



ROCKS!

Natural Stone Sealer

Perceptions vs. Reality

With so many details in a remodeling project, sealer can often be an afterthought. We'll help to explain its role and answer some of the most common questions and myths. Myths like if you seal the stone it cannot stain, that sealer is difficult to apply, or it will change the finish of the stone...all of which are nonsense!

Perception - Sealer will prevent stains.

Reality - Sealer will slow down the process of staining allowing the consumer time to clean up the staining agent before it actually stains the stone.

Perception - Sealer is difficult to apply.

Reality - Follow the directions and an 8 year old child can quickly, easily and properly seal stone!

Perception - Discolored stone is stained.

Reality - Roughly 50% of the "stains" consumers contact stone professionals about are actually smudges and dirt that can be cleaned away with soap and water or scraped away with a razor blade (Do not use a razor blade on marble but it is okay for quartz, granite, or quartzite) .

Another 20-30% of the "stains" are actually just mineral deposits that are left behind from the water that comes out of the faucets (well or city water). These again can typically be removed via fine steel wool and or a razor blade. Using Kaboom or other types of household miracle cleaning products usually do more damage than good as they leave behind residue.



Stone Masters Inc
515 School House Rd
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DuPont™
StoneTech® Professional
natural stone, tile & masonry care products

As a certified Stone Tech Professional Stone Masters offers an optional 15 Year Stain Warranty. Guarantees against food based staining and removes the maintenance of annual re-application of sealer.

NEW HIGHLAND PARK TILE COLLECTION

Now offering a more expansive collection of tile with on trend colors and patterns. 30 sq ft installed for stating at \$800.00.



Employee of the Month!

Employee and partner Philip Longo is always exceptional in accuracy, commitment, efficiency and detail. Consistently the first in and the last out Philip programs and checks the accuracy of every dimension for every piece that is cut. Approving the quality of each piece, it is his "PL" stamp of approval that releases it to an installation. Philip exemplifies not just this month, but every day what it means to be a Rock Star.

Quality Engineer: Philip Longo



ETCHES VS. STAINS

The rest of all "stains" are really etches and these are relegated to marble and stones that are really marble, but sometimes sold as quartzite (ie: Super White, Brown Fantasy and other stones that sell really well when you tell the customer it is a quartzite when in fact it is an etch-able marble!). Etches are not stains, but are in fact damaged areas due to a chemical reaction between the calcium in the stone and the acidic liquid that has physically converted the stone. This is not a stain and not going to come out or be repaired easily or inexpensively. Light etching can sometimes be removed by hand with commercially available etch removal kits while deep etches required special equipment, lots of water and highly skilled and experienced stone personal to physically remove enough stone to remove the etched surface.



Effect of Etching on Marble

INTERNET SENSATION!

In case you still have questions, want a more technical break down of sealer, or want to help us become Youtube sensations! Watch the "What is Sealer for Granite, Marble, Quartzite, and Travertine Countertops?" video on Youtube. Its already received over 70,500 views and has been featured and share on numerous industry websites, blogs, and articles. Guess we know what we're talking about!

