



AUTHENTIC

Nature Stone

YAYA

FLOORING

1990

2020

CELEBRATING 30 YEARS



Header stone: Large Coral

THE HARD TRUTH ABOUT CONCRETE

Concrete's naturally porous qualities can make it challenging to maintain a safe home environment, let alone a space that looks as good as you'd like it to.

The Problem:

Concrete shifts, pits, puddles, and cracks, creating an unsightly floor that can also become a slipping and tripping hazard.

The Cause:

Moisture pools on the surface of concrete, and over time can affect the concrete in three ways. First, the moisture can sit on top of the concrete for too long, making it slippery. Next, moisture may be absorbed by just the top few inches of concrete and ultimately weaken it, causing flaking—also referred to as “spalling”. Finally, moisture that is absorbed into the lower levels of concrete can go through a freeze/thaw cycle, causing large cracks when the concrete expands and contracts with weather changes.

The Solution:

An authentic Nature Stone floor not only beautifies ugly, cracked, and spalled concrete floors, it also prevents puddling on the surface. As a porous product, Nature Stone is designed to allow moisture to pass through it quickly and efficiently. This eliminates surface puddling, encourages efficient evaporation, and decreases the amount of surface area for pooling to occur at the concrete level.



Water can pool on uneven concrete, which is can cause spalling over the long term



Moisture in concrete can cause ugly spalling or flaking and create a tripping hazard



Sealed concrete is slick and can cause slipping and tripping when damp



Unsightly cracks caused by the freeze/thaw cycle make your garage less welcoming



Header stone: Slate Gray

THE SECRET TO NATURE STONE'S SUCCESS? BREATHABILITY.

Superior epoxy formulation and a proper epoxy-to-stone mix ratio achieves perfect adhesion to concrete, creating Hydrostatic PortsSM. This allows flooring to breathe and water to evaporate naturally, inhibiting the growth of mold and mildew in your floor.

Proprietary Stone and Epoxy Formula

Nature Stone uses a blend of beautiful natural stones and a specially formulated epoxy developed by and exclusive to Nature Stone. The strength of the epoxy is enhanced by a proven stone-to-epoxy mix ratio. This ratio creates HYDROSTATIC PORTSSM that permit concrete floors to breathe naturally. Mold and mildew are inhibited when the moisture in concrete can evaporate.

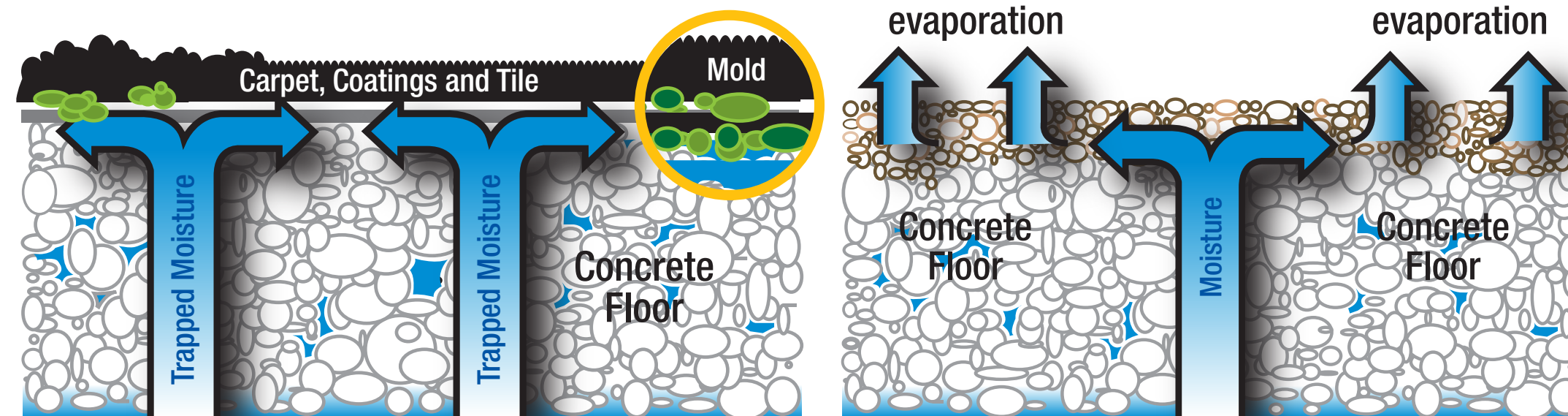
Protect Your Family From the Hazards of Mold

Mold thrives in dark, cool, damp, and humid areas, and can cause serious health problems for even the healthiest of people. Traditional floor coverings naturally cultivate these types of environments. Nature Stone is proud to keep your home safe from the hazards of mold, thanks to the natural breathability of our proprietary stone and epoxy mixture.



