

ARCHITECTURAL BINDER



CULTURED STONE®
AWAKEN YOUR SURROUNDINGS™

2025

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AWAKEN YOUR SURROUNDINGS



Driven by a pioneering spirit, Cultured Stone created the world's first manufactured stone veneer, making it possible to feature the authentic hues and textures of brick and stone in almost any environment. Nearly 60 years later, Cultured Stone continues to lead the industry with stone and brick veneer profiles that bring forth a balance of excellence, beauty and innovation that inspires users to fulfill their artistry and awaken their surroundings.

Learn More About Our Artistry

culturedstone.com



ELEVATE WITH STONE

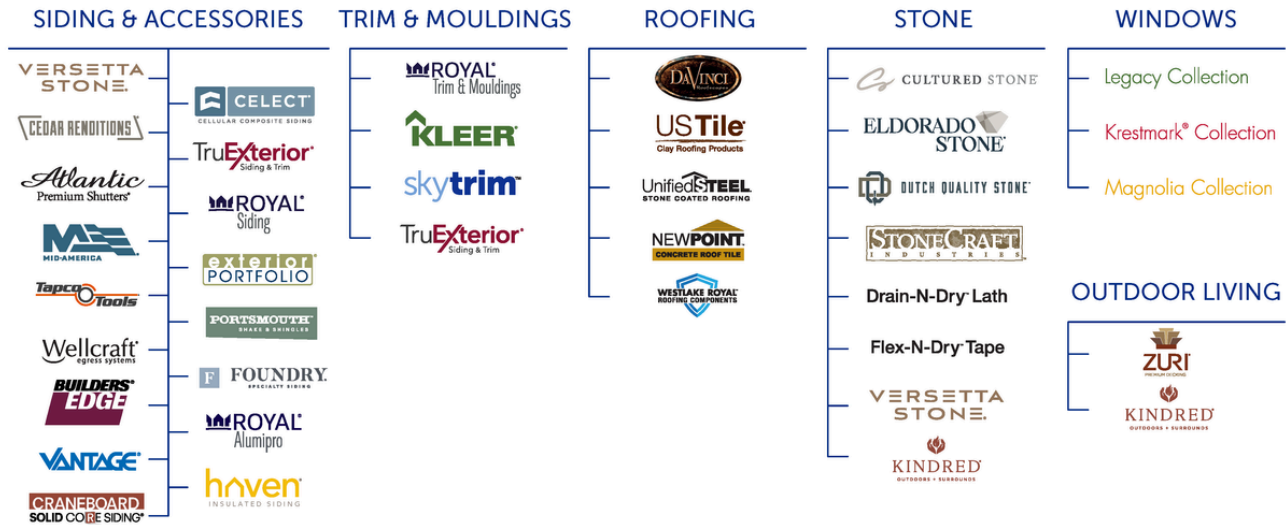
Westlake Royal Stone Solutions is the largest producer of architectural stone veneer in North America. With five unique architectural veneer brands and a lifestyle brand, all featuring traditional and modern products, our portfolio provides limitless design opportunities that suit a wide range of styles and budgets.

Learn More About Our Portfolio

elevatewithstone.com

Westlake

Royal Building Products™



BE BOUNDLESS

Westlake
Royal Building Products™

Westlake Royal Building Products is a North American leader in the innovation, design, and production of a broad and diverse range of exterior and interior building products, including Siding and Accessories, Trim and Mouldings, Roofing, Stone, Windows and Outdoor Living.

Learn More About Our Solutions

westlakeroyalbuildingproducts.com

OUR ADDED VALUE

Backed by decades of industry leadership and manufacturing expertise, Westlake Royal Building Products is committed to providing products that inspire, attract, and add value. With a variety of brands to choose from, no other manufacturer can match the range and selection of design solutions we offer.

Design Solutions

Through ongoing research and development, we not only design products that are innovative and beautiful but are engineered to solve design and installation challenges.

Expertise

We are committed to being a driving force in the decorative stone industry. From increasing installation knowledge to Warranty and Code Compliance training, to a leadership role with the Concrete Masonry & Hardscapes Association, our teams put an unmatched depth of technical and practical expertise in your hands.

Nationwide Distribution

Unlike most local and regional manufacturers, we have partnerships that span across the country, allowing for popular products to be stocked on the ground in each market. That means you can expect the product to be available where you build.

Scale & Availability

We manufacture the products your customers demand in the regions where you build and have the capability to scale up as your business grows.

