

Welcome to Monument Basics

There are 6 basic things you need to know to sell and order granite memorials:

- **WHERE WILL IT BE INSTALLED**
- **SIZE**
- **INDIVIDUAL'S INFORMATION WANTED**
- **SHAPE**
- **FINISH**
- **COLOR**

In that order!

If you keep these 6 things in mind when you are presented with an opportunity to help someone with a monument or marker, it will make the decision making and ordering process an easier one.

WHERE WILL IT BE INSTALLED?

If the customer already owns grave spaces, you have to know where, how many, and what is allowed on those spaces. This is the very first thing that anyone selling monuments must ask, unless they already know.

WHY?

The rules of the cemetery determine what is allowed on those spaces. The major differences in cemetery sections are between upright monuments and flat (lawn level) markers. In upright sections, the number of spaces owned and the size of the spaces will determine what is possible to put on those spaces. **You must know what is allowed or possible before you can sell it to them!**

If you work for a cemetery and most of your sales are in that cemetery, you must know the sections of your cemetery like the back of your hand! If you think that's hard, think of the poor monument dealer who has to know these details for as many as a hundred cemeteries in his trade area.

In some rural and church cemeteries the only rule is that you must keep the memorial within the spaces you own. In professionally managed cemeteries the rules can be many! The purpose is to assure that down through the years the cemetery will look nice and be easier to maintain.

Sorry! There's no easy short cut here. If you're going to be a real professional and make a great income doing this, you have to pay this price. The sooner you get command of this knowledge the sooner you can start on your journey to success!

SIZE

This is all you need to know:

Length x Width x Height

That's it! Any time you are taking or giving dimensions for a memorial always use this format.

Length is defined as the measurement from **Left to Right**.

Width is defined as the measurement from **Front to Back**.

Height is defined as the measurement from **Bottom to Top**.

When you are taking or giving the dimensions always use the perspective of standing in front of the memorial (see examples on the following pages).

Measurements can be written in inches or feet and inches. Century Granite converts all measurements into feet and inches, using a dash to separate the feet from the inches. Examples:

24" would be written 2-0 (two feet, zero inches)

48" would be written 4-0 (four feet, zero inches)

14" would be written 1-2 (one foot, two inches)

4" would be written 0-4 (zero feet, four inches)

You get the idea! Honestly it doesn't matter, if you feel more comfortable giving dimensions in inches, by all means go right ahead. What does matter is that the dimensions are given in the proper order.

Length x Width x Height

Be aware of odd dimensions! Standard granite dimensions are even numbers. Monument thicknesses are 4", 6", 8" etc. For example, If you order something 5" thick, it can be done but you will pay a lot more and wait a lot longer,

Granite is not an exact product. In fact, **most memorials are a little oversized.** If you take a measurement on a monument and it's 48 ½ inches, it's 48 inches. If the stone measures 8 ¾ inches, it's 8 inches. Fractions are considered only when there is a need for the piece to fit precisely into a given space

INDIVIDUAL'S INFORMATION

Now comes the fun stuff! What's going to be on the monument? This is obviously a personal preference. Encourage your customers to make their memorial "theirs". A marker is one of the most personal things someone can purchase. Help them to design monuments that will help them remember their loved ones. A pre-need memorial is also a way for your customers to make a statement about themselves for future generations.

Designing a memorial can be very simple. Some people may have no idea where to start when choosing a design. That's where the brochures and pictures come in handy. These brochures have a vast array of designs for all sizes and shapes of monuments and markers. We recommend the D-Mart brochures because:

- They are convenient, compact brochures you can carry into a home and are loaded with different designs.
- Century Granite has pre-priced the monuments in many of these brochures! This allows you to quote with confidence.
- Using a MONU-CAD Lite system, you have the ability to show the design to your customer on your computer. You can then customize the design with the individual's name and other information and print out a drawing.
- They make ordering simple. Give us the D-Mart number, the size wanted and the person's information and we can produce a drawing for you (usually by the next day).

Some people have very definite ideas about what they want. Many will take ideas from existing markers in the cemetery. Others may want to personalize the memorial with poems, items that represent hobbies or sports, emblems of fraternal or social affiliations, scenery or pictures.

