

OVERCOME CHALLENGES WITH READING ROCK SOLUTIONS

Virginia Tech, known to many as the Hokies, has a beautiful campus that no other college in the country can replicate. Virginia Tech wanted to capture the look of the iconic Hokie Stone when they added an exterior masonry wall to the campus, without the major costs that accompany such a select stone.

The challenge

The university's trademark- look is difficult to mimic because the school has exclusive rights over Hokie Stone, the predominant material in the façade of new buildings. Hokie Stone is a unique and rare natural stone, found only near Blacksburg, Virginia, and is solely quarried for Virginia Tech projects. Therefore, Hokie Stone is a very expensive product that is challenging to duplicate. The university wanted to find a manufactured stone that resembled Hokie Stone for smaller projects, such as masonry walls, at a reduced cost.

The solution

Reading Rock was able to collaborate with Virginia Tech and fulfill the customer's wishes by creating a whole new product line, Muro Stone. This manufactured stone is a durable and cost-efficient alternative to natural stone, in part because of its long life cycle. Four different color blends were mixed together to create a stone that best matched the visual appearance of Hokie Stone. From this color mixture, the portions that best resembled Hokie Stone were handpicked and selected, making the perfect Hokie Stone replica.

The results

Virginia Tech was given an affordable alternative to Hokie Stone, which perfectly matched their campus style. The money saved was able to be used on other renovation projects across the school and "GL C" plaza was transformed into a welcoming and vibrant campus destination. Now, a whole new stone has been added to Reading Rock's product line that can be used for future Virginia Tech and other projects.

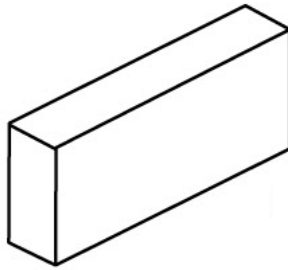


“The masons had never used the material before but found it was easy to install. The color and texture was almost a perfect match to real Hokie Stone.”

Chuck Kepley, Commercial Sales, Boxley

QUICK PROJECT FACTS

Project Location	Graduate Life Center & McComas Hall
Product Used	RockCast Muro Stone
Project Owner	Virginia Tech
Landscape Architect	Virginia Tech
Assisting Architect	Colley Architects
Civil Engineer	Gary and Neel, Inc.
Surveying Services	Gary and Neel, Inc.
Distributor	Boxley



Your challenge. Our solution.

Since 1947, Reading Rock has had a passion for manufacturing quality masonry products and is currently one of the country's largest cast stone producers. RockCast is a ground-breaking cast stone masonry product offering great versatility in application for use with exterior or interior masonry walls, as a veneer, or as architectural features, trim, or facing for buildings. With a classic look and texture, RockCast offers the structural integrity of natural limestone, sandstone, and granite and can withstand extreme weather conditions.

The RockCast Architectural Masonry Veneer Series is a superior-quality, highly durable cast stone product that can be used at grade for the best performance. The product exceeds ASTM test specification C90 and was the first cast stone product to be manufactured on a machine.

This exceptional product is simple to install using standard masonry practices. Produced with an integral water repellent (IWR), the Architectural Masonry Veneer Series requires little maintenance and is easy to clean.

- ◆ Design options
- ◆ Ready, Flex, Plus, Merit & Quick Ship
- ◆ Backed by experience
- ◆ NPCA Plant Certification
- ◆ Cast Stone Institute
- ◆ Lifetime Warranty

Learn more. Ask an associate how Reading Rock can help you overcome a challenge with one of our Architectural Stone Solutions. Contact us at 800.482.6466 or online at www.readingrock.com to request additional information.