MAKE THE NEXT BIG THING
Demand for manufactured stones and boulders is expected to post the fastest growth of any type of landscape product over the next 10 years.

This expected growth is due to customers wanting more natural looking landscape products that cost less to install than natural stone.

Rosetta's wetcast hardscape products comprise the most complete line of manufactured stones and boulders currently available.

**Projected Category Growth (2012-2019)**

![Graph showing projected growth for various categories of hardscape products, with wetcast hardscapes leading with 292% growth.]

**Regional Landscaping Product Growth Annually Through 2017**

![Map showing regional growth in landscaping products, with the residential market growing the most at 45%.]

**Source:**
1. Freedonia Industry Study #3045, Landscaping Products, July 2013
2. Ahmad, "Precast Concrete Manufacturing in the US," IBISWorld, October 2014
3. Carter, "Concrete Pipe & Block Manufacturing in the US," IBISWorld, April 2014
Art begins in imitation & ends in innovation

—Mason Cooley

The market value of concrete is radically affected by the mold it’s cast in.
MARKET TRENDS
Over the last many years, access to skilled labor has decreased dramatically in many regions. At the same time, customers have become more and more demanding. These competing trends create a gap between what customers want and what contractors can economically install. Rosetta products bridge this gap.

HARDSCAPE PRODUCTS
This chart represents the hardscape products marketplace. Traditional Concrete Products are typically high on the ease-of-use axis, but relatively low on the attractiveness axis. On the contrary, Natural Stone is typically highly attractive, but relatively difficult to install or engineer. Rosetta products as easy to use as Traditional Concrete Products and as attractive as Natural Stone.

ROSETTA OUTPERFORMS INDUSTRY SALES
By creating products that meet these trends, growth at our regional hardscape production facility has dramatically outpaced that of the industry as a whole over the last seven years.

Simple lifting tool increases installation speed and safety
Interlocking Lugs make walls easy to engineer
Consistent dimensions make installation fast and easy
Highly attractive texture, color, and shape
THE MOST COMPLETE LINE OF WETCAST HARDSCAPE PRODUCTS ON THE MARKET
WHY PARTNER WITH ROSETTA

7 WAYS LICENSING ROSETTA HELPS YOU

1. HIGHER CHANCE OF SUCCESS.
We manufacture and sell a significant quantity of Rosetta products ourselves in Michigan every year. This experience has helped us to figure out what works and what doesn’t, which greatly increases your chance of success.

2. SHORTER TIME TO MARKET
We have developed a proven, plug-and-play system that will get you up and running and generating income much faster than would ever be possible starting from scratch.

3. INITIAL TRAINING AND ONGOING SUPPORT
We have a deep bench of talented staff ready to provide manufacturing training, sales training, marketing resources, and much, much more.

4. SELLING POWER OF A NATIONAL BRAND
The Rosetta brand is becoming well known nationally as both innovative and trustworthy.

5. NATIONAL ADVERTISING AND LEAD GENERATION
We nationally advertise to both installers and specifiers in both print and on-line media. This effort provides us with valuable leads to pass on to our licensed customers.

6. PERFECT BLEND OF AUTONOMY AND SUPPORT
Our license structure allows for independent, entrepreneurial manufacturers to run their business the best way they see fit, while giving them access to cutting-edge R+D, best practices, and world-class support.

7. NETWORK OF INNOVATIVE MANUFACTURERS
Join an exciting network of innovative concrete products manufacturers with an incredible wealth of experience and expertise that are collectively changing the hardscape industry for the better.

THIRD GENERATION FAMILY BUSINESS

HOW IT ALL BEGAN
Rosetta Hardscapes launched in Charlevoix, Michigan in 2007—The brainstorm of three brothers who had spent their entire careers in the construction industry.

Responding to the need for a hardscape product that mimicked the colors, textures and shapes of natural stone the first product Rosetta developed was the Outcropping Collection.

As a larger scale wall solution that creates grand walls that truly capture the look of natural stone, Outcropping was met with success on a local level. Since 2007, several Rosetta manufacturers have joined the Rosetta team—covering select markets in the United States, Canada, Europe, Asia, and the Middle East.

GROWING AND INNOVATING
Beginning with the Outcropping Collection, early advances included the development of a complete line of hardscape products.

The complete line of Rosetta wet-cast, concrete products gives Rosetta an appeal in every market—within the landscape architecture community, among the landscape contractor market, and even in the do-it-yourself homeowner crowd. This creates an opportunity to promote Rosetta across a range of specifiers and customers.

Rosetta’s innovative engineering resources include on-staff engineers, wall layout software, design charts, construction details and much more. These resources are available both in print and online and are constantly being improved and updated.

Rosetta’s full-time R&D department is constantly striving to find opportunities for product improvement and development.

MOVING INTO THE FUTURE
Rosetta is committed to continued innovation—with exciting developments coming from the R&D Department. Stay tuned as Rosetta continues to lead the wetcast hardscape industry by creating beautifully engineered, artistic hardscape solutions.