

“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.”

-Coco Chanel

*“On matters of style, swim with the current, on matters of principle, stand like a rock.”*

*-Thomas Jefferson*

# Agrestal Designs



Innovative and Stylish End-Markets  
For “Carpet Sand”

# Agrestal

# Designs

A story of  
when City met  
Country...

Once a upon a time a “Country Girl” left her home in Kansas and moved to the City. This “Country Girl” fit in quite well in the City, some might say better than she ever did in the Country and so she quickly became a “City Girl”. She absorbed its culture, its fashion, its architecture and its educational opportunities.

“City Girl” started her own company, designing and manufacturing eco-friendly countertops and did that for almost ten years, loving every minute of it. She traveled all around the U.S., talking about recycling, local economies and innovative manufacturing and product design techniques that she learned in the City.

Then one day all of a sudden, “City Girl” found herself back in the Country once again, reflecting on what to do during the next chapter in her life. This time, many years later, she saw the Country in a different way and was soon inspired. Conveying her City experiences, she designed a whole new line of eco-friendly products and created a new company to pay homage to her Country roots and to usher in her new City/Country way of life.



Ameé Quiriconi is Agrestal Designs' "City/Country Girl" and the company's principal product designer and expert in the areas of green construction as well as low-carbon cement manufacturing.

She started her career in recycled-content products design as the inventor of Squak Mountain Stone™, a recycled content countertop product. Ameé's inspiration for Squak Mountain Stone™ was sparked in 2003 during a master's degree assignment about creating healthy, local economies. Ameé continued to grow her business, moving from her garage in early 2004 to the Georgetown neighborhood of South Seattle. Squak Mountain Stone™ is consistently featured in national publications and on television as one of the top "green" countertops in the country.





Agrestal Designs strives to create stunningly beautiful built environments with well-designed architectural finish products that incorporate new technology and design approach into the classic world of handmade, artisan materials. We are sensitive to the look and feel of textures and architecture as well as the need for quality, durable materials that place all of this plus stewardship and price on par with each other.

The products are a unique and inventive combination of low-carbon cement with post-consumer recycled aggregates. All of the products are naturally cured in a low-energy manufacturing process.

Our products utilize recycled and locally derived ingredients that comply with the major green building standards and certification programs in the United States.

In addition to the Agrestal Designs branded line of building and home living products, custom couture solutions are also available.

And all of our products are manufactured in the U.S.A.

But at our heart, Agrestal Designs is recycling company...

Carpet "Sand"/Calcium Carbonate



*Measure success in terms of tons  
not just in dollars*

*Price-Minus Product Design &  
Development strategies*



Recycled Concrete Aggregate

# Industry Statistics

- Demand for decorative tile is forecast to increase 4.4 percent per year to 3.3 billion square feet in 2013.
- Flooring dominates and accounts for 80 percent of total tile demand in 2008
- In 2008, 74 percent of all tile sold in the US was imported. Most imported tile is produced in countries with low labor costs and good access to inexpensive raw materials, such as Mexico and China - the largest importers to the U.S..
- Imports of high-end tiles account for a considerable share of overall demand. Many consumers in both residential and nonresidential applications see European manufactured tile as a highly fashionable surfacing material.

*In value terms, demand for decorative tile is projected to increase 5.5 percent per year to **\$4.5 billion** in 2013, driven by increased sales of specialty tile types, which is favorable to Agrestal. These tile varieties, which are significantly more expensive than traditional ceramic tile, will benefit as homeowners and building designers work to enhance the aesthetic qualities of floors, walls, countertops and other surfaces.*

There are big opportunities in residential housing development, where revenues are projected to rise an average 10.4% annually for the next five years.

Driving this growth are Gen Y-ers who have started to leave the nest and buy their own homes. This growth will create a range of business opportunities, from bathroom remodelers to full-scale construction firms.

According to the National Association of Home Builders, some areas of strength include New Orleans, Washington state, and parts of Texas.

Decorative interior products have margins that bear the added cost to recover recycled ingredients and place the products competitively with non-green options.



# A Focus on Design Continuity



# Agrestal Designs Today

## Phase 1: Planting Seeds (0-6 months)

1. Develop the catalog of products, prototypes and key installations for feedback and promotional materials
2. Perform basic performance testing of the materials for independent verification of product performance
3. Limit production capabilities < 500 sq. ft./month to satisfy small orders and to create/supply samples & kits
4. Secure nominal sales from primarily local sources and pre-selected showrooms/sales agents
5. Market to key specifiers nationwide, mainly online and supplemental samples on an as-needed basis

# Existing Products



# TILES

TILES ARE HANDMADE AND DUE TO DIGITAL LIMITATIONS AS WELL AS NATURAL VARIATIONS IN HANDMADE MATERIALS, THE FINISHES HERE CANNOT BE REPRESENTED FULLY. ALL PRINTED OR DIGITAL COLOR SWATCHES SHOULD BE USED ONLY AS A GUIDE.

ALL RIVETS ARE 2X2X<sup>1/2</sup>.

