
TRAVERTINE STONE VENEER

2025 Source Book /Vol.1



EliteAzure
2025

ARCHITECTS' COMMON QUESTIONS ANSWERED

Q: What is Product Description?

A: Our **Travertine Wall Panels** combines the timeless beauty of natural stone with advanced performance features, making it an ideal choice for both interior and exterior applications. Crafted from eco-friendly natural stone powder, this lightweight veneer offers exceptional **Durability, Weather Resistance** and **Crack and Stain resistance**. It is **Class A fire rated, freeze-thaw resistant**, and designed to **withstand fading**, ensuring long-lasting color and performance in harsh climates.

Q: How is Stone Veneer made?

A: Our manufactured stone veneer is a man-made product composed of Natural Stone Powder, Acrylic Emulsion, Iron Oxide for color pigmentation and Fiberglass for strength. Then poured into cast molds taken from carefully selected natural stone, using a process that artfully captures the finest details of the original Stone.

Q: Where can you use Travertine Stone Veneer ?

A: Stone veneer can be applied over Cement Board, OSB plywood, EPS Foam, poured concrete, masonry, wood-framed walls and drywall with proper installation procedures. It is highly used for exterior facades, shower walls, feature walls, retaining walls, garden walls and interior wall statements.

Q: What installation applications can be used ?

A: The veneer is applied using polymer modified mortar over a scratch coat on a lath system. (**Just Like Cultured Stone or Final Stucco Coat**)
Seams Option: Grouting
Corner Joint Options: Lap Joint, Grouting. (See more details on Page 16)

Q: Are all panels consistent in appearance ?

A: Yes, when ordered multiple panels, each panel will have the same pattern and ALL will slightly look alike.

Q: How Sustainable and Durable the product is ?

A: Our travertine stone veneer is a natural and sustainable product, responsibly sourced with minimal environmental impact. It is environmentally safe, making it a responsible choice for eco-conscious projects. It's **durability to cracks, stains and fading**.

Q: Is the Travertine a Versatile Option ?

A: Yes, our Travertine veneer is designed for durability, elegance and adaptability for Commercial, Residential, Multi-Family and Hospitality projects. Can be installed to any Interior or Exterior applications from: Facade, Accents walls, Garden walls, Bathroom/SPA walls etc.

Q: What is the typical lead time for orders?

A: Lead time is about 2-4 months from an executed agreement and deposit.

Q: What is Travertine stone veneer?

A: Travertine stone veneer is often as striking and beautiful as natural stone it emulates. Manufactured stone veneer is a manmade material designed to replicate the look of natural stone in variety of architectural applications ranging from exterior facades to unique statement walls. It offers the same elegant, timeless look with easier handling and installation.

Q: What is CSI MasterFormat division?

A: Division 04 - Masonry
Section 04-73-13- Manufactured Stone Veneer

Q: Performance Characteristics ?

A: Our thin **travertine stone veneer** is engineered for superior performance in both residential and commercial applications. It offers **high durability, weather resistance, and Class A fire rating**, making it suitable for interior and exterior use. The veneer is resistant to **fading, stains, cracking, and freeze-thaw cycles**, ensuring long-lasting beauty and structural integrity. Made from eco-friendly natural stone powder, it combines strength with sustainability.

Q: State the VOC content of the Product ?

A: This product is formulated using natural stone powder, water-based acrylic emulsion, and iron oxide pigmentation. It contains **low to zero VOC's**, making it an **eco-friendly and compliant** option in accordance with most green building standards, including **LEED**.

Q: Recycled Content ?

A: This product contains recycled natural stone powder, sourced from post-industrial stone processing waste. By repurposing these materials, the veneer supports sustainable manufacturing practices and contributes to environmental conservation by reducing landfill waste and raw material extraction.

Q: Manufacturing Location ?

A: This travertine stone veneer is **manufactured in China** using state-of-the-art production methods. Although it is produced internationally, it is distributed and sold throughout the United States, ensuring high-quality standards and efficient supply chain management.

Q: ASTM tests and Certifications available?

