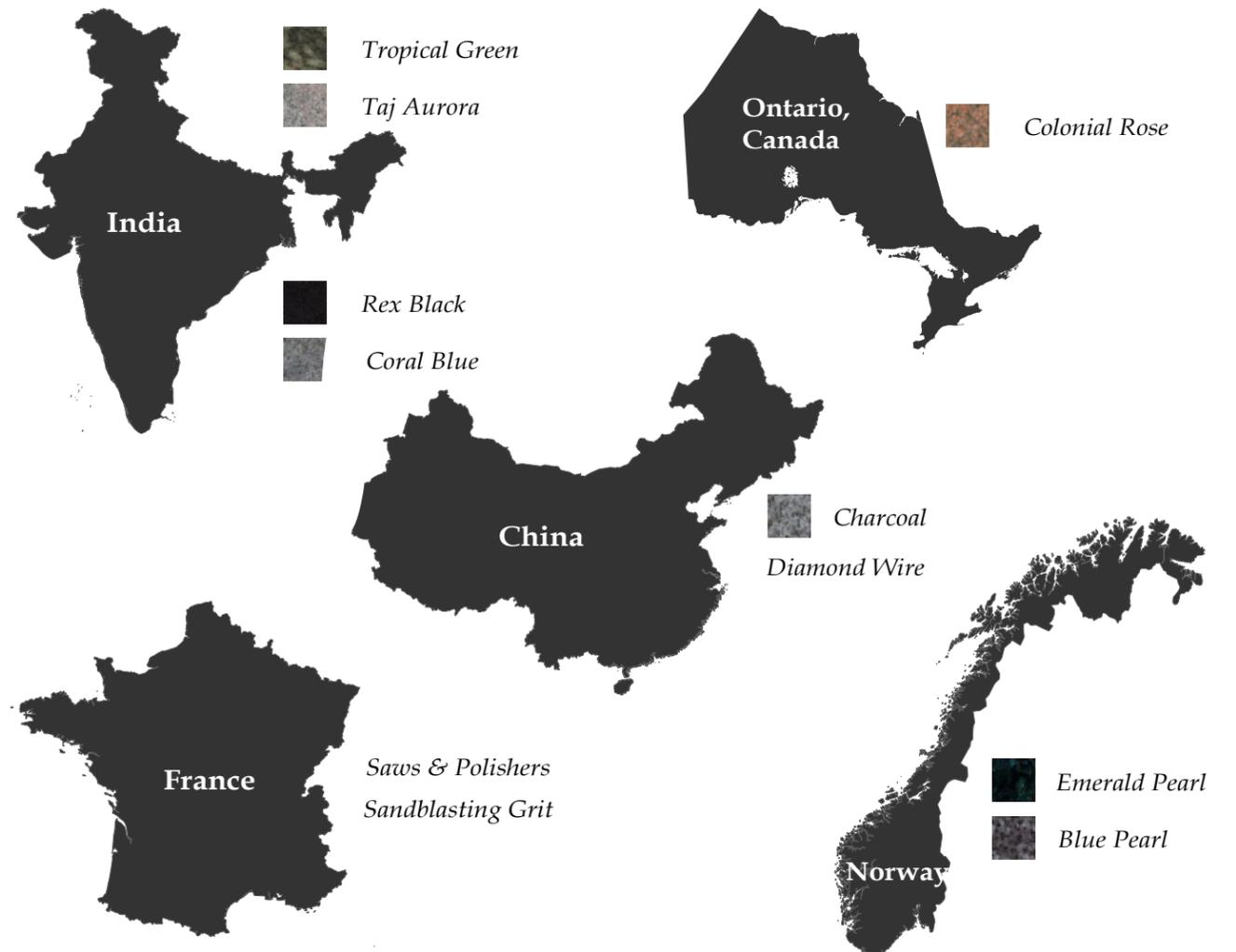
It's worth reflecting on how technology has played a role. The ability to communicate via messaging apps with a quarry in India on a mobile phone while simultaneously responding to an email from a saw vendor in France via desktop is a luxury that would make the jaws of our founders drop to the floor.