Underside of Nature Stone flooring featuring HYDROSTATIC PORTSSM

HOW NATURE STONE PREVENTS THE GROWTH OF MOLD & MILDEW



Competitor's products: Water migrates upward from the ground through concrete. Carpet, tile, and coatings trap in moisture, promoting mold and mildew.

Nature Stone: Hydrostatic PortsSM allow for natural evaporation, inhibiting mold and mildew growth. Nature Stone makes for a healthier home by inhibiting the growth of mold usually found beneath carpet, tiles, and laminate.



Header stone: Large Coral

WHY TRADITIONAL FLOORING JUST WON'T WORK

Carpeting, epoxy paint, and tile should not be installed over concrete because they are susceptible to the growth of mold and mildew, which promotes unhealthy air quality in your home.

The Problem:

Most traditional floor coverings are breeding grounds for mold and mildew. Carpet, tile, laminates, and coatings applied over concrete promote the growth of mold and mildew beneath the surface by trapping in naturally occurring moisture, which migrates up through cold, damp concrete. Each time your furnace turns on, it draws in the moldy, spore-filled air and distributes it throughout your entire home.

The Cause:

Concrete is damp, cold and porous. Moisture migrating upward through the concrete will get trapped beneath traditional floor coverings. That is the perfect breeding ground for mold and mildew, which leads to unhealthy air quality throughout your home!

The Solution:

Only authentic Nature Stone brand flooring—with its patent-pending epoxy formulation—is designed to allow moisture to evaporate, which actually inhibits the growth of mold and mildew. This promotes a healthier and cleaner environment inside your home.



Mold under carpeting caused by moisture and no air circulation



Moisture gets trapped under sealed or painted concrete, causing peeling



Mildew under linoleum as a result of moisture and no air circulation



Moisture seeps through tile, promoting the growth of mold and mildew

Header stone: Gray Brown Blend

GORGEOUS GARAGES BY NATURE STONE

INCREASE THE VALUE OF YOUR HOME BY UPGRADING YOUR GARAGE

Some homeowners opt to paint their garage floor, but paint doesn't allow concrete to breathe, causing premature peeling and chipping. A Nature Stone floor applied directly over the existing concrete is permanent, allows your concrete floor to breathe, and will never need to be replaced.

A Beautiful and Safe Garage Floor

- Eliminates water pooling on the floor's surface
- Eliminates slipping and tripping hazards
- Prevents salt damage
- Eliminates surface deterioration
- Evens out uneven concrete
- Eliminates tracked in dirt
- Refreshes ugly concrete
- Cleans easily
- Is environmentally friendly
- Outperforms and outlasts paint and other coatings



Header stone: Mini Pearl

BEAUTIFUL BASEMENTS BY NATURE STONE

TRANSFORM YOUR BASEMENT INTO A BEAUTIFUL, HEALTHY LIVING SPACE

Authentic Nature Stone brand flooring is your best choice for covering basement concrete floors. Nature Stone is beautiful, durable and cannot be damaged by moisture, water, even flooding. Nature Stone flooring breathes naturally, allowing your flooring to stay dry and resist the growth of mold and mildew even in damp or wet conditions.

A Nature Stone Basement Floor...

- Will not be damaged by flooding
- Inhibits growth of mold and mildew
- Will not stain
- Provides incredible "R" value (insulation)
- Promotes healthier air quality
- Is comfortable to walk on
- Is easy to clean and maintain
- Reduces noise
- Is environmentally friendly



Header stone: Multi-Color Flint

LAUNDRY ROOMS & REC ROOMS


IMAGINE YOUR NEW REC ROOM OR LAUNDRY ROOM IN NATURE STONE

Have you ever dreamt of adding more usable square footage to your home? Authentic Nature Stone brand flooring is your best choice for turning ugly, unused areas of your basement into beautiful, livable space! Nature Stone isn't just nice to look at— it is also durable and cannot be damaged by moisture, water, or even flooding.

