



ARCHITECTURAL COLUMNS



by CRANE

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# NEWS

## FOR IMMEDIATE RELEASE

### **A Whole New Look to Fencing with BellaStone® Architectural Columns** Giving Fences the Strength and Warmth of Stone Quickly and Affordably

**COLUMBUS, Ohio – December 17, 2008** – Fences add privacy, provide safety and security, and most importantly, enhance the appearance of a property. To bring substance and versatility to fencing designs, Exterior Portfolio® by Crane has introduced its new BellaStone® Architectural Columns that can add beauty, style and elegance to fencing applications. BellaStone columns offer easy installation, require no stone masonry and are a cost-effective option for today's homeowner. Created using an innovative technology that delivers the unmistakable look of natural, hand-chiseled stone, BellaStone columns offer an easier, quicker way to add elegance to wooden, vinyl and ornamental fencing.

Offered in four sizes – 20"x20"x16", 20"x20"x38", 14"x14"x16" and 14"x14"x38" – BellaStone columns are adaptable and allow for multiple configurations that give installers the versatility to create different heights and profiles that can coordinate with existing landscaping and exterior elements of a home. These columns are lightweight – the largest size weighs less than 25 pounds – and can be installed in a fraction of the time needed for masonry columns. By securing a 4"x4" post, sliding the module over the post, securing and attaching a coordinating cap, this landscaping accent installs dramatically faster than stone without all the prep work or need for special skills, tools or expensive materials.

BellaStone columns are available in three colors that accent any front or back yard escape. The cool, gray tones of Torino; the deep, earthy Tuscan tones; or the rich, mosaic of Bordeaux can be

coordinated with a Cobblestone or Keystone colored cap. Unlike other available options, BellaStone columns have a truly authentic appearance.

Homeowners continue to look for ways to beautify their landscapes elegantly, easily and affordably. This new product answers the demand for a hassle-free product that provides a unique, innovative and appealing outdoor look. BellaStone Architectural Columns offer a way to spruce up a wooden privacy fence, add a striking accent to simple vinyl fencing or provide elegance to an ornamental fence. As homeowners pay more attention to the exteriors of their homes, BellaStone columns provide the versatility, design freedom and beauty they are looking for to help them create personalized fencing to accent any outdoor space.

For more information on the new BellaStone Architectural Columns or other BellaStone and Exterior Portfolio by Crane products, call 800-366-8472 or visit [www.bellastonecolumns.com](http://www.bellastonecolumns.com).

#### **About BellaStone Architectural Columns**

BellaStone® Architectural Columns are the latest product innovation in the BellaStone product line by Exterior Portfolio® by Crane. Since their introduction in early 2008, BellaStone columns have been admired for their durable design and ease of installation. *Professional Builder* magazine named BellaStone columns the “Best of the Best” for new building products. Additionally, *Qualified Remodeler* magazine cited the columns in its “Innovations” category in 2008 and *LBM Journal* named the columns one of their 2008 “50 Hot Products” at the International Builders Show. Ideal for fencing, decking and multiple landscaping applications, the product’s versatility allows for various outdoor design possibilities. More information is available at [www.bellastonecolumns.com](http://www.bellastonecolumns.com).

#### **About Exterior Portfolio by Crane**

Exterior Portfolio® by Crane is focused on exterior design options for architects, builders, contractors and homeowners. Exterior Portfolio offers an extensive collection of cladding products and accents including BellaStone®, CraneBoard® and Architectural Essentials™ to demonstrate textures, colors and styles. The first of its kind in the building products industry, Exterior Portfolio is a design group of products, branded by Crane Performance Siding®, located in Columbus, Ohio.

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