## RIVET



R1 R2 R3 R4 R5

## DIAMOND PLATE



2x2x<sup>1/2</sup>

4x4x<sup>1/2</sup>

4x8x<sup>1/2</sup>

5x5x<sup>1/2</sup>

## FLAT



2x2x<sup>1/2</sup>

2x2x<sup>1/2</sup>

4x4x<sup>1/2</sup>

5x5x<sup>1/2</sup>

1x2x<sup>1/2</sup>

## SLABS



24x48x<sup>1/2</sup>



HEARTH

24x24x2

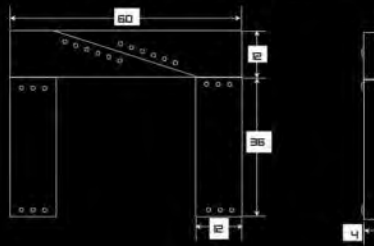


5x8x1/2

5x8x2

MANTLE/COUNTERTOP

## FIREPLACE SURROUNDS



12x12x<sup>1/2</sup>

4x4x<sup>1/2</sup>

4x8x<sup>1/2</sup>

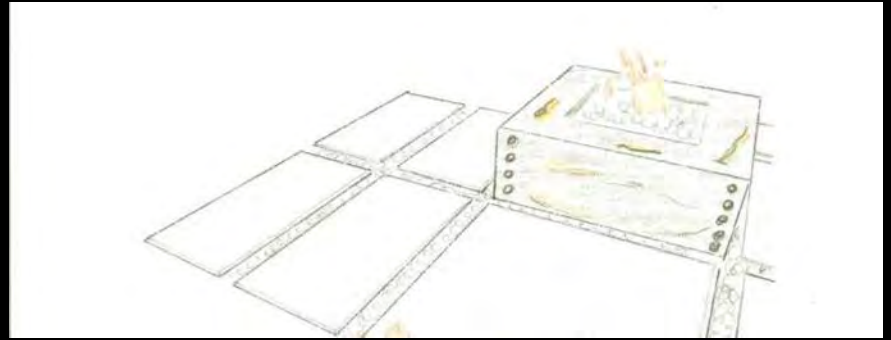
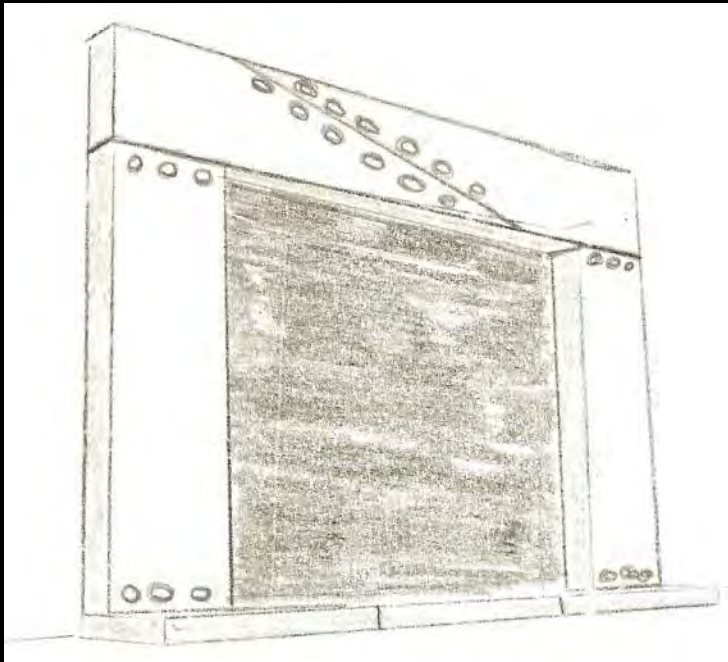
5x5x<sup>1/2</sup>

Saddle

Agrestal  
Designs

made in the usa from recycled materials

# New Opportunities





## Phase 2: Sprout (6-12 months)

1. Phased development of introductory production/operations to a scale of about 1,000 sq. ft./mo
2. Continued enhancement of Product Catalog
3. Marketing of products regionally through dedicated sales/marketing personnel
4. Continue seeding outlying target markets with sample kits and developing nationwide presence through a nationwide distribution network and showrooms.
5. Establish at least 200 high-end showrooms across the country for Building Products by end of 12 months
6. Establish a nationwide presence for Home Living Products through additional distribution channels

# Phase 3: Bloom (12-36 months)



1. Refinement and expansion of production to a scale of about 5,000 sq. ft./mo and up in a single location through advances in production technology, i.e. automation
2. Marketing and Selling exclusively through a nationwide distribution network and showrooms.
3. Establish at least 500 high-end showrooms/sales points of contact across the country for Building Products by end of 36 months
4. Develop and refine the key product divisions with a strong brand presence and recognition as unique, artful, green products

# Phase 4: Expansion

1. Multiple manufacturing facilities throughout the USA
2. Technology advancements in production to increase output and reduce costs of product development
3. Expand products to incorporate other recovered materials





fini