A Nature Stone Laundry or Rec Room Floor...

- Will not be damaged by flooding
- Inhibits growth of mold and mildew
- Will not stain
- Provides incredible "R" value (insulation)
- Promotes healthier air quality
- Is comfortable to walk on
- Is easy to clean and maintain
- Reduces noise
- Is environmentally friendly



A close-up photograph of small, smooth, multi-colored stones in shades of tan, brown, and grey, used as header stone for a patio.

Header stone: Birchwood

PICTURESQUE PATIOS BY NATURE STONE

TRANSFORM YOUR PATIO INTO SOMETHING SPECIAL

Nature Stone flooring is often used to cover cracks and stained concrete, which avoids costly and messy concrete tear-outs. With many popular colors to choose from, you can create a unique look that complements the rest of your home!

A Beautiful and Slip-Resistant Outdoor Floor

- Will not be damaged by water or flooding
- Eliminates ugly, stained concrete
- Covers cracks and tripping hazards
- Prevents slipping and tripping
- Withstands moderate to severe temperature changes
- Comfortable to walk on
- Easy to clean
- Environmentally friendly



Header stone: Desert Blend

SERENE SUN ROOMS BY NATURE STONE


WARM-UP SUN ROOMS WITH A NEW NATURE STONE FLOOR

Find comfort in Nature Stone's beautiful and insulating flooring options. Nature Stone is the best decorative covering for outdoor concrete areas. For sun rooms, Nature Stone flooring is designed to be beautiful, strong, durable, and safe.

Add Square Footage To Your Home With A Sun Room Featuring Nature Stone Flooring

- Covers cracks and tripping hazards
- Safe and slip-resistant
- Withstands moderate to severe temperature changes
- Comfortable to walk on
- Easy to clean with hose or pressure washer
- Environmentally friendly





Header stone: Texas Rainbow

PERFECT POOL DECKS BY NATURE STONE

INCREASE THE SAFETY AND BEAUTY OF YOUR POOL DECK

Many homeowners find solace in the beauty of their pool. While many install slippery tile or epoxy paint on their pool decks, it often ends up becoming a safety hazard. Safety comes first when you upgrade your pool deck with Nature Stone. A Nature Stone floor applied directly over the existing concrete prevents pooling and puddling, and creates a safe and relaxing oasis for you and your family.

A Nature Stone Pool Deck...

- Eliminates water puddles
- Prevents slipping and tripping
- Eliminates uneven concrete
- Is easy to clean - just hose off
- Environmentally friendly
- Outperforms and outlasts paint and other coatings



Header stone: Cherry Creek

NATURE STONE PRODUCT SPECIFICATIONS, COMPARISONS, AND TESTING

(ASTM) American Society for Testing Materials		
Test Number	Purpose of Test	Nature Stone Flooring Results
D695	Compressive Strength	8,000 to 25,000 psi
D790	Flexural Strength	4,000 psi Exceeds
D638	Tensile Strength Tensile Elongation	7,000 psi @ 25 degrees 30% at 25 degrees
D1002	Adhesion, Tensile Shear	2,800 at 25 degrees Celsius
E648	Critical Radiant Flux	0.45 watts/cm ² or greater
D1894	Coefficient of Friction- Slip Resistance	0.940 static 0.869 kinetic Compliant
E96	Water Vapor Transmission	1 perm or greater
C423	Acoustical Performance	Effective
C518	Thermal Comfort	Significant
E648	Fire Performance	Compliant
D471	Fluid Immersion	No change-Minor reduction of gloss
D5402	Impact Resistance	Exceeds
D4329	Fluorescent UV Exposure	Resistant
D2369	Volatile Contents of Coatings	Compliant



Nature Stone will outlast and outperform alternative flooring systems in terms of the above-listed American Society for Testing Materials (ASTM) Third Party Independent Tested

Header stone: Cherry Creek

NATURE STONE PRODUCT SPECIFICATIONS, COMPARISONS, AND TESTING

Nature Stone Flooring vs. Garage Concrete (4" thick)		
Test	Nature Stone	Concrete
PSI	8,000 +	2,400 - 4,000
Salt-Resistant	Yes	No
Stain-Resistant	Yes	No
Slip-Resistant	Yes	No

