



Case Study: ClipStone vs Panelized Stone

THE COMPANY:

Family owned business based out of Pasco, WA that supplies and installs siding, windows, doors, and roofing.

THE CHALLENGE: PRICING

Maintaining margins was a hassle even though the contractor was using the panelized stone as instructed. Their labor and cost were fixed, but, due to waste, they consistently ran into extreme shortages of 20%-30%.

THE CUSTOMER: UNHAPPY

Most consumers are unwilling to pay for extra material if the product does not go on the wall. However, to include waste, the company had to increase their cost on the wall before markup to the end user, increasing the likelihood that they would price themselves out of a project.

Panelized Stone is tough to handle, breaks easily, and requires specialized tools to cut. It also takes two installers to get the panels on the wall and the finished product doesn't appear as realistic.

THE SOLUTION: CLIPSTONE

Intrigued by the concept of ClipStone, the team installed the product on their display wall and were immediately impressed by the ease and speed of installation – and especially by the lack of waste. In fact, after cutting 25-30 pieces, only a small amount of scrap was evident.

THE RESULT: CONSIDERABLE SAVINGS

Transitioning from panelized stone to ClipStone turned out to be a smart move. The material cost for ClipStone was 10% less than panelized stone and labor cost stayed the same. Without all the waste and with the reduced material price, they ended up saving 33% on this project. In addition, they enjoyed easier installation with a great looking product sized right for today's projects.



We installed 4-colors and 2-styles, making each section its own miniature installation. Note how ClipStone easily wraps around the 2 electrical outlets.

THE BOTTOM LINE: BETTER MARGINS. HAPPIER CUSTOMERS.

ClipStone reduced the risk of underestimating the stone, increased margins, made the consumer happy and the contractor didn't have to pay out of his own pocket for the disposal of all the extra waste.

ClipStone®		Panelized Stone
Realistic	←	Aesthetics
Easy	←	Handling
Rare	←	Breakage
Left and Right	←	Corners
No	←	Specialized Tools
Only One	←	# of Installers
½"	←	Air Gap
same	←	Labor Cost (sf)
10%	←	Waste %
33% less	←	Total Cost (sf)
		Obvious
		Problematic
		Common
		Butt Joint
		Yes
		Needs Two
		< ¼"
		same
		20%-30%
		33% more



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