- **A: ASTM Test Reports** , Evaluation Certificate with a trusted **ISO17025 accredited lab** available on our site. Our company is fully insured and ready to meet your project's standards and expectations.

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Our Added Value

Our **manufacturing** expertise, is committed to providing products that inspire, attract, and add value to your Residential or Commercial projects with a new kind of building material anywhere throughout North America in the Innovation , Design and Production.

Dedicated Team - At the heart of our **Travertine Stone Veneer** production is a skilled and passionate team committed to excellence. From stone selection to final finishing, every step is handled by experienced professionals who bring craftsmanship, precision, and attention to detail to everything they do. With a deep understanding of manufactured stone and years of hands-on expertise, our team ensures that each piece of travertine veneer reflects the authentic beauty and timeless elegance of real stone—while meeting the highest standards in quality, durability, and design.

We take pride in combining traditional techniques with modern innovation to deliver stone products that are as reliable as they are beautiful.



Client's GOALS



1

Aesthetic Appeal:

One of the main reasons for choosing manufactured stone veneer is the ability to replicate the look of natural stone, offering a variety of patterns and variations, making it visually striking and appealing. Travertine stone veneer brings Simplicity and Luxurious appearance.

2

Cost- Effectiveness:

Manufactured stone veneer is generally more affordable than natural stone. Builders and Architects often seek to balance high-end aesthetics with budget constraints, making manufactured stone a more economical choice for exterior facades.

3

Labor Costs:

Installation of manufactured stone veneer can also be faster and less labor-intensive compared to heavier natural stone, helping reduce overall project costs. Requires NO Paint, Sealer or Coating.

4

Weight Considerations:

Travertine stone veneer is a Light weighted product compared to natural stone, which can reduce the load-bearing requirements of the building's structure.

5

Durability and Maintenance:

High Quality Raw Materials, Engineered for Weather Resistance, Lightweight But Strong, Colorfast & UV-Stable Pigments, Consistent Quality Control.

6

Low Maintenance:

Unlike natural stone, which may require periodic sealing or maintenance, manufactured stone often has a low maintenance needs, making it a more attractive option for building owner.



Client's GOALS

Continuing



5 Sustainability: Eco-Friendliness: Manufactured stone veneer is a sustainable material, harvested with minimal environmental impact. By choosing this product you are opting for an eco-friendly solution that contributes to a greener planet.

6 Ease of Installation: Contractors and DIYers alike appreciate the ease of installation—especially with fewer cuts, lighter materials, and ready-to-use shapes that reduce installation time and complexity. This stone veneer can be used on a variety of substrates (wood, concrete metal etc), offering more flexibility in design and application.



7 Longevity: Long - Lasting Performance: With professional installation and basic care, manufactured stone veneer offers long-lasting beauty and performance, making it a durable and cost-effective alternative to natural stone. Withstands the rigors of weather and time without significant degradation, ensuring your investment lasts for decades. It won't warp or fade over time, making it a cost-effective long term solution.

8 Compliance with International Building Code IRC and IRC underway.

Design CONCEPT

MINIMALIST & MODERN

EFFORTLESS STYLE, LASTING IMPRESSION

Travertine stone veneer brings high-end aesthetics to your space with the simplicity that makes planning and building more efficient—from start to finish.

LUXURY AND SOPHISTICATION

The stone, with its unique natural textures and warm earthy tones, can transform any building into an elegant and refined structure.

ELEGANCE

The clean lines of travertine veneer elevate a structure's appearance, providing a sophisticated and high-end aesthetic without appearing overly opulent.

NATURAL AESTHETIC & WARMTH

The stone has a naturally porous surface, which can range from smooth to rough or polished to honed finishes. This texture brings depth and visual interest to the facade.

VERSATILE FINISHING OPTIONS

The stone can be cut and finished into various shapes, such as tiles, slabs, or larger blocks. This allows for a variety of design applications, from sleek, modern cladding to rustic, stacked-stone facades.

