

PHOTOGRAPHY BY BONNIE FOX



THE FAMILY STONE

THE PLACE: If you've built a home in Grey or Bruce County, you're likely familiar with Shouldice Designer Stone. This third generation family business has been around since 1947 and got its start as a manufacturing facility for concrete block - meeting local builders' needs for a sustainable, quality product. Since that time, the company has evolved into a stone veneer business that's well known across North America. An extensive showroom, located just outside Owen Sound in Shallow Lake, provides customers with product samples and endless possibilities. Life-size displays and renderings will help you visualize your project whether it is indoors or out.

SERVICES: Brothers Steve and Brad Shouldice now run the family business and continue to focus on each customer's individual needs. "We specialize in

Continued on page 32



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all types of masonry products for all types of construction," says Steve. "Come visit us and let our design team show you what we can do for you." Shouldice offers a full line of products in colour coordinating profiles for residential, commercial, landscape, accents and fusion stone, a DIY masonry product.

WHAT'S HOT: The Shouldice family stands firm in their belief that "innovation is the key to success." They are constantly researching and developing new products to stay out in front of their competitors. "Top sellers come and go but our line is extensive and covers all modes of construction," says Steve. "To the homeowner, the most popular product is the one they want."

SEASONAL: Residential stone is always hot in spring. Steve says homeowners spend the long winter months dreaming up their new home project and put their plans into action once the snow melts and the weather warms. Spring is also a wonderful time for landscaping projects that include walkways, patios, outdoor fireplaces and stone walls.

FAVOURITES: There's always a new favourite at Shouldice Designer Stone. What you'll find is what customers are asking for and Steve and Brad are always excited about featuring new products. You can visualize your home in all types of stone on their website or by visiting their big, beautiful showroom.

WHERE: 281227 Shouldice Block Road, Shallow Lake
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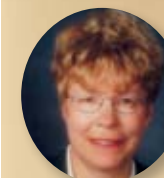
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