

1921

**Rex Granite Magazine:
Vol. 21, Winter 2020**

Cutting Edge

Monument Profiles

Forever Signs

Staying Current





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Colors of the Quarter

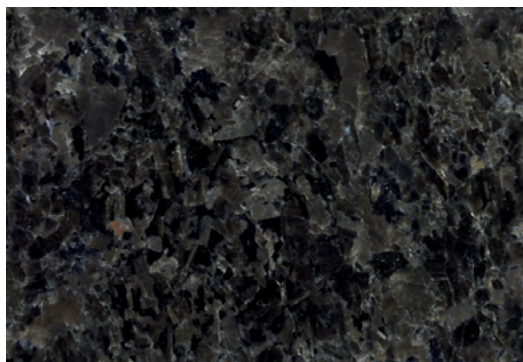
Salisbury Pink

Salisbury Pink granite has become the stone of choice for many projects worldwide. Available in unlimited quantities, its unique pink shading and fine grain have placed it in the top of its class. The Salisbury Pink quarry in Salisbury, NC, yields approximately 6,000 cubic meters per year.



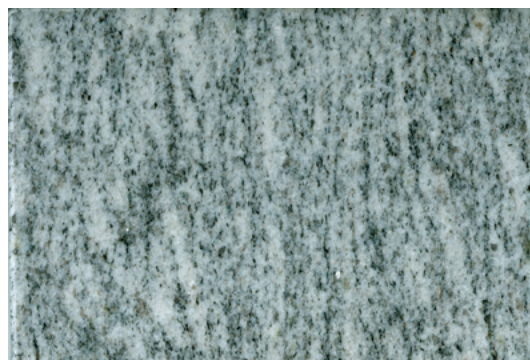
Northstar Black

Did you know that Northstar Black granite is from the Iron Range in MN? The reason this is a favored granite is because of its dark color which lends itself to great contrast in lettering & design. The fact that it comes from the heartland of the Midwest and is beautiful makes it a wonderful choice!



Silver Cloud

American Silver Cloud is reminiscent of a silver colored cloud, with a bright base tone and silvery, strongly dynamic veins. Its structure and color make the material very versatile and timeless. Thanks to its excellent properties, this stone is suitable for a wide range of applications. Its acid resistance and hardness, make it perfect for memorials



Cutting Edge

The Evolution of Sawing

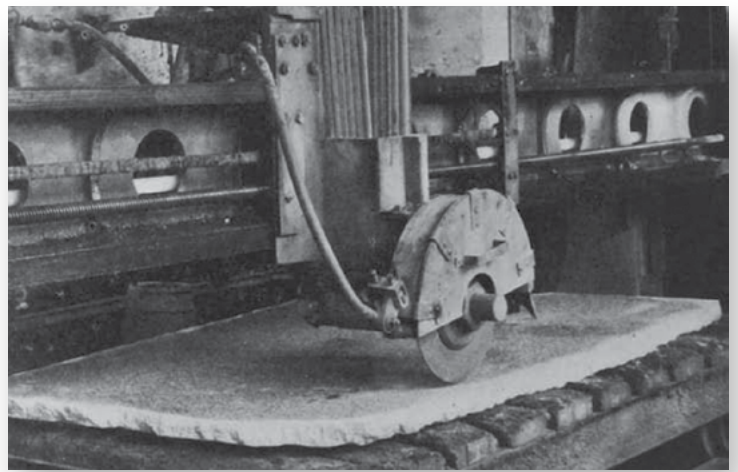
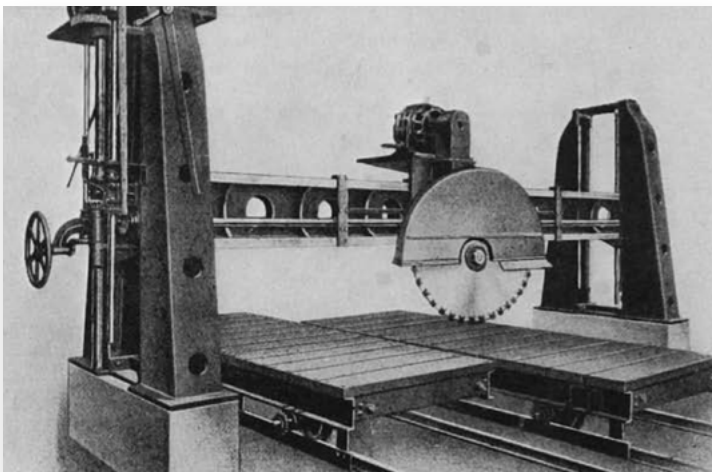
As a longtime manufacturer, granite sawing has always been the key process where the rubber hits the road in terms of producing memorials. It has changed substantially over time in terms of the materials used, the processes, and the time it takes. We strive to always keep up with the latest and greatest processes, and as you look back through the years - sawing capabilities have come a long way.

