

New Tagline Suggestion:

Easy Stone

The Beauty of Natural Stone. Simplified.

Home Page:

We make it easy to add the beauty of natural stone to any space in your home or office.

Our patented peel-and-stick tiles are [\(Icons/graphics here for each\)](#)

Easy to Install

Inexpensive

Beautiful & Durable

Perfect for:

Kitchens, bathrooms, fireplace surrounds, living rooms, bedrooms, home offices, and more.

[\(Each/some of these examples could be accompanied by a picture\)](#)

Visit our [Design Gallery](#) for more inspiration.

We offer both residential and commercial versions of our lightweight natural stone tiles, panels, and exterior boards. Whether you're a DIY-er looking for your next great project - or a builder, construction manager, or architect looking to cut costs without sacrificing quality - Easy Stone has the perfect natural stone product for you.

[\(I envision the following 3 bits of copy being side by side and accompanied by a clickable graphic or picture of some sort.\)](#)

Browse our award-winning selection of wall tiles. [\(Product page\)](#)

Learn about how we developed Easy Stone and what sets us apart. [\(About Us page\)](#)

Commercial customers - Learn how you can use natural stone panels on your next construction project to save money and time. [\(Commercial page\)](#)

There could also be some kind of prominent graphic somewhere else on the page (maybe towards the top) that says "Shop Now", or something to that effect, since the main point of the home page is to drive sales, so more than one link to the product page somewhere would be a good thing, in my opinion.

Products Page

Our award-winning natural stone wall tiles and panels are lightweight, durable, low-cost, and easy to install yourself. Made with natural stone for a beautiful textured finish, but weighing and costing a fraction of what solid stone does, Easy Stone wall tiles and panels are perfect for anyone looking to add a sophisticated and elegant touch to their space.

We offer residential and commercial products for both interior and exterior walls. Commercial customers click [here](#) to be redirected to our commercial products information page.

Easy Stone tiles are made of 100% natural stone laminate, made to look beautiful and last a lifetime. And we stand behind the quality and durability of all our products with a 10-year warranty. Wall tiles come in a variety of sizes and colors to perfectly match your style and space.

We put years of research and development into our natural stone tiles.

All of our products are:

- Lightweight (70% lighter than traditional stone)
- Moisture Resistant
- Eco-friendly & Recyclable
- Quick & Easy to Install

Mix and match colors and sizes to create a beautiful statement wall, fireplace surround, or kitchen backsplash. Tiles come in four striking colors: Midnight Black, Smoky Gray, Soft Beige, and Golden Honey.

(I jazzed up the color names a bit, while still keeping the base color name in there. If you're open to even more creative color naming options, I'm happy to suggest more.)

Application is a snap, using minimal tools and requiring no previous experience. Visit our [Resources](#) page for full installation instructions.

Our peel-and-stick natural stone wall tiles come in three sizes

Graphic/Picture to go along with each of the four below, which links to the individual product page

15.7" Square	15.7" x 31.5"	5" x 33"
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We also have 12" x 24" panels that can be installed with simple construction adhesive

Individual Product Pages

Note that the detailed/originally given name of the product is in red, and my suggestion for a simplified version of the name for the web page is under it in bolded black.

Lightweight Natural Stone Panel Indoor 12"x24"

Large Stone Panel

Our natural stone panels are perfect for indoor home and office use, and made with our revolutionary design process to be lightweight, durable, and beautiful.

Each panel measures 12" x 24" and is .5" thick. A box contains 4 panels and only weighs 6.2 pounds, fitting easily inside a standard car trunk.

Available in four colors: Midnight Black, Smoky Gray, Soft Beige, and Golden Honey.

Application is easy and needs only basic materials: a cutting tool, measuring tape, construction adhesive, and sandpaper. Simply clean the surface, prepare your stone, add glue, and place the panel. For an even easier application, take a look at our line of peel-and-stick tiles. Full installation instructions can be found on our [Resources](#) page.

Your new stone panels are moisture-resistant, easy to clean, eco-friendly, and made to last a lifetime. We stand behind our products with a 10-year warranty.

Wall panels are especially suited for home and office walls, and can easily cover any size area. For design ideas, visit our [Design Gallery](#).

