



This flyer tells about the physical and technical aspects of cast stone and how it compares to other building materials.

## Marketing Spins

*Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.*

### Spin 1) Professional Contact

I wanted to tell you about our dry-tamp cast stone. Our product is a building material superior in many ways. It is more durable than natural stone, as well as most other manufactured stone. It can be formed into almost any shape, can carry astonishing levels of detail, and just about any color imaginable. Take a look at this flyer I'm including and you will see the quality we put into every piece of stone we make.

### Spin 2) End User

Your project sounds like something you want the best for. I would like to tell you a bit about our product. We manufacture a Dry-tamp cast stone that looks like natural limestone, but is more durable than natural stone, as well as most other manufactured stone materials. Cast stone can also be formed into artistic forms like the finest classical statuary, and can be custom made in nearly any color. Take a closer look at this product and you'll see we can produce something for you that no one else can.