In the earliest days of our operation, sawing was done using mostly steel gang saws and steel abrasives. One can imagine that this method was less than perfect, with blades quickly wearing out and needing frequent maintenance.

By the 1950's, more efficient wire and grit cutting techniques began to take foot industry-wide, with most companies using a wire made

of three strains, and a popular silicon carbide abrasive referred to as Carborundum. These machines had many moving parts, required constant maintenance, and presented unique operational challenges. The sheer length of the wire on these machines required them to run from the inside to the outside of the building, specifically causing issues related to freeze-up and creating wear and tear on the equipment as it ran through frigid Minnesota winters.

In the 1970's, industrial diamonds made a significant splash in the granite industry. The ability to tip blades with diamond made cutting stone leaps and bounds easier than the wire and grit methods of the past. Cutting speed was significantly faster using diamond, not to mention the immense operational benefits derived from more precision, less maintenance,



and eliminating the need to purchase and maintain Carborundum. Diamond blades range in size from 12 inches to 10 feet, with all kinds of applications from large block sawing to smaller joint and cutoff sawing.

While diamonds are still the standard today, the ways they are being used has seen innovation over the past few decades. The latest and greatest technology actually combines both old wire saw cutting methods with diamond materials - hence the name diamond-wire. Diamond wire is currently used for everything from quarry sawing, block sawing, to contour sawing of smaller pieces.

Currently, we are excited to announce that our plant is in the process of transitioning from our large diamond blade saw that did most of our block cutting, to a brand new TSH2200 horizontal cutting diamond wire saw from Thibaut (pictured below). Some key benefits of this new saw that we are excited about include faster cutting, even more precision, a much safer

unloading process for our team, and electricity savings. While our older fixed blade diamond saw operated on a 75 horsepower motor, this new Thibaut saw is impressive in that it only requires 15 horsepower, which will reflect immense and immediate electricity savings.



Monument Profiles

Harland Monument

Standing tall and elegant, this grandfather clock shaped Rex Black piece stands a cut above the rest. BRP with a Polished 2 surface perfectly compliments both the steeled inlaid name lettering, and the skin sunk body lettering. This

remarkably detailed grandfather clock design was first mocked up in detail by our talented design team before being brought to life with skilled flat carving techniques.

Tablet: 2-2 x 0-8 x 4-6





Lindberg Monument

A memorial that reflects the work and passion of a loved one is always an honor to create. This unique Rex Black semi-truck shaped piece shows off various applications of flat carving from the colored Peterbilt logo to the fine detail of the grill, windshield, and visor, and headlights. This is a true example of being able to bring any idea to fruition.

Tablet: 3-6 x 1-2 x 3-0

Base: 5-0 x 1-8 x 0-8



Slater Monument

This heart and angel shaped creation is a perfect example of how two design elements can come together to create a cohesive piece. This piece was made with our signature Rex Black and features sandblast u-sunk lettering with pink paint and breathtaking laser etched angel artwork.

Tablet: 1-8 x 0-6 x 1-2

Vase (Not Pictured): 0-4 x 0-4 x 0-10



Norman Monument

With the help of our import partners and our friends at Paradise Pictures - this custom guitar shaped Rex Impala piece came together perfectly. A polished 2, BRP tablet strikes perfect visual balance allowing for great contrast in the skin sunk lettering and flat carved instruments artwork.

