

EMERALD COAST

# HOMEDESIGN

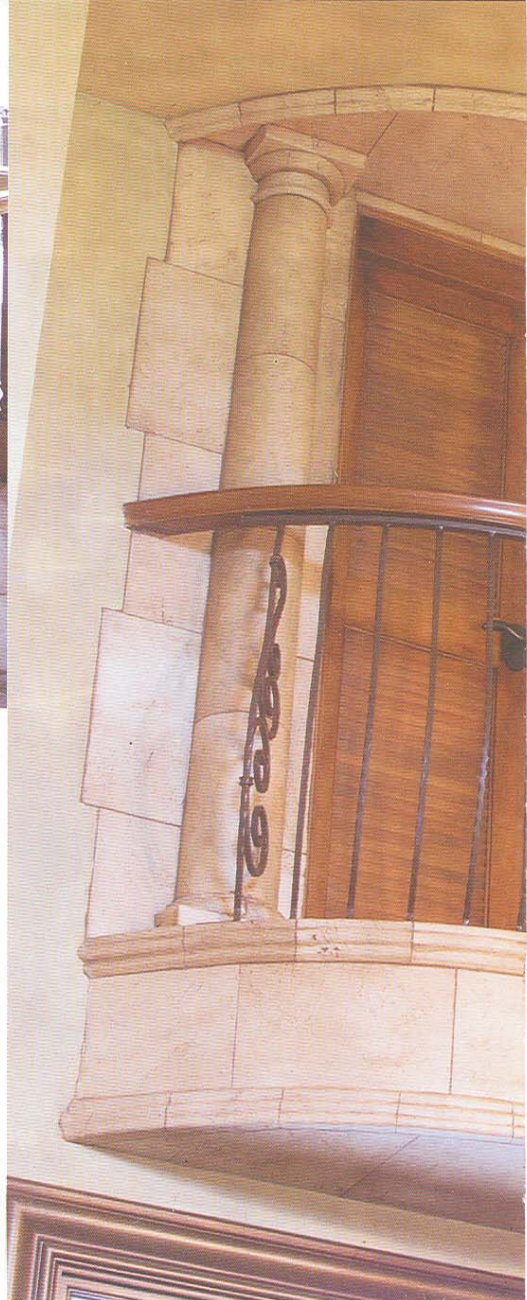
Your Local Resource Guide To Living Well

Flooring that Dazzles  
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New Building & Design Ideas

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# Impressive *Look of* STONE

BY TARIS SAVELL

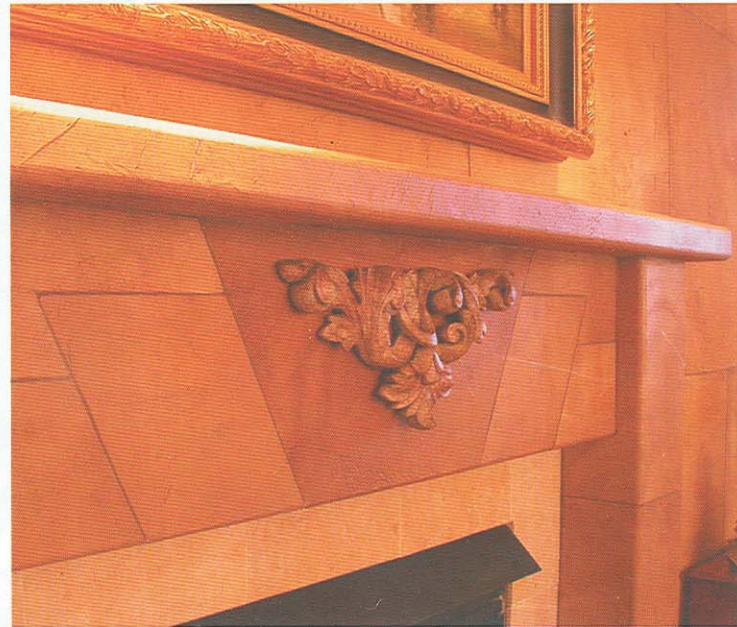
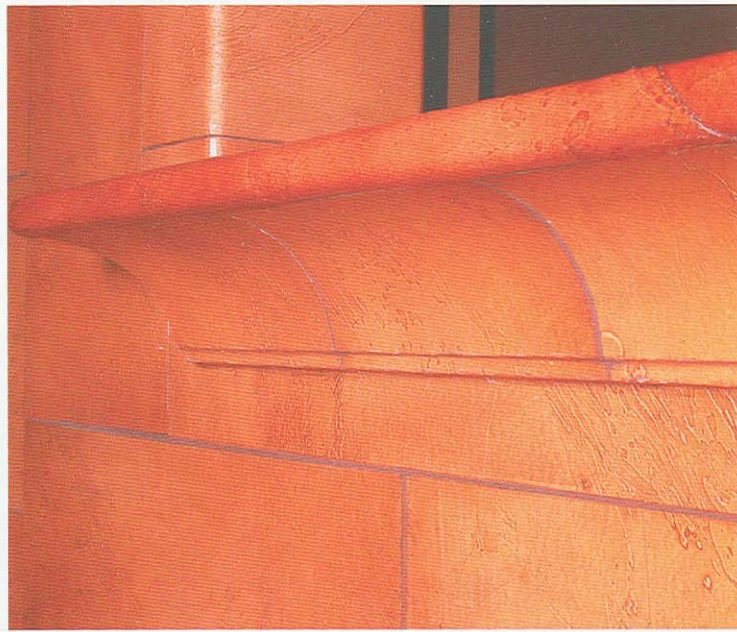


