



## The notion that there's a substitute for natural stone is a bunch of baloney.

Any way you slice it, the natural stone industry's greatest challenge is to counter claims that engineered stone is natural stone. In fact it's a little like comparing a prime steak to a slice of baloney.

The problem is that the makers of the other stone products have deep pockets and are spending lavishly, trying to influence consumers that they have the real thing, when we all know there's no comparison. Individually, companies that make up the natural stone industry don't have the financial muscle to match their spending. But, collectively it's a different story.

That's why the Natural Stone Council is fighting the battle for us. With your contributions, NSC is taking the message of "Real Stone. Real Value"

to the audiences that count most – architects, engineers, designers and the consumer.

Made up of a diverse group of stone industry businesses and trade associations, NSC's goal is simple – to raise the level of awareness and education about natural stone in the North American market.

We're making progress, but we need your help.

With contributions small, medium and large, you can make a difference in the future of the natural stone industry. To find out how you can join the battle to promote our industry or to make a contribution, contact the Natural Stone Council at 603.465.2616 or by email at [nscinfo@usenaturalstone.com](mailto:nscinfo@usenaturalstone.com).

***The Natural Stone Council. Share our vision of tomorrow.***

