











## ClifRock Installer Program

-  **Access to ClifRock Academy - Online Learning Center**
-  **Open Door Policy (send employees to any future trainings for free)**
-  **Unlimited technical and product support**
-  **Wholesale pricing from our vendor/supply partners for all your accessories needs..**
-  **Access to ClifRock marketing drive, including webinar series, PCon design tool, project estimator tools**
-  **Installer Multi-page ClifRock microsite for local lead generation**
-  **No required purchases, franchise fees, annual fees or other additional hidden fees**
-  **Access to ClifRock App, ClifRock Modular Kitchen Kits, advanced trainings ie. Grottos, slides, retainer walls and more...**



# Marketing Services



- ClifRock Multi-page Microsite
- Installer Directory and Google Local Listings.
- Digital Photo Library Landing Pages

## ClifRock Academy Online Learning

- ClifRock Academy is available to all installers and their employees
- A Library of How-to Videos and Refresher courses.



- Co-branded Brochures
- Home Show and Event Displays
- Access to ClifRock Marketing Drive



- Access to ClifRock App
- Estimator tool for all ClifRock projects
- PCon Kitchen Design Tool
- ClifRock Kitchen Modular Kitchen Kits.  
and much more..

# Hands-On Training



## 3 Day Hands-On Field Training

- Overview of tools and materials needed
- Design, planning and site preparation
- Panel fabrication and installation
- Countertop design and construction
- Seaming and attaching panels together
- Coloring and staining techniques

- Appliance cut-outs and installation
- Construct small/medium size water feature and outdoor kitchen, working side by side with our trainer(s)

## Advanced Trainings

- Take ClifRock to the next level with Grottos, slides, steps and more, made from our panel mix.
- Concrete formless walls
- At No Additional Costs

# **Reasons Contractors Choose ClifRock**

## **1. ClifRock's Panel Masonry**

**This technology combines the traditional appearance of stone with a simplified modern assembly method. ClifRock is faster and easier to install while removing the complexities and hassles of traditional masonry methods and materials.**

## **2. Durable Rock Mold Casting System**

**Made from two part silicone for ease of demolding, durability and production casting. With proper maintenance, ClifRock Mold Kits will produce several panels before needing replacement. Patterened from natural stone, you can create stone panels in various stone profiles and colors to meet customers' desires or match native stone colors. Cast on demand means no more waiting at the supply yard or on the jobsite for a material delivery. Panels can be precast in the shop or as needed on the jobsite.**

## **3. Proprietary High Performance Concrete Panel Mix**

**ClifRock Masonry Panels are made from a high density blend of polymers, powdered composites, acrylic fibers and a proprietary blend of raw materials. The StoneRok Mix is a quickset compound. Panels only require a couple of hours to set before demolding and can be cast on the jobsite. Engineered for maximum strength and durability. Cured panels core test at 10,000 PSI and have 1550 flexural strength.**

#### **4. ClifRock Panel Materials Properties**

Once demolded, you have engineered a structural panel that is ready for installation. Cured ClifRock panels are characterized by strength, weight and on-site workability.

- **Less overall material.** High strength panel allow installers to precast panels 1 to 1.50" thick without compromising structural integrity.
- **No footing requirement (lighter weight).** Panel materials is 1/10th of the weight of comparable stone materials, 1/3 weight of standard concrete mix and can be set on any hard surface, without the need for any additional footing, saving labor time and cost.
- **Panels are aesthetic (stone facing), structural and self supporting,** eliminating the need for a base substrate material.

#### **5. ClifRock Panel Masonry Advantages**

- **Cost competitive advantage -** Panels cost less per surface sq foot than most masonry block products.
- **Stone aesthetic without the cost -** The panel system offers an economical way to help meet your clients budget without compromising aesthetic quality.
- **Close more projects -** Lower price point to the homeowner plus stone aesthetics, enables the installer to procure more business. Less time and labor on projects means more projects on the books.
- **Customization capability -** Create outdoor kitchens and countertops without the limitations of traditional materials. Panels can be cast at any height, length or shape.
- **Adaptable -** Panel system can be installed on any hard surface. Structure can be leveled to an imperfect surface.