Many times a family wants to match an existing monument. A rubbing is necessary to match the design as well as the style and size of the lettering exactly. A rubbing is easy to do with two people; one person holds the paper in place while the other takes the rubbing. If you are by yourself, tape the rubbing paper to the surface of the stone. The clearest, most detailed rubbing is created by a tennis ball. If you do not have a tennis ball, wrap a \$100.00 bill (because we all know sales people carry hundreds!) around two fingers and use the back of your hand. **A good rule: if you can't clearly see what's on the rubbing, no else can either!** Taking a photograph of the memorial is also recommended. By attaching the photo to the rubbing, this will take most of the guesswork out of duplicating the memorial. If you're high-tech, take the picture with a digital camera and e-mail it to us!

Century Granite can manufacture nearly all designs. The important thing is to let us know what your customer wants! Send us a picture and the size. Draw us a picture (we do not judge artistic talent!). Send us a rubbing. In other words, spell it out for us. If you will do that, you will find you receive the drawings quicker and price quotes will be much more accurate. **Most important: we cannot help you until we know what size you want. If you tell us the design number and the length (left-right) of the base, we can figure out the rest of the sizes so the monument will look like the picture or design.**

Now that you have jumped through hoops to “spoon feed” us all of this information, you still have two more decisions to make. 1. Should the carving be “Flat” or “Shape”? 2. Do you want lithichrome (litho) or not? And, if yes, what color?

CARVING:

Flat or Shape carving is an option for all monuments. The terms refer simply to how the design is sandblasted into the stone. A flat carving is created by sandblasting the backgrounds of the design into the stone. A shape carving is created after the backgrounds have been sunk. Our sandblaster then manually shapes the design to give it more of a three-dimensional look. Shape carving is more expensive than flat carving because of this extra step. Upright monuments look best when shape carved. Flat carving is recommended for flat markers.

LITHICHROME:

Lithichrome is paint that is put in the carving and lettering after the design has been sandblasted on the monument. Adding the litho allows you to read the memorial easier. When choosing a color, you need to be mindful of the finish. Remember that v-lines and frosted areas will appear grayish compared to the polished surfaces. Black litho will not show up in the polish of a black granite, however, it looks wonderful in the frosted panels. More than one litho color can be used on a memorial.

Litho is not required; in fact some cemeteries prohibit its use, because all paint will eventually weather off.

SHAPE

The shape of the memorial is part of the overall design. Two monuments of the same size and with the same carving design can appear very different just by changing the shape of the top and ends of the stone.

The most common shape for the top of the monument is called **Serpentine** (or Serp). Other popular choices are **Oval** and **Flat**.

The most common shape for the ends of the monument is **Straight**. But the sides can also be **Tapered, Convex, Concave** or some combination of these shapes. If there is no reason to specify one or the other, straight is the best choice because it can cost less. *If you do not specify the shape of the end we will make it straight.*

Other traditional shapes include Single Hearts, Double Hearts, Crosses and monuments with columns. Sketches of these and other common, traditional shapes can be seen on the following pages.

Feel free to use your imagination! We can cut any shape you want, but remember that unusual shapes can greatly increase the price. Be creative with the monuments you are offering and help your family design a stone that is unique to them. Just remember that the least costly creativity is accomplished with sandblast carving and special lettering. *The lettering on a monument or marker is what makes it a memorial.* With only names and dates it can be a beautiful a grave marker, but not a memorial.

Unusual shape monuments usually take longer and cost more. Always call Century Granite for quotes and estimated delivery times before committing a price or date to your customer.

FINISH

The finish of the monument describes the surface of the stone. There are many options for finishes, the most common of which are described below.

A **polished** surface is the most common for the front and back of an upright, the top of a base and the face of a slant, hickey marker or flat marker. This type of surface is created by slowly grinding the granite with progressively finer abrasive until it becomes smooth and glassy.

A **rock pitched** surface is sometime called “rough-cut” or “rustic”. As a stone is initially shaped by a skilled stone cutter, this finish is created with a hammer and chisel called a “pitching tool”.

The most common finish for an upright monument is polished front and back. *The pictures of monuments in your catalogs and brochures showing a polished face imply a polished back, even though you can't see the back in the picture.* The standard (no extra cost) finish of the top and ends is rock pitched. This would be written **Pol 2/BRP**. If the picture shows a polished top or some other finish, our accompanying price includes the extra cost of making the monument like the picture. *What you see in the picture is exactly what you will get unless you instruct us otherwise.* If an upright needs to be polished on the front, back and top, this could be written Pol 3. (We assume that the 3rd polished surface is the top.) If all sides are polished, you guessed it, Pol 5.

Grass (flat) markers and bases for upright monuments typically are polished on the top and rock pitched around the sides. This is written **PFT/BRP**.