For other purchase options, visit our [Where to Buy](#) page.

(The following should be in smaller type)

Meant for indoor decorative use only - keep away from drastic temperature changes, direct heat, and direct or prolonged contact with oil or water.

Peel and Stick Lightweight Natural Stone Wall Tile 15.7" x 15.7"

Square Peel-and-Stick Stone Tile

Our natural stone peel-and-stick square wall tiles are an easy way to redesign your space, and made with our revolutionary design process to be lightweight, durable, and beautiful. Use alone, or mix and match with our rectangular wall panels for a creative, unique look.

Each tile measures 15.7" x 15.7" and is .5" thick. A box contains 8 tiles and weighs only 5 pounds, fitting easily inside a standard car trunk.

Available in four colors: Midnight Black, Smoky Gray, Soft Beige, and Golden Honey.

Application is easy Simply clean the surface, prepare your stone, peel the paper backing, and place the tile. Adding additional adhesive is optional. Full installation instructions can be found on our [Resources](#) page.

Your new stone wall tiles are moisture-resistant, easy to clean, eco-friendly, and made to last a lifetime. We stand behind our products with a 10-year warranty.

Wall tiles are especially suited for home and office walls, kitchens, fireplaces, and more, and can easily cover any size area. For design ideas, visit our [Design Gallery](#).

For other purchase options, visit our [Where to Buy](#) page.

(The following should be in smaller type)

Meant for indoor decorative use only - keep away from drastic temperature changes, direct heat, and direct or prolonged contact with oil or water.

Peel and Stick Lightweight Natural Stone Wall Tile 15.7" x 31.5"

Rectangular Peel-and-Stick Stone Panel

Our natural stone peel-and-stick rectangular wall panels are an easy way to redesign your home or office, and made with our revolutionary design process to be lightweight, durable, and beautiful. Use one size, or mix and match with our square wall tiles to create your own unique design.

Each panel measures 15.7" x 31.5" and is .5" thick. A box contains 4 panels, weighs only 11 pounds, and fits easily inside a standard car trunk.

Available in four colors: Midnight Black, Smoky Gray, Soft Beige, and Golden Honey.

Application is easy Simply clean the surface, prepare your stone, peel the paper backing, and place the panel. Adding additional adhesive is optional. Full installation instructions can be found on our [Resources](#) page.

Your new stone wall panels are moisture-resistant, easy to clean, eco-friendly, and made to last a lifetime. We stand behind our products with a 10-year warranty.

Wall panels are especially suited for home and office walls, kitchens, fireplaces, and more, and can easily cover any size area. For design ideas, visit our [Design Gallery](#).

For other purchase options, visit our [Where to Buy](#) page.

(The following should be in smaller type)

Meant for indoor decorative use only - keep away from drastic temperature changes, direct heat, and direct or prolonged contact with oil or water.

Peel and Stick Lightweight Natural Stone Strips Indoor Tile 5" x 33"

Peel-and-Stick Stone Strips

Our peel-and-stick natural stone strips are an easy and creative way to redesign your home or office, and made with our revolutionary design process to be lightweight, durable, and beautiful.

The versatility of this size allows you to create an unlimited number of patterns and designs - perfect for kitchen backsplashes, fireplace surrounds, a stunning statement wall, and much more. For design ideas, visit our [Design Gallery](#).

Each strip measures 3" x 33" and is .5" thick. A box contains 9 pieces and weighs only 3.5 pounds, fitting easily inside a standard car trunk.

Available in four colors: Midnight Black, Smoky Gray, Soft Beige, and Golden Honey.

Application is easy Simply clean the surface, prepare your stone, peel the paper backing, and place the strip. Adding additional adhesive is optional. Full installation instructions can be found on our [Resources](#) page.

For other purchase options, visit our [Where to Buy](#) page.

Your new natural stone strips are moisture-resistant, easy to clean, eco-friendly, and made to last a lifetime. We stand behind our products with a 10-year warranty.

(The following should be in smaller type)

Meant for indoor decorative use only - keep away from drastic temperature changes, direct heat, and direct or prolonged contact with oil or water.