Tablet: 3-0 x 0-8 x 4-0

Base: 4-0 x 1-4 x 0-8

Forever Signs

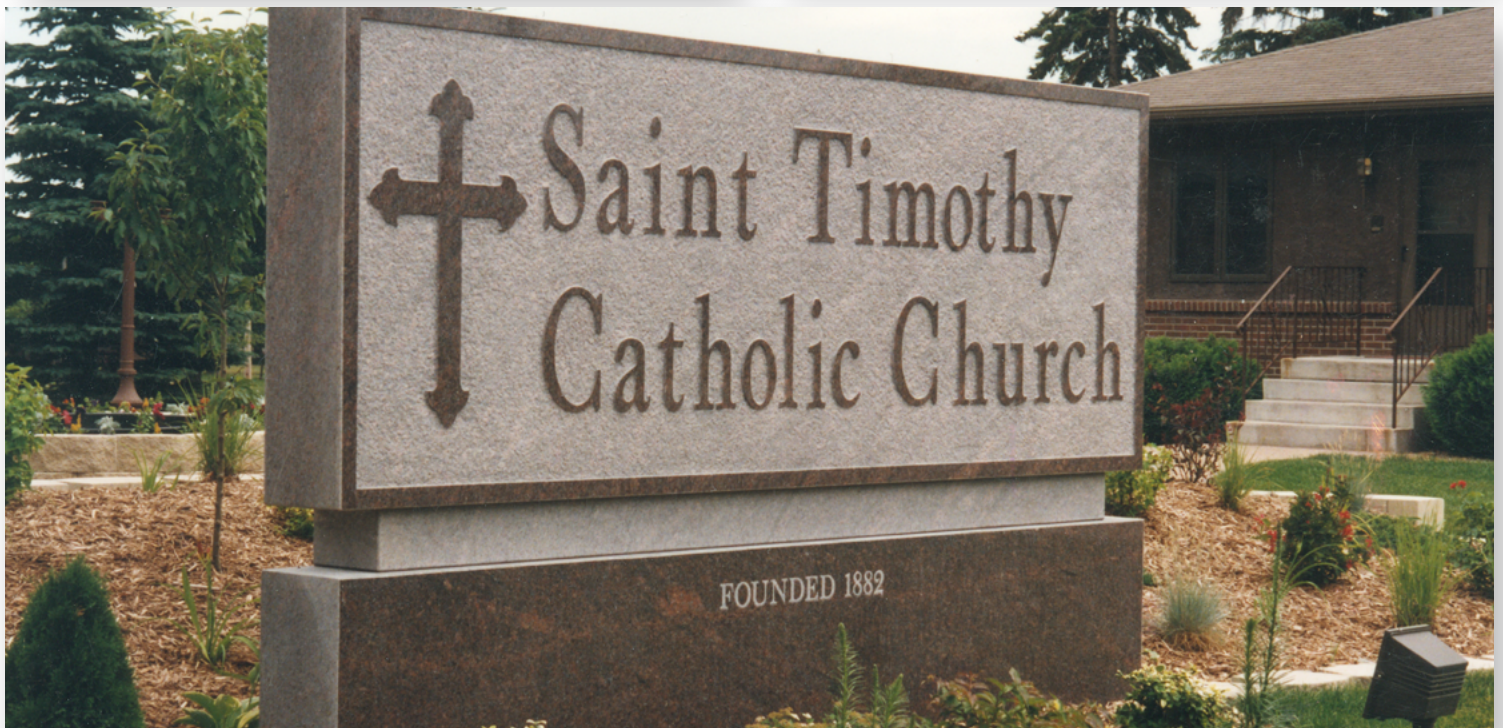
The Benefits of Granite Signage

If you can dream it, we can build it. This certainly rings true for our ability to apply our memorial manufacturing capabilities to the creation of customized granite signage. From municipal and business applications to personal and private signage - we can create something that brings a wow factor to just about any outdoor location. At first glance, one

might consider granite signs to be quite the undertaking from a cost and implementation standpoint, but there are a few factors that demonstrate why granite is the absolute best option. First, the longevity of a granite sign is second to none - hence the term Forever Signs. Through the coldest and toughest winters and the nastiest conditions you will almost never have to worry about wear and tear on your sign.



For municipal customers, granite signage is very difficult to vandalize as compared to other options. Second, granite is nearly maintenance free. No more having to worry about fixing pieces and parts, electric bills for lighting, and more. The most maintenance your sign will require may be the occasional re-hiliting of lettering after many years of exposure - an easily accomplished task. Whether you're looking for something natural and pitched or something clean and polished - our talented team of designers and tradesmen can create a sign that perfectly encompasses your business or brand.





VASES

China Grey
Charcoal
Rex Black
Coral Blue
Tropical Green
Coffee Pearl
Paradiso
Taj Aurora
Gold Star

Sentinel Red
Blue Pearl
Emerald Pearl
Mahogany
Georgia Grey
Morning Rose
Barre
Wausau
Am. Black

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Qty 1000 \$0.35 each

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Staying Current Using Google Tools For Your Business

In today's digital world, it's become increasingly important to stay ahead of the curve. With COVID-19 slowing down many traditional sales and marketing processes, optimizing your digital presence can be a great method of drumming up new opportunities. This quarter we're talking about how to get in front of more customers using the power of Google. Here are some initial (and free) steps you can take to help your business and drum up more customers.

Is Your Business Listed on Google?

One of the simplest and most cost effective actions you can take is to ensure your business is listed on Google. Nowadays, we all use Google search and Google Maps to find the products and services we're looking for, and if your business is not listed you may be missing out on opportunities. The best part is, joining Google My Business can be done by anyone and costs absolutely nothing except a little bit of time. Simply uploading basic details like your logo, photos of the building, street address, number, email, and hours of operation will put you on the map - literally. This can be done with a basic Google account and heading to www.google.com/business to get started.

Do You Have Google Reviews?

