



Faux Stone Product a Hit

Four years ago, Easyrock was launched to the public, and Grant Jehle, President of Fort Distributors Ltd. hasn't looked back since. A "star" as far as quality home finishing products go, Easyrock continues to be the favourite faux-stone product to home and business owners, contractors and others in the industry.

"We have had the most outstanding response to this product," says Jehle. "The proof is in the sales numbers. People just love it!" He notes that many are initially attracted to Easyrock for its amazing good looks, but soon realize and appreciate how easy it is to work with and its versatility.

Easyrock is a synthetic but extremely authentic-looking rock face. It can be used indoors or outdoors, and is applied much the same way as siding. Panels are joined with a lap indent, making portions seamless in appearance. It is lightweight - each panel weighing only two and half pounds - and requires only eight screws a piece to fasten to walls. Easyrock comes in a variety of colours and styles.

"There really is something for every taste. We have so many different styles and colours, you can definitely find the look you want with Easyrock," says Jehle, who adds that there is matching caulking to cover screws, making them virtually invisible for a flawless finish.

Recently Easyrock has taken steps to improve its already exceptional product - it is now avail-

able in what is called a 2nd generation panel, meaning a new hard coat has been applied to all Easyrock panels making them ultra-durable. "These panels are so strong, you can take a hammer to them and they won't crack or chip. Real stone can't stand up to that," says Jehle, adding that panels are also extremely fade resistant.

Easyrock has been a steady winner with homeowners and cottagers. Now it is gaining



in popularity with architects, contractors and developers who are opting for a beautiful product they can work with any time of year regardless of weather temperature.

"It's also readily available and is so easy to apply, contractors or developers don't have to wait on skilled masons to finish a project," says Jehle, noting further that culture stone can only be applied in summer months.

Jehle and the staff at Fort Distributors invite everyone to visit their offices, see the product firsthand, and if need be, receive "Easyrock training" to ensure a successful do-it-yourself project. With a full time carpenter on staff, customers can get an explanation and demonstration right on the spot.

"Our product is available, in stock and ready to go home with you. You can be working on your new fireplace, exterior walls or whatever your project is on the same day!" says Jehle.

Fort Distributors Ltd is located just North of the Perimeter at 938 McPhillips Road in St Andrews MB (visit www.fortdistributors.com or call 284-6647 for more information). They have two other showrooms conveniently located in Winnipeg: Durabilt Windows & Doors Design Centre, Unit 2 - 1600 Regent Ave, and Kesay Design Centre, 693 Taylor Ave, across the street from the Round Table restaurant on Pembina.