Residential

Easy Stone has several products specifically designed for residential use - our natural stone panels and peel-and-stick tiles are perfect for remodeling and design of living rooms, bedrooms, bathrooms, kitchens, fireplace surrounds, home offices and more.

Application is quick and easy, and our tiles come in a variety of sizes and colors to match any space or style. Each one meets international standards for recycled stone, is moisture resistant, lightweight, eco-friendly, and beautifully designed to stand the test of time.

Visit our [Product Page](#) to browse our selection, the [Design Gallery](#) for inspiration, our [About Us Page](#) to learn more.

Commercial

Easy Stone offers a wide variety of commercial products that have been designed specifically for use in large construction projects. Get the warmth and beauty of natural stone without the limitations and hassles of the quarry.

Our natural stone tiles can be used for interior walls and ceilings, and our large boards and panels are ideal for exterior walls, measuring 1.22 x 2.44 meters and 12-14 mm thick.

Installation is quick and easy, and can be done with only a two-man crew. The process is dry construction with no masonry or cement mixes, and the panels screw directly into a metal or wood frame, with no joint treatment or drying time.

Benefits of Easy Stone

- Waterproof
- Fire and Mold Resistant
- Ecological
- Low Cost
- Will Not Fade
- Lightweight (70% lighter than traditional stone coverings)
- Durable
- Thermal and Acoustic Insulation

Several sizes, thicknesses, and colors are available to fit your design plans, with the versatility of 11 different types of stone plates for a huge variety of design combinations.

[Contact Us](#) today to learn more and for purchase information.

See our Technical Installation Manual in the [Resources](#) section for detailed construction procedures, installation requirements, and accessories.

About Us

Easy Stone was founded in 2003 as a low cost, do-it-yourself alternative for everyone who wants the beauty and elegance of natural stone without the weight, expense, and complicated installation of traditional stone wall coverings.

We've conducted extensive research and development through the years to perfect our manufacturing and design process, bringing you the perfect combination of durability, ease, and beauty.

We start with selecting the best natural stone, and then mix it into a compound that we bind onto gypsum board, adding layers of paperboard, sealants, and self-supporting strips through a patented manufacturing process that produces a durable, lightweight tile ideally suited for any application.

Some graphics here about the design/manufacturing process, like those found on the reference docs, would be nice to break up the text. I also imagine that a simple graphic for each paragraph might be nice, like a environmental-type one for the following paragraph, a ribbon/award for the one after that, etc.

We have a passion for natural stone, but we also care deeply for our environment, and are committed to creating our products according the highest ecological standards. Our manufacturing process reduces CO2 emissions by 40% over traditional manufacturing methods, and all our natural stone tiles are fully recyclable. Our products also help reduce the over-exploitation of stone mines, and the thermal insulation qualities of our natural stone tiles and boards greatly reduce energy consumption in buildings.

We've won a number of awards for our revolutionary design, and are always striving to grow, improve, and be the number one source for stone tile around the world.

We're constantly evolving as a company, and strive to bring even more innovation to the world of natural stone. But our mission has always been the same:

We bring you the beauty of natural stone - simplified.

Design Gallery

There are so many amazing ways to use your Easy Stone natural stone panels and tiles. They're perfect for any room in your home, and we have a variety of designs to match your style and fit your space. Combine colors and sizes of tiles for a unique and beautiful look anywhere in your home.

Pictures of design examples, followed by a link below them to the Product Page (perhaps the same one from the home page - a button with "Shop Now" on it).

Resources

Here you can find installation guides and data sheets for all our products, as well as helpful videos, infographics, and more!

[Technical Installation Manual \(Commercial applications\)](#)

[Residential Installation Guide](#)

Data Sheets

[-Interior Wall Panels](#)

[-Interior Stone Boards](#)

[-Universal Molding for Windows](#)

[-Exterior Eco- Stone Panels](#)

*Note: I think the installation guides and technical installation manuals are well-designed, but they do have a number of typos and awkwardly translated phrases in them, and could benefit from a good edit and proofreading. Let me know if you'd like me to go over them. We could do it as a separate fixed-price project or by the hour.

Where To Buy

Easy Stone products are available here on our website on our [Products Page](#), and at these online retailers:

BuildDirect.com

Amazon.com

Houzz.com