Brand Equity

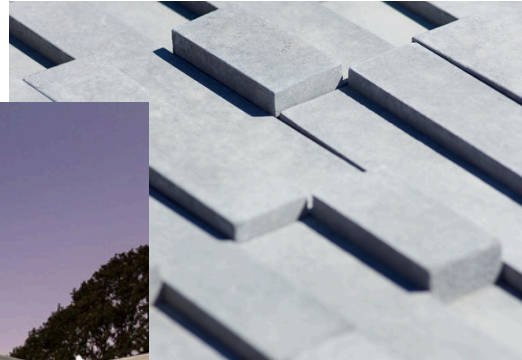
As the original manufacturers of architectural stone veneer, we take pride in having built North America's most recognized brands and delivering high-quality architectural solutions through a breadth of combined portfolios.

Dedicated Team

We take pride in not only working at the corporate level with our dedicated national team, but also bringing value at the local level with more than 90 sales and technical resources focused on supporting your projects. Whether you need technical knowledge, support with national purchasing optimization, or help improving project efficiencies, with Westlake Royal Building Products, you have a partner you can rely on.



A BEGINNER'S GUIDE TO MANUFACTURED STONE VENEER



Your essential introduction to the world of MSV. This guide walks you through everything you need to know, from understanding how MSV compares to real stone in appearance, durability, and cost, to exploring the variety of textures and colors available. You'll also find tips on maintenance, installation techniques, and where MSV can be applied to elevate interior and exterior spaces.

Download Guide

culturedstone.com/resources/education

MAKE A STATEMENT WITH STONE



Top Products

- [Southern LedgeStone](#)
- [Pro-Fit® Alpine LedgeStone](#)
- [Country LedgeStone](#)
- [Handmade Brick](#)
- [Hewn Stone](#)

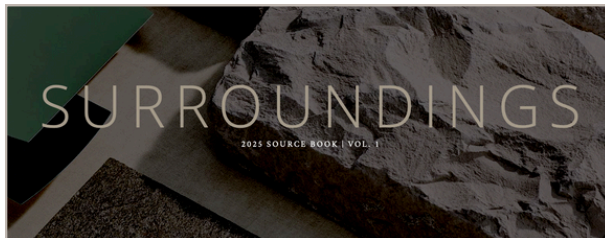
View All Stone

culturedstone.com/products

Get Inspired

Explore a variety of online resources to spark your creativity with Cultured Stone manufactured stone veneer. From design galleries to expert tips, find the inspiration you need to bring your vision to life.

culturedstone.com/inspiration



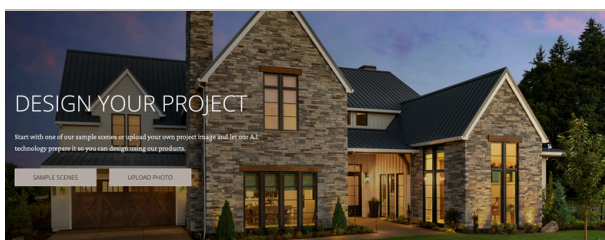
SOURCE BOOK

culturedstone.com/brochure



PRODUCT GUIDE

culturedstone.com/productguide



STONE VISUALIZER

culturedstone.com/visualizer



DESIGN GALLERY

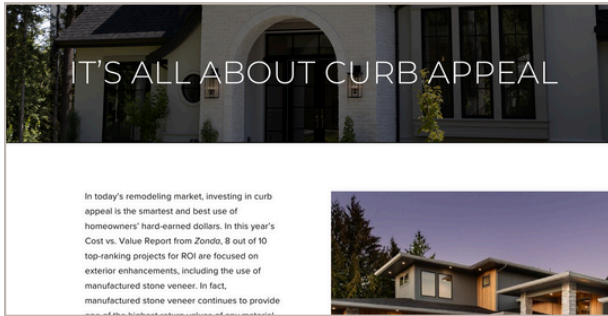
culturedstone.com/design



INSPIRATION

Explore the endless design possibilities of manufactured stone veneer. From stunning residential exteriors to stylish commercial interiors, these photos showcase the versatility and beauty of stone veneer in any space.