With all this in mind, it's interesting to peel back both the layers of our supply chain and get a glimpse of just how interconnected a granite operation can be. Check out some of the key pieces to our puzzle the next page.

Domestic



International



Monument Profiles

Murphy Bench

This bench in Forest Hills Cemetery in Duluth is a great example of how two contrasting colors can be combined for a tremendous final product. The all-polished top components are made of Rex Black. The seat is 2-4 x 1-10 x 0-4 and is jointed to two 0-6 x 1-8 x 1-11 legs. The custom serpentine top back rest rounds out the bench at 4-0 x 0-4 x 1-4 with a 1-2 x 1-2 x 1-4 vase alongside. The foundation piece is made of Rockville color and measures at 6-0 x 2-3 x 0-4 with a flat top and balance broken finish.



Crawford Memorial

The unique custom "N" shape on this Rex Black 3-0 x 0-8 x 3-0 piece (standing for the University of Nebraska) adds unique character that leaves a lasting impression. Skin sunk lettering is surrounded by a wide skin sunk border with red paint applied to reflect school colors. The BRP 4-6 x 1-2 x 0-8 base has a 2" polished margin with additional lettering.



Albritton Memorial

Made with our very own Rex Black color, this job includes a custom shaped top on a 5-0 x 0-8 x 2-4 tablet with shadow steeled inlaid lettering. Outstanding personal touches are added throughout with a 5x7 ceramic photo, shape carved rose and book, and additional flat carvings below the lettering. A 6-0 x 1-2 x 0-8 BRP base with a 2" polished margin rounds out an exceptional piece.



Memorial Savings!

Mention this ad and receive 20% off any carved or lettered memorial up to \$2,500.00!

Up to a \$500.00 value!

Regular priced granite only: new orders only and cannot be combined with any other offers. Offer good once per customer. Don't miss out on these spectacular savings! Contact us today! Sales@rexgranite.com, PH# 800-328-2303, Fax #: 320-252-4678 Offer valid until 3/1/19



NOTHING SAYS
LOVED
LIKE A MEMORIAL
WITH A
PARADISE PICTURE

Where love and loss come together, there can be no such thing as going "half-way." Which is why the finest memorials feature the world's finest memorial portraits by Paradise Pictures. There is no compromise. Each portrait is a beautifully hand-crafted, nearly indestructible work of art, with the most vibrant colors and richness of detail that simply can't be generated by a copier. It's a visible difference you may be proud to present to your customers.

To them, it will mean the world.

For a free sample, along with our 2015 price list, call us or email scott@paradisepictures.com.

Paradise
PICTURES®

THE WORLD'S FINEST MEMORIAL PORTRAITS

650 Thunderbolt Street Chico, CA 95973
(800) 960-8040
www.ParadisePictures.com

Clay Modeling

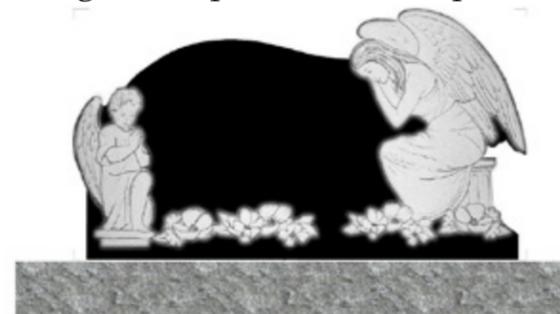
Meeting customer expectations is always our top priority when delivering a monument - and oftentimes when projects become expensive or intricate extra steps are required. In some cases, clay modeling is an invaluable process for ensuring no surprises and that our customers receive the best end product possible.

Since this process is not utilized for most monuments, the first step requires some evaluation and involves all parties agreeing that a clay model is the best approach.



Once we are in agreement with both the retailer and the customer - concept sketches are created to get a general idea of the direction of the project. In this specific case, a family friend drew the sketch to communicate the concept. From there, we provide a full color drawing to depict to the retailer and the customer how lettering will fit and what the end carvings are going to look like.