Other common finishes:

Sawn: A smooth (but not shiny) finish. It is created when a diamond tipped saw makes a cut through granite.

Steeled: A smooth surface, lighter in color than sawn, created by sand blasting. A frosted name panel on a polished surface has a steeled finish.

Axed: A smooth and textured pattern made by pneumatic hammers and steel chisels. If a surface must be smooth but it cannot be sawed to that shape, it usually has to be axed by a skilled stone cutter. Think \$.

Shell Rock: A hand-cut rustic surface with a strong, scalloped or dish shaped appearance, cut by a skilled stone cutter with a hammer and chisels.

Pitched to top line: The top (of the marker or base) is precisely cut but the sides and ends are left rough and there are no mitered corners.

COLOR

What color stone does your family want? *Families tend to select the predominant color in the surrounding cemetery area.* Most monuments are a version of gray, red (pink) or black. You will occasionally sell an uncommon or “odd” color, but generally your family will decide based on the options you present to them or what they see in the cemetery.

Century Granite stocks 12 colors that have proven to be popular over time in most of the country. Generally speaking, we have the color you need or something very similar. The two advantages to ordering one of our stock colors are price and delivery time. Our pricing structure focuses on the types of granite we are cutting; we are able to keep our cost down on those colors we cut in volume. Prompt and consistent delivery is available on our stock colors. **The delivery time on the 12 colors we are stocking is three to four weeks.**

The advantages of using a single company with an array of colors are clear:

- You don't have to talk the family into or out of the color they like.
- Cost and delivery time can be less if a larger quantity is ordered from the same source.
- You become an expert at the pricing and ordering processes of your supplier.
- You learn to use the best value added features offered by the company. For example, Drawings for approval are available in uniform format and service.

There may be times that you will need to exactly match a color other than one of ours. This is often not a problem as we have the resources available to match many colors. Exceptions are foreign granites that often are no longer available. **Make sure your family understands that any color they order today may not match exactly due to weathering of the existing monument and variations of color within the quarry itself.** Keeping this in mind, you may be able to substitute a similar color to keep costs down and ensure prompt delivery.

REMEMBER 2 THINGS:

1. GRANITE IS A NATURAL PRODUCT; COLOR AND VARIATION MAY VARY FROM PRINTED OR ACTUAL SAMPLES.

2. VARIEGATED GRANITES ARE UNIQUE! EVERY ONE WILL BE DIFFERENT, AND YOUR CUSTOMERS MUST EXPECT THIS.

CENTURY STOCK COLORS

Able Blue/Monarch Blue

Also known as Georgia Gray. This is a fine-grained granite, which makes a beautiful upright monument. Time-tested and affordable, it's a classic choice. It's the least expensive for Century Granite to manufacture because it is quarried right here in Elberton. It is also used as a base for bronze because of its affordability. This is our best seller. Any color lithochrome (coloring) can be used in the carving and lettering.

Able and Monarch are from the same quarry, but Monarch is graded more carefully.

Dark Blue

This is also called Georgia Grey. This is a darker version of Able and Monarch Blue. It is a little more expensive because it is quarried and manufactured in smaller volume. We suggest it to our customers when the monument calls for maximum contrast between polish and steed (frosted) finishes, such as frosted outline letters in a polished background. Again, it's perfect for any type of memorial. Any coloring can be used in the carving and lettering.

Kershaw

This brown, earth tone stone comes from Kershaw, South Carolina. This granite is perfect for a bench or marker base. It takes a very good polish but because of the large grains, this color does not carve and letter as well as fine grain granites.

Imperial Rose

This rose pink stone is quarried in the Marble Falls, Texas area. It is a coarse grained granite that is perfect for a bench or marker base. It is a very reasonable priced earth tone color. It has a good contrast between polished and frosted areas, and the carving and lettering looks best with a dark brown litho (coloring).

Monarch Pink

This granite is quarried in Salisbury, North Carolina. It is fine grained and "Salmon" pink in color. It is the "Pinkest" granite we offer and it is very popular for baby markers, especially little girls. It is an affordably priced colored stone. It looks best with dark brown litho (coloring) in the background of carving and lettering.

North American Pink

This reddish pink granite is quarried in Canada. This is a medium grained granite that sandblasts well and has good contrast between polished areas and frosted panels. This is a great option for those families who want a “color” on a limited budget. It looks best with a dark brown litho (coloring) in the background of carving and lettering.

