



FOR IMMEDIATE RELEASE  
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## STUCCO GETS EXTREME MAKEOVER

- A North American first: IMASCO's *Artisan* range dramatically expands stucco colours -
- Deeper, bolder shades soon to enrich houses in your neighbourhood -

Surrey, BC – IMASCO Minerals today unveiled four new colours for its *Artisan* collection of traditional sand cement stucco. The *Artisan* additions go beyond the standard stucco palette to provide homeowners, architects and builders alike with long lasting, elegant exterior cladding in far richer colours and darker shades. The new pigments, Eucalyptus (dark green), Manzanillo (bright green), Sicilian Inferno (red/brown), and Pimento (olive green) are specifically designed for Western Canadian climates, exposure conditions and architecture.

IMASCO's *Artisan* is the product of two years of research and development, and it represents the first commercially distributed stucco product in North America that offers this range of colours. The four additions boost IMASCO's *Artisan* offering to 21 contemporary stucco shades. Bound in pigmented cement, *Artisan* colours will never fade and will not require future painting.

“With *Artisan*, you are going to see stucco houses boasting rich, vivid colours,” says IMASCO President and CEO David Sacks. “For years, stucco homes were limited to lighter pastel shades. *Artisan* now provides homeowners with a range of deep, rich colours that compliment Western Canadian residential architecture and design, and add to the character of our neighborhoods.”

Vancouver's Livia Mahler chose *Artisan* stucco for a recent renovation. “We wanted a deep, rich exterior for our home, and were searching for a colour that would compliment the style and character of our neighbourhood. *Artisan* allowed us to do that with stucco. It's durable, weather resistant and low maintenance, and immediately enhanced the curb appeal of our property.”

Stucco, also known as portland cement plaster, is a centuries old cement based exterior cladding. Professionally installed stucco is durable, low maintenance, weather resistant and non-combustible. Stucco adapts to a variety of shapes, forms, arches and configurations, and can be applied in a wide variety of textures and colours, all of which enhance design and architectural flexibility. IMASCO's stucco products are available from certified suppliers across North America.

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Notes to Editors – Consumer beta test participants available for profile, including before/after comparisons. Please also see overleaf for “**Top Ten Stucco Facts**”.

Note to Photo Editors - High-resolution images of *Artisan* projects in South Western BC are available upon request.



## BACKGROUNDER

### *STUCCO – TOP TEN FACTS*

1. Stucco, also known as portland cement plaster, is a cement-based exterior cladding. portland cement, in reference to hard portland stone, is one of the world's oldest building materials.
2. Stucco is a mix of sand, portland cement powder, lime, water, and in most cases, colour. It is considered hydraulic cement, meaning it hardens with exposure to water.
3. Professionally installed stucco is durable, low maintenance, weather resistant and non-combustible. It performs well in a variety of climatic conditions, readily adapting to wet/dry and hot/cold cycles.
4. Stucco colours, including the 21 *Artisan* options, are bound in pigmented cement, ensuring exteriors won't degrade or need recoating. IMASCO uses inorganic oxide pigments that are not subject to degradation from ultraviolet light.
5. Stucco conforms to a variety of shapes, forms, arches and configurations, and can be applied in a wide variety of textures and colours, all of which enhance design and architectural flexibility.
6. Stucco provides up to one-hour fire resistance, a feature that sets it apart from other economical cladding materials. It is also insect proof, and impact and noise resistant.
7. Stucco is the only exterior cladding that studies have shown will improve a building's ability to withstand an earthquake.
8. In 2000, IMASCO Minerals, the largest manufacturer of stucco products in Western Canada, established a comprehensive contractor certification program to promote consistent, quality installation of stucco products. IMASCO regularly circulates a list of its certified contractors to architects, engineers and developers.
9. A traditional stucco wall is designed to 'float' off a structure's framing, creating a drainage cavity that allows the system to breath and moisture to escape. This prevents water penetration, and most importantly, the formation of mold and rot.
10. There are a variety of easy and inexpensive ways to clean stucco, and remove stains or efflorescence. Stucco can also be refreshed with cement FogCoat, a sand cement based paint, or in some cases, regular exterior paint.



### About IMASCO Minerals

IMASCO Minerals is Western Canada's leading manufacturer of sand cement stucco products. IMASCO designs, manufactures and services complete stucco systems for residential, institutional and commercial buildings. The privately held company, which also produces a variety of industrial and agricultural products, has been in business for over 40 years and now employs over 60 people at facilities in Surrey and Creston, BC. IMASCO owns and operates two modern manufacturing facilities and manages a network of mineral deposits that produce high quality limestone, dolomite, quartzite and granite.

For more information, visit [www.imascominerals.com](http://www.imascominerals.com).

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