



**cerastone**  
stone and brick veneers

## **Standard Operating Procedures**

**Cerastone Canada Ltd.**

[www.cerastone.ca](http://www.cerastone.ca)

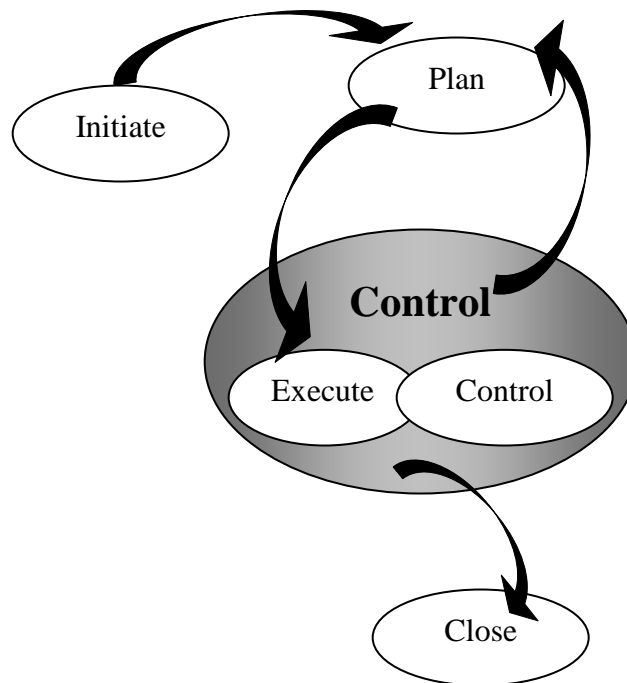
## Standard Operating Procedures

### Project Completion: Processes & Procedure, Customer Satisfaction

1. Lead or sales call comes through office, website or direct sale.
2. Quotation & estimate information is determined with an estimate detail form completed including a general date and time for site meeting to measure and assess the project.
3. Estimator confirms final date for site visit, meets with client to discuss project including completion of site measurements with recommendations etc.
4. Cerastone estimator to complete quotation draft based on site visit and measurements within 24 hours of visit. Once the draft is completed it should be forwarded to the office for review and completion by Dale Galbraith. Upon review the office must have the official quotation completed within 24 hours.
5. The office will then forward the quotation to the client via email, fax or verbal confirmation. The office will review and communicate the quotation with the customer to ensure a clear understanding of the work including the potential for any misunderstanding of what should have been quoted or any recommended changes.
6. Customer/client accepts by signing the quotation sheet.
7. Upon acceptance of the quote the office confirms inventory then books the project into the queue for scheduling and completion of the project.
8. At the time the project is official scheduled for installation the office meets with the appropriate team members to **INITIATE THE PROJECT** and review the following:
  - a. Scope of work
  - b. Details of start and completion date
  - c. Materials needed
  - d. Product requirement
  - e. Any and all details relevant to the successful completion of the project
  - f. All paper work will be provided to the installer including drawings and or photos of the building.
  - g. Open dialogue with the installer to accept feedback, suggestions or comments from the team members

9. At this stage the project management criteria must be followed. The simple guideline is provided below to assist in understanding the path of least resistance while understanding the critical path of a project:

### Project Management Overview



### Customer Satisfaction

1. Upon start date or before, the estimator and or project coordinator will meet on site with installers to review the scope of work and ensure all necessary information relative to the installation is addressed. In addition, this would provide the installer and project manager a final opportunity to meet the customer (if existing home) and establish a comfort level and expectation.
2. The estimator and or project coordinator now **“own”** the installation along with the installer and should continue to ensure **“quality control”** mentality throughout the completion of the project through to the **“Close”** aspect of the project management phase, this includes the following:
  - a. Details and scope of the project clearly understood with an effort on transparency for the client and installer.

- b. Periodic review of work particularly at confirmed “Critical” points in the installation or schedule, 1. Start: (installation of paper and lath) 2. Mid Phase: (begin of rock installation according to patterns or general visual requirements) 3. Completion: (tooling is complete, cleaning of rock is complete, general site cleanup and removal of all debris)
- c. Ensure details of new work required or needed have a “Change Order” signed. In addition, all new work is addressed immediately including relative product and or materials are supplied.
- d. Ensure any problems which may arise are addressed in a timely manner for the benefit of the client.