Flexural Testing Per Modified ASTM D790	
Sample ID:	3/8" lg. dia.
Span:	5"
Speed:	0.05 ipm
Nominal width:	2"
Nominal Thickness:	0.375"
Flexural Stress at Yield	
Avg: 413.7	Std. dev: 45
Flexural Strain at Yield	
Avg: 1.3	Std. dev: 0.3
Flexural Modulus	
Avg: 92410	Std. dev: 14000



Fluid Immersion Testing Results ASTM D471	
Liquid	Effect on Nature Stone
10W-30 Motor Oil	No Change
Ammonia	No Change
Battery Acid	No Change
Bleach	Minor reduction of gloss
Antifreeze	No change
Rock Salt	No change
Salt	No change
Common Cleaning Agent	No change

Nature Stone flooring was immersed in the above fluids for 500 hours at 23 degrees Centigrade (74 degrees Fahrenheit) ASTM Test D471.

Insulation ("R") Value Comparison	
Flooring Type	"R" Value
Nature Stone	4.02 - 4.45
Urethane Coatings	1.35 - 2.10
Carpet	0.70 - 2.10
Linoleum	0.20 - 0.40
VCT (Vinyl)	0.20
Ceramic Tiles	0.25
Wood	0.20 - 0.75



Header stone: Razorback Red

THE NATURE STONE FAST, EASY, 1-DAY INSTALLATION PROCESS



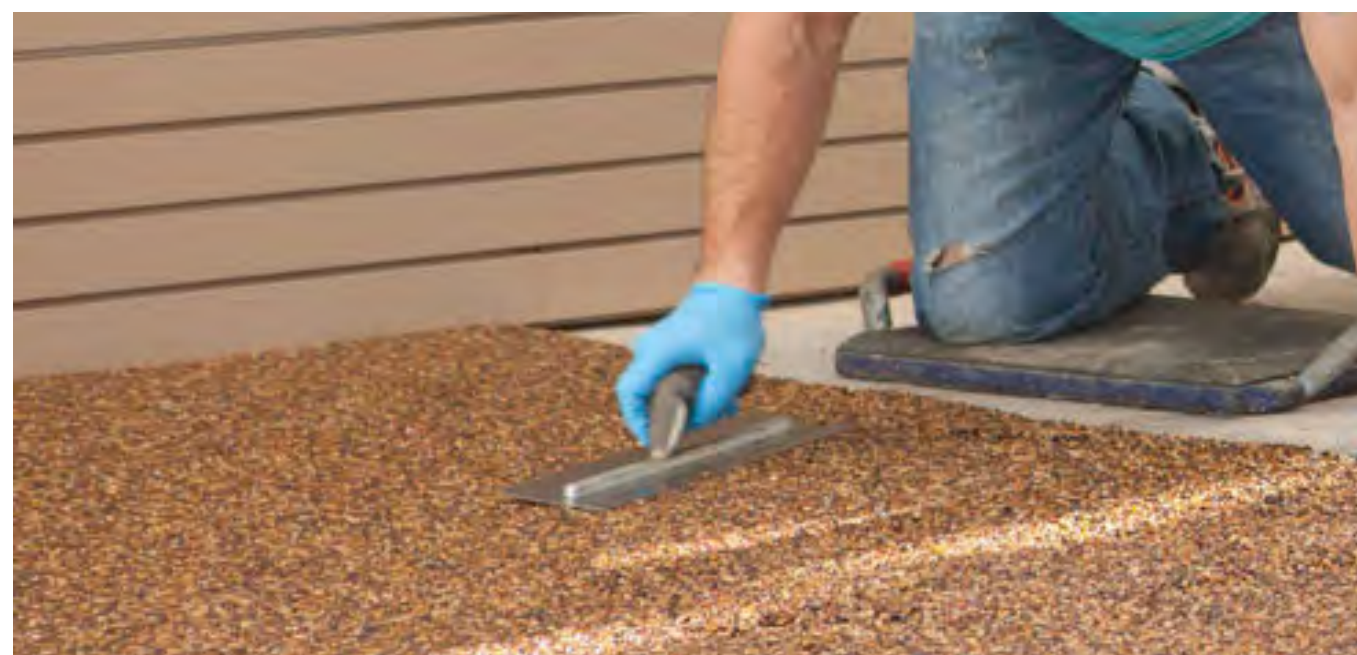
Step 1:

Our Nature Stone crew grinds the concrete surface to ensure maximum adhesion and a beautiful finished product.