Many times changes are made during this step to ensure complete



transparency and accuracy. To meet timing expectations, the concept proofing process may be simultaneous to coordination with clay artists so the artists can hit the ground running on 3D models once everything is approved.

After a model is completed it is once



again presented to the family to ensure no final adjustments are needed before it is sent to carvers for production.

The modeling process can add 7-10 days to length of an order - but the benefits far outweigh the additional time required.

Overall, having a hands on approach and visual presentations with numerous steps of approval is key to ensuring all parties are satisfied. More importantly, the ability to have the family work with us so closely helps construct the perfect monument to celebrate the life of their loved one and can help to provide comfort in a difficult time.



Available installed from Rex Granite
or direct from Paradise Pictures

Spotlight:

Tom Fernlund

To succeed as a sales rep in the granite industry for nearly two decades - understanding the importance of commitment and service is key. To say Tom Fernlund knows a thing or two about both of those qualities would be an understatement. After growing up in Ely, MN - Tom served in the U.S. Air Force for 10.5 years and was deployed during Desert Shield/Storm. Before being deployed - he met and married his wife Veronica (also an Air Force Veteran) while stationed in Germany. One little-known fact about Tom was that he played for the Rhein Main Rockets fast-pitch softball team while overseas. He is quite the family man as well, with four children (Christopher, Kristen, Kaitlin, and Michael) and two grandchildren (Milo & Adrian) keeping him busy. The military ties in his family still run deep as Kristen is currently stationed in California with the U.S. Navy while Michael is a member of the MN Army National Guard. In addition, Tom has been active for nearly three decades with the American Legion and is currently an appointee to the Legion National Media and Communication Commission along with campaigning for the Department Commander position. When asked about why he enjoys working at Rex, Tom referred to his ability to take on new challenges and help his coworkers and customers succeed - two traits he has evidently always carried that make him such a valuable team member.



Spotlight:

Glen Scherbing

Whether it's jigging for walleyes on a tournament day or moving quickly on a busy line to get all the necessary stone cut, Glen Scherbing knows the meaning of hard work and focus. Growing up nearby in Foley, MN - Glen worked for 27 years in the printing industry before making the transition to a totally different industry at Rex Granite. For nearly five years he has been a key cog to the production process at Rex - handling all of the stone cutting in our shop by himself. Even during the busiest times of year, Glen can be relied upon to do an accurate and efficient job to keep things moving smoothly down the line. In his free time, he's either spending quality time with his family, out on a boat walleye fishing, or doing both simultaneously as his wife of 28 years, Bonnie, loves to spend time on the water with him. Together they raised three kids, Jacob (26), Mariah (24), and Haley (19), all of which love to spend time with their parents at their seasonal place up on Leech Lake. Leech is the perfect location for Glen to spend his free time - as he is also an avid walleye tournament angler - a pastime that requires great attention to detail and dedication to be successful. It's clear that Glen knows how to apply those skills in and out of the workplace and we sure are lucky to have him day in and day out on our team.





VASES

China Grey	Sentinel Red
Charcoal	Blue Pearl
Rex Black	Emerald Pearl
Coral Blue	Mahogany
Tropical Green	Georgia Grey
Coffee Pearl	Morning Rose
Paradiso	Barre
Taj Aurora	Wausau
Gold Star	Am. Black

Ready to Ship - In Stock
U.S.A. & Import Granites

Call - (800)328-2303

Email - sales@rexgranite.com

Online Ordering at www.rexgranite.com

Terms - Net - F.O.B. St. Cloud, MN - Approved Credit

Osmond Veterans Memorial

We are proud to have been a part of this memorial project for another local Midwestern community. This past fall, the Veteran's Memorial in Osmond, Nebraska was officially dedicated to honor the lives of over 700 veterans from the area that have served since the Civil War era. The dedication ceremony took place on a beautiful day in late September and from start to finish it was an honor to work with our friends at Stonacek Funeral Chapel in Osmond and the Sons of the American Legion Squadron 326 to construct one awe-inspiring display with our signature Rex Black granite.