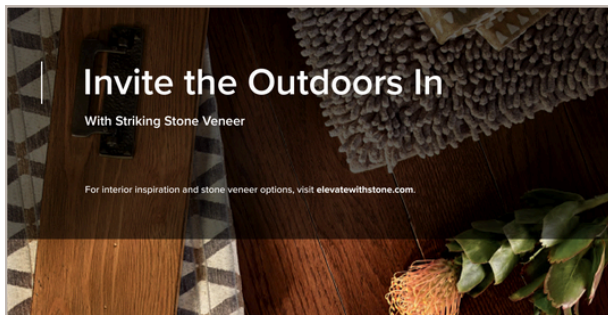
INDUSTRY TRENDS



It's All About Curb Appeal

In Zonda's most recent Cost vs Value Report, manufactured stone veneer ranks as one of the leading building materials to elevate a property's resale value.

culturedstone.com/resources/education



Invite the Outdoors In

Add differentiation and definition to any space. Learn what makes architectural stone veneer ideal for interior spaces.

culturedstone.com/resources/education

Share Your Projects

We'd love to see how you bring environments to life with Cultured Stone. We might even request to share them with our partners, on our website, or in our brochure. Please upload your favorite photos and project details at culturedstone.com/realized

Articles

- [2025 Trending Textures & Design Ideas](#)
- [The Lucrative ROI of MSV](#)
- [Style & Functionality for Home Entryways](#)
- [Embracing Bold Bricksplashes](#)
- [3 Ways to Refresh Your Favorite Spaces](#)

Visit Blog

culturedstone.com/blog

Social Media



Tag @culturedstoneveneer in your projects on social media for a chance to get featured!

CMHA CERTIFIED PARTNERS

As a trusted partner with the Concrete Masonry & Hardscapes Association (CMHA), our teams put an unmatched depth of technical expertise and practical resources in your hands.

elevatewithstone.com/technical



Tested. Trusted. Certified.

Cultured Stone has worked with the CMHA to certify each of our facilities and manufactured stone veneer products. CMHA-Certified Manufactured Stone Veneer products help architects, builders, and spec writers add efficiency and confidence to their process with trusted materials and the backing of qualified Manufactured Stone Veneer professionals for troubleshooting.

elevatewithstone.com/astm-c1670



Why Choose MSV Certified Products

Consistency

Nationally-recognized requirements and product certifications ensure consistency in manufacturing, eliminating the range of quality and simplifying the specification process.

Quality

A higher standard requires manufacturers to commit to quality in production through a documented quality system program, guaranteeing a dependable, long-lasting result.

Reliability

Testing must be performed by qualified third-party labs, and compliance with certification requirements ensure products meet current building code requirements.

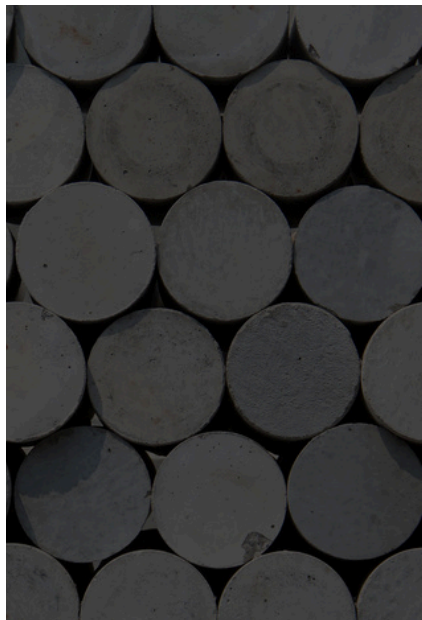
Reputation & Expertise

Companies with certified products show credibility, knowledge, and experience, guaranteeing you are using the most trusted materials in the market.

Differentiation

Choosing products that meet standard requirements proves a commitment to quality and efficiency, helping you stand out from the competition.

BUILDING CODES HAVE CHANGED



Our manufactured stone veneer products have been tested and certified to meet or exceed the standards lined out in ASTM C1670.

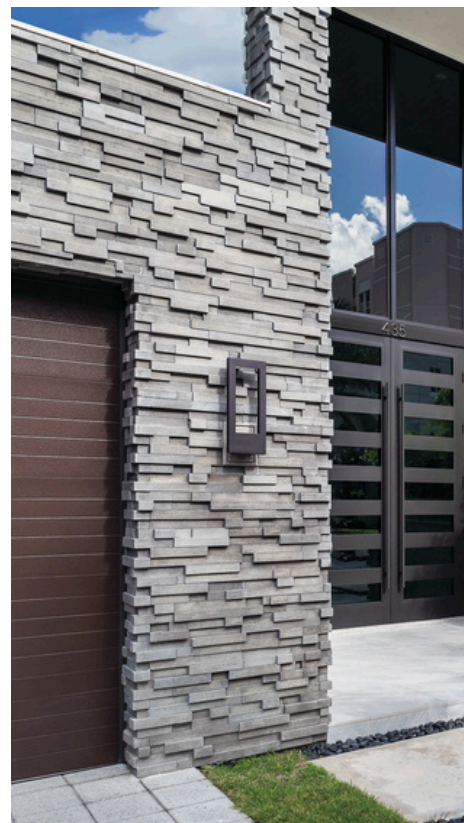
elevatewithstone.com/astm-c1670

What is ASTM C1670?