The power of an unbiased review or testimonial from a customer has more impact than one might think. When you Google a company and they have 5-star ratings and happy customers, it is proven that you'll be more likely to give them your business. Getting reviews might seem like an uphill battle, but the reality is all you have to do is ask your customers. Whether that is in the form of sending a polite follow-up email with a link asking for a review, or providing customers with some kind of incentive to leave a review - it may surprise you how willing to give feedback your customers are. Build these strong reviews over time, and you will see a direct impact on your business.

Consider Using Google Drive

It's safe to say that in 2020, having to work remotely can be a struggle for any business operation. Because of this, many companies are switching their workflows to Google Drive. With tools like Sheets, Docs, Slides, and more - everyone can collaborate on the same documents in real time. No more sending documents back and forth can save hours of time and stress. The best part? It's completely free with plenty of learning resources available for newcomers.

The Facts

49% of businesses receive more than 1,000 views on search per month.

The average local business receives 1,260 views each month - 943 search views and 317 maps views.

On average, 59 actions (calls, emails, get directions) per month are due to Google My Business

Brooksie Blaster

Build Your Custom Cemetery Kit

- Marco Blast tank with attached Air filter
- Air-fed Clemco Helmet
- CO Monitor Kit
- UV Umbrella
- Compressor



We combine a Marco personal air filter with a Marco blaster (less hose!)

Miles Supply

milessupply.com

Building Relationships;
it's what makes us
different...



Handling



Blast rooms & curtains



Abrasives



Stone Paint

Nozzles & Tools



Cleaners



Graffiti

Setting



Gloex Bricks & Pads



New Designs Coming Soon!

These popular Rex designs from our 2020 poster have generated great selling success throughout this year for our dealers. We hope to expand on that success with six or eight new designs coming out for 2021 sometime very soon. Stay tuned for email and direct mail communication featuring these 2021 designs.

20% Off 2020 Designs

While we roll out these new designs, now is the time to stock up so we are offering 20% off all of the excellent designs featured in our 2020 poster. These USA manufactured pieces are a perfect fit for any stockyard or showroom. To redeem, contact us via phone at **800-328-2303** or email at **sales@rexgranite.com** and ask for the winter design promo! This offer is good until 1/31/2021 and does not apply to current orders or sandblasted orders - for showroom or display only.

Rex Quick Tip: Resetting Monuments

These useful tips comes from Kurt Zniewski and a long-time industry friend with 40+ years of experience in the business of setting stones. To save yourself some potential headache and prevent scratching and chipping, simply place a layer or two of duct tape on your pry bar or wonder bar. When you attempt to swivel the die left or right you won't have to worry about causing damage.

upright tablet designs



Rex1171



Rex1172



Rex1173



Rex1174



Rex1175



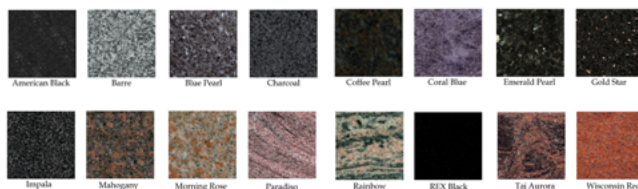
Rex1176



Rex1177



2-6 Serp top



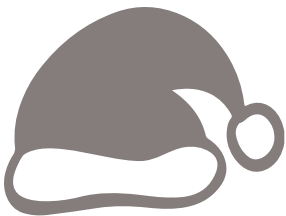
It has also been noted that bars made out of chrome will not scratch granite, and planks made out of a stronger wood like Oak can also be used. Simply cut the plank at an angle, use as long as you have leverage, and once the end of the plank eventually wears, cut it again and repeat.

Happy Holidays!

As we all know, 2020 was a challenging and interesting year full of its ups and downs. Despite the challenges, with the support and understanding of our loyal customers and the help of our outstanding team we were able to work hard throughout and keep the wheels turning and the orders moving. We want to sincerely thank you all for your support and understanding and wish you and your families a safe and happy holiday season. Here's to a safe and prosperous 2021!



Earl's Pearls



How is Christmas shopping for your kids exactly like your job?

You do all the work and some fat guy in a suit gets all the credit!



Rain is caused by low pressure areas, cold fronts, warm moist air, a newly washed car and the first day of your vacation.

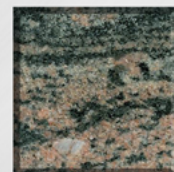
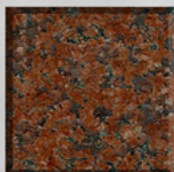
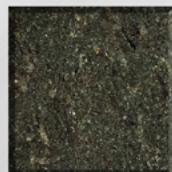
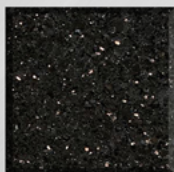
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