Step 2:

The Nature Stone two-part, patent-pending epoxy is hand-mixed in small batches using a small concrete mixing drum with your choice of stone color from the Nature Stone stone swatch library.



Step 3:

Our expert crew hand trowels the product over the existing concrete floor at 1/2 inch to 3/4 inch thickness to create a permanent, beautiful, durable Nature Stone floor.

Header stone: River Tan

CARING FOR YOUR NATURE STONE FLOOR IS EASIER THAN YOU THINK!

Nature Stone flooring is low maintenance and requires very little attention. The only day-to-day care that it needs is a bit of light cleaning!

If you're cleaning your basement or indoor areas, try:

- a vacuum cleaner
- a carpet cleaner
- a wet/dry vacuum, a.k.a. a shop vac

If you're cleaning your garage or outdoor areas, try:

- a rinse with a hose
- a power washer
- a wet/dry vacuum, a.k.a. a shop vac



Vacuum



Hose or Power Washer



Wet/Dry Vac

A SPECIAL TYPE OF FLOOR DESERVES A SPECIAL TYPE OF CLEANER



Garage/Outdoor Floor Cleaner

To remove heavy stains like:

- Grease
- Motor oil
- Winter weather grime



Multi Purpose Indoor Floor Cleaner

To remove stains like:

- Household dirt
- Grass stains
- General grime



Pet Odor Eater Floor Cleaner

To remove smells from:

- Cat and dog urine
- Pet feces
- Hairballs and vomit

FOR MORE INFORMATION, VISIT YAYABYNATURESTONE.COM



NATURE STONE, YOUR HEALTH, AND THE ENVIRONMENT

Nature Stone® is dedicated to protecting the environment. We practice environmental responsibility according to sustainability concepts developed by the United States Green Building Council's Leadership in Energy and Environmental Design (LEED®) program.



Green-friendly attributes include:

- 100% epoxy solids – FDA compliant
- No volatile organic compounds (VOCs)
- Chemicals are monitored under the International Council of Chemical Associations' Responsible Care® program
- Anti-microbial agents in the epoxy inhibit growth of mold and mildew
- Does not require harmful chemicals or waxes to maintain
- Reduces waste stream through recycling and proper disposal
- Manufactured locally to reduce pollution generated by transporting products
- Committed to manufacturing safe, environmentally friendly products that are safe for our employees to handle and safe for you and your family





Header stone: Gray Brown Blend

ALL NATURE STONE FLOORS COME WITH A 10-YEAR UNCONDITIONAL WARRANTY

"No other company or product can match the features, benefits, and warranty of an authentic Nature Stone brand floor" –Russ Masetta, Owner/Founder of Nature Stone

Nature Stone flooring is specifically formulated and designed for application over existing concrete substrate. The substrate condition is critical to a successful Nature Stone flooring application, so Nature Stone flooring should not be used in lieu of replacing severely damaged, shifting, sinking, heaving concrete, and/or concrete that is structurally unsound. A Nature Stone representative will physically inspect and make every effort to determine that the existing concrete substrate is structurally sound and in suitable condition to be resurfaced with Nature Stone flooring and upon acceptance will provide the warranty listed below.

Any routine cleaning or necessary cleaning prior to any repairs and/or top coating is not part of or covered by this warranty and any cleaning cost is the responsibility of the customer. Prior to any labor being performed by Nature Stone under this warranty, the Nature Stone flooring must be thoroughly clean (by deep extraction method) and dry.

No ongoing resealing or maintenance costs.
No strings. No surprises.

Buyer Beware: Many warranties for similar products are full of disclaimers and are often nothing more than ongoing service contracts that can cost thousands of additional dollars. Don't be fooled...there is only one Nature Stone flooring.



Header stone: Gray Brown Blend

THE NATURE STONE EXCLUSIVE WARRANTY*

All Interior Applications

Garages, Basements, Laundry Rooms, Rec Rooms, and Sun Rooms

10-Year Unconditional Warranty:

- All material †
- All labor †

Interior Applications: The obligation of Ohio Concrete Resurfacing Inc., under this warranty shall be to provide any required labor and materials for the necessary repairs or top coat or at the discretion of Ohio Concrete, replacement due to cracking, delamination, or loss of gloss for a period of 10 years from the original installation date of the Nature Stone floor.