Colorado Red

This is a highly variegated fine grain red granite that is quarried in Colorado. The red color is accented with dark waves and it also has some lighter waves. This is probably one of the best granites in the world to carve and letter. Coloring is not needed in the background of carving and lettering, but if it is used we recommend dark brown. This is a great choice for families who want something a little different from the traditional reds. The pricing is much the same as other upper end granites.

Sierra Red

This is our most popular red granite. This African granite is more uniform in color than Colorado Red. It is a medium grained, deep red granite that makes beautiful monuments. When coloring is used in the carving background and lettering, we recommend dark brown.

Northern Mahogany

Quarried in Canada, this is also known as Canadian Mahogany and Red Deer Brown; it is very similar to Dakota Mahogany. The rich, dark color provides a strong contrast between polished and frosted areas. If coloring is used in the background of carving and lettering, we recommend dark brown. White, white highlight and gold all look good in all polished areas.

Starlight Mist

This color is also known as Ebony Mist, Gem Mist and American Black. There are sources for similar granites in Pennsylvania and Virginia. This medium grained black stone is characterized by its unique “Milky Way” like grain. Even though it is highly variegated, it is suitable for etching. It looks best with black coloring carving and lettering if the panels are frosted. If the lettering areas are polished, white or white highlight makes it show up better.

Celestial Black

This black granite is quarried in Africa and imported in large quantities of large blocks to be manufactured into monuments in this country. It compares very closely to Impala Black and is similar to Academy Black. This medium grain granite is our most popular black. It does not have the white variegation like Starlight Mist, which makes it a somewhat better choice for etching. It is a bit less expensive than Jet Black. When lettered in frosted panels, lithichrome coloring is not necessary, but if it is used it should be black. When carved or lettered in a polished surface (with no frosted background) we recommend white or gold lithichrome.

Jet Black

This African granite is the darkest and finest grain material that we manufacture. There are no jet black granites quarried in the USA, but several similar jet black granites are quarried in Africa, India, South America, and China, and they are hard to tell apart. The African and South American Jet Blacks are the only jet black that can safely be guaranteed because they have been imported for many years and they have passed the test of time in the cemeteries. There is little or no variegation, making Jet Black an excellent medium for etching. It is a little more expensive than other black granites. Our recommended use of lithichrome is the same as for Celestial Black.

All of the above colors are available for three to four week delivery for “standard” memorials. More complex memorials may take longer. Please check with us on delivery time before giving a definite date to your customer.

Some of the other popular colors that Century can furnish are:

Wausau Red (Wisconsin)

Meadow Green (Canada)

Blue Pearl (Sweden)

Barre Gray (Vermont)

Mountain Red (Texas)

Dakota Mahogany (South Dakota)

India Red (India)

Silver Cloud (Georgia)

Chapel Rose (Oklahoma)

Autumn Rose (Oklahoma)

Premier Rose (Texas)

Mountain White (North Carolina)

Please call Century Granite for quotes and delivery times on these colors.

**There are many variables that make up any granite memorial.
Ride through your local cemeteries and notice the different
aspects of different monuments. They will all have five things in
common:**

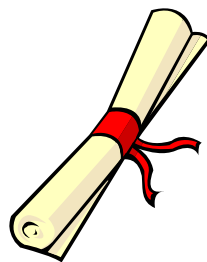
SIZE

INDIVIDUAL'S INFORMATION

SHAPE

FINISH

COLOR



Congratulations! You have completed *Monument Basics*.
Now get out there and sell some monuments!

GLOSSARY OF TERMS AND CONTRACTIONS

POL	Polished	Glossy finish (shines)
STL	Steeled / Sand Steeled	Smooth light finish (no shine)
BS	Bottom Sawn / Balance Sawn	Smooth finish, may have saw marks
BJ	Bottom Jointed	Cut smooth to fit on smooth surface
BAQ	Bottom as Quarried	Rough broken surface
BRP	Balance Rock Pitched	Rough cut surface with mitered corner lines
PTL	Pitched To Top Line Only	Edges are left rough as broken
PFT	Polished Flat Top	Glossy top (parallel to bottom)
PBT	Polished Bevel Top	Glossy top (at an angle to bottom)
SERP	Serpentine	Curve with highest point in center, reverses at the ends
STR	Straight	Straight
FC	Flat Carved	Carving with no contouring details
SC	Shape Carved	Carving with details contoured
LITHO	Lithichrome	Paint specially formulated for stone
STD	Standard	Widely known industry standard