ProfessionalMASK

6890 Hudson Village Creek Rd. Bldg. S
Kennedale, TX 76060
PH# 817-405-0182
FAX 817-494-1920
www.professionalmask.com
oscar@professionalmask.com / darin@professionalmask.com

with our photo resist films
we can achieve small font
sizes starting at 6pts.

- 6pts.
- 8pts.
- 10pts.
- 12pts.
- 14pts.
- 18pts.



Professional Mask© process films and produce mask adhesives needed for sandblasting. The sandblasters of Professional Mask© have over 25 years of experience doing both film processing and sandblasting. The combination of experience, modern processing equipment and an in house art department create easy to use imaged masks. Professional Mask© adhesive quality is integral to the mask avoiding all glue build-up in the etch areas providing quick and consistent blasting results. Their straight forward application makes mask ideal for flat and curved surfaces for sizes up to 2' x 6' 50 x 115 inches! The Art Department can generate your camera-ready or digital art work into a film photo positive or negative and can assist with art modifications, production and design. To ensure your total satisfaction, no design is sent to production without clients final approval.



Kansas Granite Brian Wolf

We have used Professional Mask for almost ten years. We find them to be an insightful and professional company with an outstanding quality and timely delivery.

We are very pleased with our relationship with Professional Mask. Whether we need a half-toned image or a heavier mask for line-art, Profession Mask helps us create memorials that fulfill our clients' expectations.

Jed Hendrickson, CM, AICA, Santa Barbara Monumental Co.

Professional Mask provides us with quality stencil and excellent customer service and support.

Todd Paton, Rock of Ages corporation



Rex Crossword

V Y A S G U A E Z P A I R B S A N D M K
 F V M C D X T S U Y A P A S W R L U Z L
 D Z M A E F E R R X G N A O P E N R F J
 Q Y E L T O I B S T E L X J S H E D V S
 F K R E H V Q P F R G I V T F S W T B F
 D G M T G U Y I J Y L V E R A I E M R A
 C V I C I Z L C T H K N Q L B L X Y V S
 E L J Y A K S E P A C Z Q M L O K X Q V
 C L Z M R X F B A I O K Y A R P U N L J
 O Q A O T A D G L Z G X P E K D K G H L
 C F F B S Z D R I L L I C P D N Z S E U
 Q M I S S R W N R L E S I H C A S L O U
 D N K R K K U J F R O K M T E H L U N D
 X Q H Z Q F E C N I E R Q W R K K B T E
 H H Y A W X N D R M C T W Z A R C P W H
 S H P C T I A L Z S Q X R R M S G B B Y
 E V F F Y F R K U H U D S N I Y B X F U
 R E I I B P C E D V L V Q H C S E N U I

LASER
 LITHO
 PALLET
 CRATE
 STENCIL
 CERAMIC
 DRILL
 HANDPOLISHER
 HAMMER
 SAFETYGLASSES
 SCALE
 WIRE
 CHISEL
 FORKLIFT
 SAW
 BLADE
 STRAIGHTEDGE
 TAPEMEASURE

Earl's Pearls



I just got fired from my job as a taxi driver. Turns out people don't like it when you go the extra mile for them.



There is a new trend in our office; everyone is putting names on their food. I saw it today, while I was eating a sandwich named Kevin.



YOUR ONE STOP SHOP Miles Supply

milessupply.com

Epoxy & Setting Compounds

Setting bars Shackles Slings...

StonePro Setter

Truck-mounted Cranes

Stone Paint, Cleaners & more!

Info on our website and demo see on [YouTube](#) /milessupply
Automated Sandblast & Recovery System

MN: 800.789.0815 | VT: 800.396.8049 | GA: 888.283.5863 | PA: 888.278.8383 | TX: 214.470.3355 | [f/milessupply](#)



414 Lincoln Ave. NE
St. Cloud, MN 56304

Telephone: 320-252-2060
Toll Free: 800-328-2303

Email: sales@rexgranite.com
www.rexgranite.com

Copywriting & Layout: Mat Zniewski

Memberships/Associations:
American Monument Association
Monument Builders of North America

 Join us on Facebook!