***Constant and continued communication with the client/customer is critical to ensure a positive and lasting experience. The transition and transparency throughout the complete experience should be positive, seamless and consistent for the client.***

3. Ensure **drip caps** or other related incidentals are addressed prior to the start of the installation phase.
4. Project or on site coordinator ensure a successful close of the project including the following:
  - a. Inspection of the final installation or renovation immediately upon completion. This would include inspection throughout what would be established as “**critical stages**” of the project such as renovations, demolition and product installation as examples.
  - b. Repair and remedy of any noted deficiencies or details not addressed during the initial renovation and or installation process.
  - c. Complete review with customer when necessary.
  - d. Sign off of project indicating acceptance of the work and satisfaction of the job.
5. Once the project is “accepted” as complete by the site coordinator, all related paper work (including any additional work orders or extras) will be submitted to the office for final billing.
6. Upon final billing through the office an invoice will be generated and sent to the client. The office will co-ordinate and communicate with the client to ensure final payment is received. This process should only change if; an onsite meeting to explain the billing or other details proves necessary.
7. Official **CLOSE** of the project is completed by the office upon receipt of the final payment, this may include the following items:
  - a. When final payment is received a thank you note with gift certificate will be sent from the office to the client.

- b. A reference or other useful comments will be collected by the office for current or future use.
- c. All pertinent data will be entered in the data base for future use and or follow up.
- d. All expenses relative to the project will be inputted in a timely manner to ensure project budgets and costing is in line with projected numbers.
- e. A final P&L is provided for a post mortem and final review.

## **Cerastone Standard Installation Procedure**

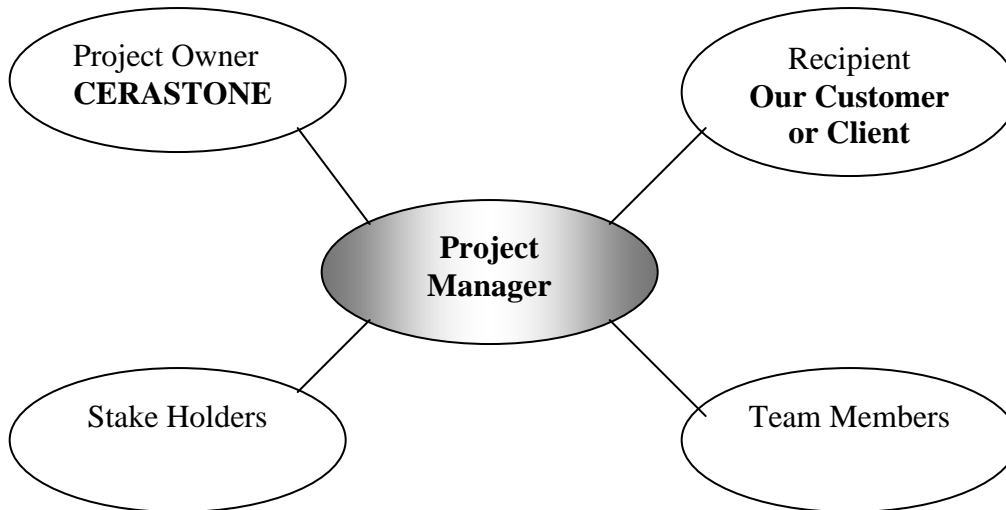
To ensure consistent and 'Professional Standards' Guidelines are followed for our installations, Cerastone Canada Ltd. installers and crews shall strictly adhered to the following guidelines on all project installations:

1. Ensure substrate of building is solid and structurally able to accept manufactured stone and or brick veneer application.
2. Place weather proof wrap (Tyvec or tar paper etc.) installed as follows and according to standard install practices.
  - a. Ensure proper overlay of 6 inch minimum
  - b. Ensure all overlays are taped with TUCK tape
  - c. Ensure all drip cap is installed as needed or required
  - d. Place and install metal lath (2.5 M) as follows:
    - I. Overlap metal lath by 3 inches
    - II. Nail lath to substrate using air nailer with appropriate nail length (nails should penetrate substrate)
    - III. Ensure nails hit all studs for additional support
3. Apply scratch coat covering all exposed areas of lath.
4. Lay out rock to be installed and apply as desired patterns allow. Butter back surface of rock with mortar and apply using medium pressure in a wiggle motion to ensure secure bond to scratch coat surface.
5. In hot and dry temperatures be sure to mist scratch coat and wet back of rock to be applied.
6. Heat and hording as necessary in inclement weather.
7. Grout and tool mortar as required and in conformity of grout lines were applicable.

8. Wash and clean rock after each day's application.
9. Clean up site daily and upon final completion of work ensuring all debris, boxes and or left over materials are removed from site.

## Summary

All projects big or small begin in many ways with the following necessary elements, which when combined and managed correctly create a basis for success and ultimately complete customer satisfaction, let's all be conscious of the process outlined to ensure a minimum of disruption internally:



A JOB WELL DONE BY ALL... WITH **CONGRATULATIONS** TO THOSE INVOLVED!!!!