Are you familiar with Weathered Stone? No? It just happens to be the latest and most exciting designer/decorating product to hit the market in a long time. Not only that, Weathered Stone is manufactured in Fairhope, Alabama and according to its creator, Sean Howard, his sales have increased over 600 percent since introducing the product last year.

Why? Because it's a product that's "a stone or leather replica that is easy to install and far less expensive," according to Howard, who created the formula nine years ago and reformulated it two years ago. The company has 200 installers nationwide, and currently they have eight showrooms.

Howard does not sell retail, but Weathered Stone of Florida in Milton is an area main distributor. Owner Jeff Snow is so excited about the product that it's difficult for him to contain himself when describing its unique qualities. "It's canvas-backed with a gypsum base and it's like a plaster. It's stiff until the high grade adhesives are added and it becomes totally pliable. It will mold to any surface you put it on and it's water soluble for easy cleaning," explained Snow.

The final step of grouting the seams gives the installed product added depth, delivering a realistic stone look to any surface it is applied to. Weathered Stone can be adhered to



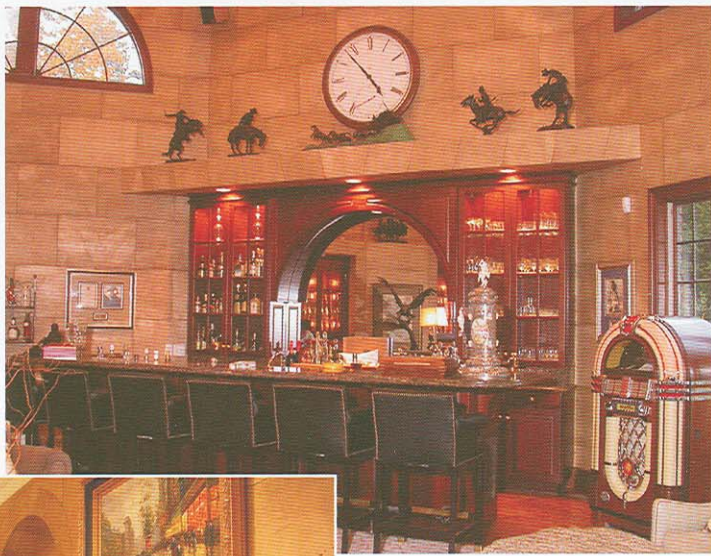
Far-Left: A contemporary look with the stone look.

Left: A balcony that was done to look like it was carved into the wall.

Top-center: Make your stove exhaust fan stand out with style.

Above: Personalize your office or den in a contemporary or traditional style.

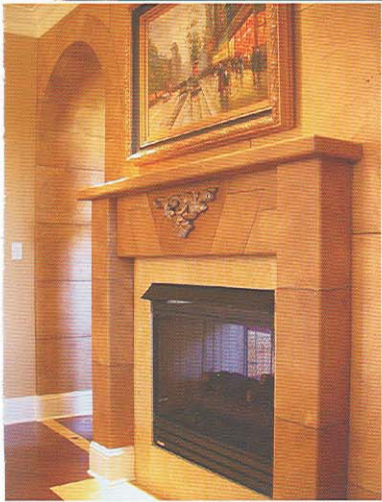
Right: Close ups of three details and shapes used to create unique effects.



While Snow's Milton showroom is the main distributor of the product, he's added Moza Tile in Pensacola as a retail outlet. According to Snow, it has been used in the homes of some very well known individuals in both Northwest Florida and nationwide, including Opryland.

If you want to check out Weathered Stone on the Internet, Howard's web site is: [www.weathered-stone.com](http://www.weathered-stone.com). The phone number for Jeff Snow's Weathered Stone of Florida is 850-623-2132.

Below, left: Make the fireplace and mantel stand out. Left: Design a castle bar setting for large gatherings. Below: Warm the walls of your dining room.



virtually anything, including walls, countertops, floors, columns, and furniture. It comes pre-cut too, and can be easily cut down to any size or shape. Snow said many of his clients are using the product on their walls.

According to Howard, Weathered Stone comes in 22 standard colors with custom colors available. All adhesives are water-based, so installation is quick, easy, and clean.