ASTM C1670 is the standard for Manufactured Stone Veneer (MSV) that provides guidance and direction for trade professionals who are looking to use products that are manufactured with quality and durability in mind. Created by a team of construction experts, ASTM C1670 establishes a clear guideline for manufacturers to demonstrate compliance in their materials through various testing methods, such as Compressive Strength and Freeze/Thaw Durability.

Why Is It Important?

Masonry adds resilience, beauty and a sense of permanence to any project and is one of the most prolific building materials. The standardization of ASTM C1670 solidifies MSV's presence and viability in today's building ecosystem. Builders and contractors will be looking to product manufacturers more and more to demonstrate adherence to the standard at each of their manufacturing facilities which then establishes confidence in the long-term use and durability of the MSV products themselves.



TECHNICALLY SPEAKING



Video Tutorials

Our 20-part installation video series provides an in-depth and easy-to-follow breakdown of manufactured stone veneer installation techniques and best practices straight from our stone experts.

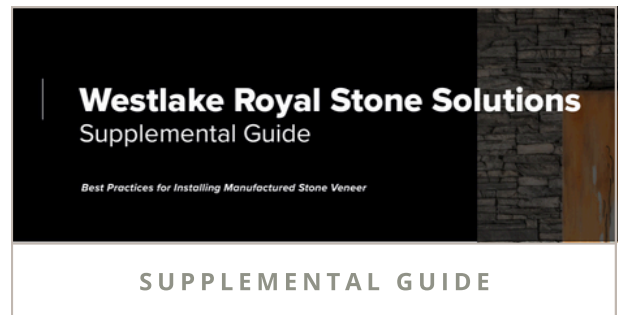
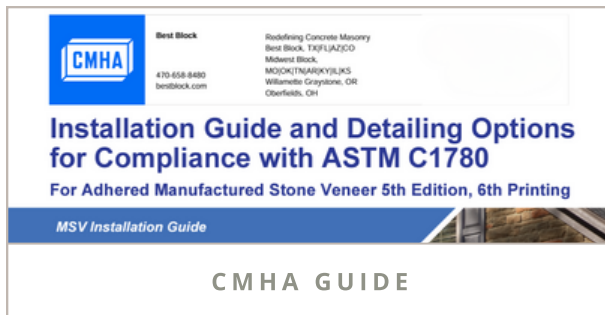
Watch Videos

elevatewithstone.com/technical

Installation Guides

The Concrete Masonry & Hardscapes Association (CMHA) sets the industry standard for MSV installation. Our Supplemental and Large Format guides detail best practices and techniques directly from our experts.

culturedstone.com/resources/installation-maintenance/



CERTIFIED INSTALLER PROGRAM

Join the ranks of elite installers and get certified through our two-day training program in partnership with the Concrete Masonry & Hardscapes Association.

elevatewithstone.com/certification

About the Program

As certified trainers of the CMHA, we strive to offer support, knowledge and technical expertise at your fingertips. The Certified Installer Program promotes fundamental manufactured stone veneer installation guidelines with industry best practices and is considered a highly valued credential by consumers and the broader marketplace.



Benefits

- Differentiation in the market with higher credibility of quality work
- Qualify to bid future projects requiring CMHA certification
- Opportunity to be listed on the CMHA and Elevate with Stone websites
- Drive more business as a trusted installer of Manufactured Stone Veneer
- Upon passing, certification lasts 3 years with CMHA

CARE + MAINTENANCE

We pride ourselves in designing stone veneer that not only enhances the beauty of your space but is also easy to maintain. To ensure the longest lifespan and enduring performance of our stone veneer, please follow the care and maintenance tips outlined below.



Cleaning

To clean dirt or other particles, first try a simple soft bristle brush. If necessary, use a solution of mild detergent with water and scrub the surface with a soft bristle brush. Rinse with clean water to remove any cleaning solution that might remain on the surface. If the stone has a white stain deposit (efflorescence), see below recommendations. Never use wire brushes, acid cleaners, power washers, bleach, paint remover, or any other type of concrete cleaner.

Efflorescence

When efflorescence occurs, as it does with many masonry products, it is usually the result of moisture migration through the masonry substrate. Once the moisture is on the masonry surface, it evaporates, depositing dissolved salts in the form of efflorescence. Efflorescence naturally disappears over time as long as the moisture source is controlled or eliminated. If the stain will not wash off, do not apply chemicals or cleaners to the stone. Call Westlake Royal Stone Solutions customer service to discuss optional solutions.

