



Two pictures (interior and exterior) of the Rolling Stone. The show room made a stop in Orlando, Florida, last May and participated with Mapei at Coverings.

MAPEI ON TOUR with "The Rolling Stone"

It carries the name of a famous 70's rock legend, it travels throughout the United States on board a giant showroom trailer and has an adventurous spirit worthy of the Wild West. But it's neither a rock star nor a western movie hero.

The Rolling Stone is a laboratory on wheels, a giant showroom that visits clients directly, an entrepreneurial experiment that proved absolute success. Seen from the outside, it would seem to be a normal trailer, but once inside one discovers a surprising array: the walls are completely covered with stone slabs of every type and description.

The Rolling Stone is the brainchild of BuffaloStone Inc., a provider of natural stones for construction that has its head office in the state of Wyoming.

"The idea of creating a travelling showroom came to us when we saw the client interest in our products", says Cory Lawrence, Chief Operating Officer of BuffaloStone. "We realized that the best way to spread the word about our products was to make sure the public saw it first hand", continues Lawrence. "And now we bring our showroom directly to the distributors, we hold conferences for architects and designers and we give people the opportunity to touch and feel the quality of our products", he concludes.

Once on board the Rolling Stone, many visitors are amazed. How is it possible, they ask, that a trailer 36 feet long and 8.5 feet wide, with a traditional suspension system and completely covered with stone slabs on the inside, can travel for thousands of miles, without any of the slabs coming off.

The secret lies in Mapei's GRANIRAPID SYSTEM, one of the products obtained thanks to the Time Saving technology, which allows for perfect adhesion in a minimum time frame.

"Only three hours after having set the stone, we took a test drive of about 30 miles: not a single stone moved, not even the slightest budge. This result is better than any other testament as to the quality of Mapei products", comments Lawrence with a smile. One stone is worth a thousand words.

