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Stone Depot Announces New Program Exclusive to Builders

Builder's Alliance Program Offers Customized Masonry Solutions

(Hartford, CT | September 17, 2010) —One of central Connecticut’s premier masonry distributors, Stone Depot, Della Terra Showcase reveals the new ***Builder’s Alliance Program***, created exclusively for builders. The program focuses on the projects builder are working on providing customized and comprehensive solutions for the masonry material requirements, the news was announced today by Mark Greco, General Manager of Operations.

The direct relationship between the builder and a dedicated Stone Depot representative will assist both the customer and end-user throughout the entire masonry project. "Working exclusively with a dedicated sales representative will eliminate diluted communication, creating efficient and seamless procedures to ensure rock-solid end results," said Greco. "It will also serve Stone Depot with a solid plan of the products required and the budget constraints inherent in the construction plans."

The program offers a level of efficiency and confidence to ease the builder and end-user relationship; assisting the end-user through the masonry product selection process while adhering to budget requirements as outlined by the builder. Stone Depot’s staff will guide the end-user throughout the process recommending appropriate materials for the project while controlling price. In addition, ***Stone Depot will maintain an organized project file package on each project for continued reference.***

THE BUILDER’S ALLIANCE PROGRAM ADVANTAGE — WE’RE YOUR MASONRY LIASON

STEP 1	STEP 2	STEP 3	STEP 4
A builder responds to the Builder’s Alliance Program requesting a one-on-one consultation.	The builder and Stone Depot sales rep meet to define the scope of the masonry project in detail including working budget.	Stone Depot sales rep establishes and maintains an organized project file featuring all of your product and service needs.	Your customer is assisted by a Stone Depot sales rep to guide and record the products selected during the showroom visit.

One of the primary benefits of the program is the one-to-one contact with a dedicated Stone Depot sales representative and the customized solutions outlined for each project. Assisting the end-user throughout the process while staying on budget is another bonus. Stone Depot offers a tier rewards program the *Natural Rewards Program* that is available to all account customers. Details of the program are available on-line or contact Stone Depot for a brochure and application.

Customer Quote

A loyal Stone Depot customer, Ray Vereneau from *Specialty Building, LLC* recently commented, “This program works to our advantage, as we can’t be all things to all our clients. The customized integration of products, services and a dedicated point of contact, like Ed Wagner who works with me on the masonry specifications is like having a mason expert on my staff.” “I’ve placed my confidence with the staff of Stone Depot for their expertise in the masonry industry and advising my clients on the right material for the job.”

To schedule an appointment with one of our staff contact Mark Greco in the Hartford area at (860) 493-0393 or Roy Rogers in Middletown area at (860) 347-8549.

Stone Depot offers two masonry supply stores and stone yards, extensive warehouse capabilities and two Della Terra Showcase showrooms. Each store features extensive product lines including, natural stone, brick, beautiful stone slabs, landscape products, tile products, including the stunning *Walker Zanger* tile line, granite sculptures, patio products, and pool copings and paver products. Stone profiling solutions for countertops, marble, granite, and limestone, fireplace surrounds and mantles, and custom stone profiling for every project imaginable are also available.

For more information about Stone Depot’s Della Terra Showcase (www.stonedepot.com) please contact **Mark Greco**, General Manager of Operations at (860) 493-0393 or e-mail mgreco@stonedepot.com