All Exterior Applications

Pools, Patios, and Porches

10-Year Unconditional Warranty:

- All material †

One-Year Warranty:

- All labor †

Exterior Applications: The obligation of Ohio Concrete Resurfacing Inc., under this warranty shall be to provide the material only for the necessary repairs, top coat or at the discretion of Ohio Concrete Resurfacing, replacement due to cracking, delamination or loss of gloss for a period of 10 years from the original installation date of the Nature Stone floor. Any required labor for the necessary repairs, top coat, or at the discretion of Ohio Concrete Resurfacing, replacement due to cracking, delamination or loss of gloss shall be covered for a period of one year from the original installation date of the Nature Stone floor.

*This warranty applies to Nature Stone's corporately owned and operated locations. Nature Stone dealers and franchisees may offer a different warranty. Consult with your local dealer or franchisee for details. † From original installation date.



RUSSELL'S PROMISE SM

I was once driving my then 7-year old son, Russell, to hockey practice when I got a call from the office. We had an unhappy customer who was having an issue with an installation that we performed a decade prior.

We had upheld our contractual obligations to her and decided there was nothing more we could do. That's when I heard Russell from the back seat.

"Daddy, why don't you just take care of the customer?" I chuckled and tried to answer.

I began to explain that when you're an adult you have to make tough choices and even though you want to try to help everyone, sometimes you can't. This was one of those circumstances.

Russell thought about that for a few moments. I asked if he understood. My heart melted when he said, "Daddy, if you don't help this person, God will be upset with you." I had no response.

For the next few days I found myself thinking about those words more and more. When I was a boy, my father, also named Russell, started the Nature Stone business on the premise that "With God all things are possible."

He made it a point to satisfy each and every Nature Stone® customer. It was this philosophy that paved the way for our company's charitable donation program and mission statement, both of which are integral to what we do.

He taught me that we should be thankful for each and every one of our customers, and that they should always be made to feel special because without them there would be no Nature Stone®.

Yaya (my grandfather), my father Russell, and now my son Russell... they were right.

In keeping with the traditions of my father, my grandfather, Andrew "YaYa" Masetta, and the counsel of my young son, I reaffirmed Nature Stone®'s long-standing commitment of placing our customers first, doing the little things necessary to earn our customers trust and respect, and to ensure that all of our customers are satisfied with their Nature Stone® experience.

That's Russell's Promise, and it guides us every single day.

It's Russell's Promise that provided inspiration for the sweeping changes we are announcing when it comes to Nature Stone® warranties, and we couldn't be more excited to announce them. Our new unconditional Warranty is unlike anything you've ever seen: No strings. No hidden costs. No surprises.

Our new fully transferable labor warranty is good for one year for commercial jobs, one year for outdoor residential flooring, and for a whopping 10 years for indoor residential flooring.

Our new materials warranty is also fully transferable and is good for 10 years for both residential and commercial jobs.

You read that right: 10 years. And again, no strings, no hidden costs. Just pure consumer protection.

Our unconditional warranty goes above and beyond every other product on the market in more ways than one, too. We are proud to announce that these extraordinary new warranty terms are being extended to all customers – and not just future customers, either.

Past customers are now covered by these terms, too, for both indoor and outdoor installations.

That's right. If you already have a Nature Stone® floor, you are now covered by these warranties.

You won't find any other flooring manufacturer or installer who will do that. On this, Nature Stone® stands alone.

Because we believe it's not just a floor, it's Nature Stone® – and Nature Stone® is more than flooring, it's a philosophy.

—Michael A. Masetta, Nature Stone CEO and proud Father of Russell



"When my grandson, Michael, shared with me the story about young Russell, my heart was filled with the warm feeling of happiness that comes with special moments. My husband, YaYa, and I were blessed to watch our family build more than a business together. As our family worked together they used the same values of caring, respect, and trust that provided YaYa and I with so many years of success in our relationship. Like so many people I am proud of my family. From my years of happiness with YaYa to the pride I feel when I heard about Russell's Promise, I know my family's legacy is forever set in stone!" – Angela Masetta. Young Russell's Great Grandmother

Left: Angela Masetta, mother of Nature Stone owner and founder, Russ Masetta, with her great grandson, Russell Masetta.



IT'S NOT JUST A FLOOR



IT'S NATURE STONE®