

# The Allure of Stone

For over 5,000 years great civilizations around the globe have relied on the intrinsic strength of stone to construct some of the most enduring icons of the human spirit.

Along the Nile in Egypt soars the majestic pyramids and the stoic Sphinx, on the dusty Salisbury Plain in England stands the monolithic Stonehenge, and through the rolling landscape of China winds the impressive Great Wall. But beyond their ability to withstand the test of time, these inspiring monuments hold a beauty and wonder that is in part a direct result of the materials from which each was made—natural stone. The rich variations of color, patterning, and texture of stone conveys a visual complexity that is visually stunning and delights our senses.



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Considering natural stone's significant and basic link to human evolution throughout history, it's not surprising that it is an ever-popular material in home construction. Even when our homes are not built of stone, we seem to find the need to accent some element of our dwellings with this material. We have all experienced the emotional comfort that a stone hearth brings to a home or the solace of

strolling through a garden landscaped with stone elements. **Our connection to natural stone is not lost on Tim and Scott Buechel, brothers and co-owners of Buechel Stone Corp. (pronounced BEE-kul) in east-central, Wisconsin.** "There's nothing like real stone," comments Tim Buechel, company president. "You cannot imitate the colors and complexities of Mother Nature."

## A LONG HISTORY OF EXCEPTIONAL PRODUCTS

With only four employees in 1964, Buechel Stone Corp. began harvesting and processing natural stone from their sole quarry in Chilton. Today, they have grown to a company of over 250 employees, with five quarries that last year yielded over 150,000 tons of stone. The dolomitic limestone Buechel Stone quarries is valued for its full range of pleasing natural colors and intriguing rich textures. This stone is also very dense and durable and has performed exceptionally well in extreme temperatures, excessive moisture and high winds.

The superior quality of stone harvested from these quarries is only one of the many factors that account for the success of Buechel Stone Corp.. Commitment to quality customer service, a passion for exploring and implementing innovative ideas, and state-of-the-art processing methods are some of the many strengths behind this thriving business.

## AN INNOVATOR IN NATURAL STONE THIN VENEER

Full veneer stone, though a beautiful and well-established treatment, tends to be labor intensive, resulting in a price tag that is too lavish for some. With this in mind, Buechel Stone also offers a lightweight alternative that is less expensive to install yet superior to man-made stone. The product, Natural Thin Veneer (NTV), is natural stone that is cut at a thickness ranging from three quarters of an inch to one and one quarter inches.

"Natural Thin Veneer lays-up at least twice as fast as full stone, which is a cost savings," notes Tim, "yet it's just as durable and visually striking as full veneer."

Tim and Scott both agree that one of the most frequently asked questions they get regarding their product is about it being real. "Many homeowners are unaware of the differences between real and man-made stone," said Tim. "There is some very good imitation stone on the market, but the bottom line is you can't duplicate Mother Nature. It's like trying to imitate a diamond. It may look good, but it's not real." That fact, according to Tim, combined with the strength and durability of NTV, make it an unbeatable, yet affordable, building choice.

## STONE CUTTING IN THE 21ST CENTURY

In addition to producing building and landscape stone, Buechel Stone specializes in detail-designed cut stone. "We have a fully-automated system that is programmed off CAD drawings. The system is so precise that it can cut even the most detailed designs for fireplace surrounds, hearthstones, archways, keystones, sills, and even custom stone signs. The system is truly amazing!" said Scott. "Our customers have been very happy with the products we have designed with this system."



Buechel Stone is uniquely equipped to produce a variety of detail-designed cut stone fireplace surrounds, hearths, mantels, sills, keystones and other custom accents.



Full veneer natural stone (left) is cut to a thickness of 3" to 5," while thin veneer natural stone (right) is cut from 3/4" to 1-1/4."

And pleasing their customers is a top priority for Buechel Stone. "It really is all about the customers," said Tim. "Obviously, they are the reason we are in business. Our strategy is to have good employees, the best equipment, and a goal of meeting and or exceeding our customers' expectations. If we can do this, I believe Buechel Stone's future looks very solid."

## CONTACTING BUECHEL STONE

Visit Buechel Stone's showroom at N4399 Hwy. 175 S., Fond du Lac, WI.



They also have a very informative website where you can see stone samples as well as a variety of residential and commercial projects where their stone has been used.

You can also call for more information at 920.922.4790 or 1.800.236.4474. **WHT**