



GENUINE STONE



Contact:

Duke Pointer, Executive Director

Natural Stone Council

(978) 391-4130

info@naturalstonecouncil.org

For Immediate Release, October 26, 2012

Hollis, NH – The Natural Stone Council (NSC) has announced the launch of a new website and repurposed effort to position natural stone as a sustainable building product. As the united voice of the natural stone industry, the NSC website focuses on the original mission of the organization striving to increase the understanding of, preference for and consumption of Genuine Stone[®] in residential and commercial applications throughout North America. It also promotes awareness and call to action for increasing regulatory concerns facing the industry, sharing effort and progress of several new sub-committees online. The site boasts education about natural stone through extensive research results including material fact sheets and life cycle inventory assessments for specific stone types, and a Stone Locator application. Case studies that support natural stone's environmentally preferred characteristics and a quartet of industry best practices documents further position natural stone and its producers favorably in green building markets.

Formed in 2003, the NSC unites a diverse industry of natural stone producers by bringing together the various natural stone associations to actively promote the attributes of natural stone. Funded entirely through donations, NSC is actively engaged in the development of the industry's first sustainability standard. ANSI standard NSC 373 is currently in public comment period and can be viewed from the NSC website. To learn more about NSC, its initiatives or to pledge support, visit www.naturalstonecouncil.org.