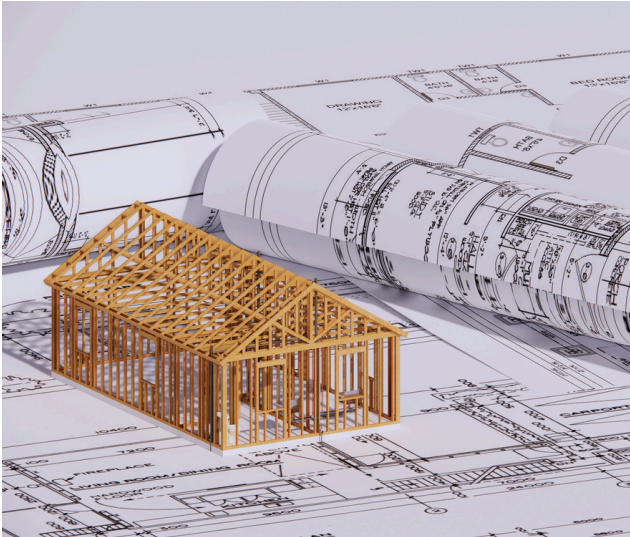
Protective Treatment

It is not required to seal our manufactured stone veneer. A sealer will provide added protection and will usually be easier to clean if the surface becomes dirty. If you choose to use a sealer for added protection, use only a silane or siloxane-based penetrating, breathable masonry sealer.

Note: A sealer may affect the stone color and may create a gloss or matte finish. Always test a small area beforehand.



ARCHITECTURAL RESOURCES



CAD + BIM Libraries

Explore our comprehensive architectural libraries. Access high-quality CAD drawings, 3D models, BIM files, specifications, and our latest product information.

Browse Libraries

culturedstone.com/bimsmith

culturedstone.com/caddetails

3-Part Specification

Product Specifications

Technical Evaluation Report

Warranty

FAQs



View All Resources

culturedstone.com/resources/specifications-technical-details/

CONTINUING EDUCATION



American Institute of Architecture

We are an official AIA provider and offer a variety of AIA approved courses that can contribute to your annual credit requirements.

elevatewithstone.com/aia



**Approved
Continuing
Education**



Elevating Design with Architectural Stone Veneer

Designing Commercial Projects with Manufactured Masonry

Precision & Performance with Manufactured Stone Veneer

Transforming Spaces Through Color & Texture

Designing with Nature in Mind

Manufactured Stone Plant Tour

COURSES

RESOURCE QUICK LINKS



CULTURED
STONE
BROCHURE



A BEGINNER'S
GUIDE TO MSV



STONE
VISUALIZER



DESIGN
GALLERY



IT'S ALL ABOUT
CURB APPEAL



INVITE THE
OUTDOORS IN



BLOG



ASTM C1670



CERTIFIED
INSTALLER
PROGRAM



CMHA
INSTALLATION
GUIDE

RESOURCE QUICK LINKS



SUPPLEMENTAL
INSTALL GUIDE



LARGE FORMAT
INSTALL GUIDE



AIA COURSES



BIMSMITH
LIBRARY



CADDETAILS
LIBRARY



3-PART
SPECIFICATION



PRODUCT
SPECIFICATIONS



TECHNICAL
EVALUATION
REPORT



WARRANTY



FAQS

SIDING & ACCESSORIES

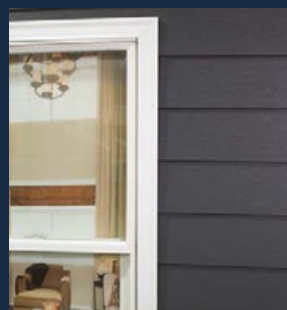
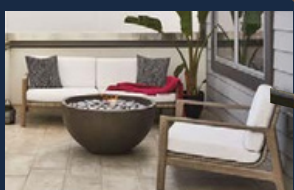
TRIM & MOULDINGS

ROOFING

STONE

WINDOWS

OUTDOOR LIVING



BE BOUNDLESS™

THE PRODUCTS TO DO EVERYTHING. THE POWER TO DO EVEN MORE.

We're answering "what ifs" on a whole new level—from the solutions we create to the dreams we build. We have the tools and technology to tell design stories on a bigger scale and on a more personal level. There are no limits to how far we innovate, how deeply we express, how strongly we commit and how boldly we go.

Together let's Be Boundless™.

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