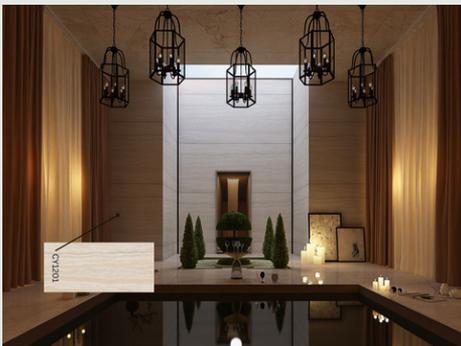
DESIGN APPLICATIONS

Commercial and Multi-family Buildings: High-end commercial structures, hotels, and office buildings frequently use travertine to create a prestigious, sophisticated look.

Landmark Projects: Due to its rich history and classical aesthetic, travertine has been used in many iconic architectural projects, such as the Colosseum in Rome, which is primarily made of travertine.

Perfection is in
DETAILS







TECHNICAL DATA

EliteAzure products are engineered to meet or exceed the specifications set by building code officials

ENVIRONMENTALLY FRIENDLY AND SOURCED SUSTAINABLE

CLASS A FIRE RATING

WATER-MOISTURE RESISTANT

LIGHTWEIGHTED

DURABILITY & LONGEVITY

Resistance to cracks, fading and stains

LENGTH 47" OR 94" INCH

WIDTH 23" OR 47" INCH

THICKNESS ½ INCH

WEIGHT 6.5 LB OR 26LB



Technical Support:

- **ASTM Test Reports , Evaluation Certificate** with a trusted **ISO17025 accredited lab** available on the website
- Our company is **fully insured** and ready to meet your project's standards and expectations.

Product
SURFACES



RESOURCES

WARRANTY

Add a 25-Year Limited Warranty* EliteAzure LLC architectural stone veneer products carry a 50-year limited warranty subject to the terms of the warranty. The warranty is limited, in manufacturer's sole discretion, to either (i) repair or replacement of covered, nonconforming products or (ii) a refund of the price paid for such products. Labor costs for removal or installation of such products are not covered under the warranty. The warranty may be transferred to subsequent purchasers of the applicable home or building subject to the transferability and coverage terms set forth within the warranty. Complete warranty information is available on request.

WARRANTY TECHNICAL DATA * See actual warranty at EliteAzure.com. These applications often require special approval/inspections by local building inspectors. Contact your architect or engineer for assistance with designing these installations.

INSTALLATION

Travertine stone veneer can be used on most structurally sound wall surfaces. Its lightweight and quick adhesion allows for fast, easy installation without additional footings or wall ties. Each piece of Travertine Stone veneer is applied individually with Polymer Modified Mortar and attaches permanently to the wall surface.

PROTECTING OUR SURROUNDINGS

We strive to meet today's building needs without compromising the future. Travertine stone veneers are designed to not only beautify spaces but also take care of our shared environment along the way. Manufactured stone veneer is composed of natural stone powder, acrylic emulsion and iron oxide pigment for pigmentation.

MAINTANANCE

Travertine stone veneers are virtually maintenance-free. If required, lightly wash / rinse with water or a mild soap solution is usually enough to remove dust or dirt. Do not sandblast or wash with acid, abrasives or high-pressure water. Avoid harsh chemicals or pressure washing, as they can damage the surface or strip sealants.

Manufactured Stone Veneer

Care & Maintenance Guide

We pride ourselves in designing stone veneer that not only enhances the beauty of your space but is also easy to maintain. To ensure the longest lifespan and enduring performance of our stone veneer, please follow the care and maintenance tips outlined below.

Cleaning

To clean dirt or other particles first try a simple soft bristle brush. If necessary, use a solution of mild detergent with water and scrub the surface with a soft bristle brush. Rinse with clean water to remove any cleaning solution that might remain on the surface. If the stone has a white stain deposit (efflorescence), see below recommendations. Never use wire brushes, acid cleaners, power washers, bleach, paint remover, or any other type of concrete cleaner.



Efflorescence

When efflorescence occurs, as it does with many masonry products, it is usually the result of moisture migration through the masonry substrate. Once the moisture is on the masonry surface, it evaporates, depositing dissolved salts in the form of efflorescence. Efflorescence naturally disappears over time as long as the moisture source is controlled or eliminated. If the stain will not wash off, do not apply chemicals or cleaners to the stone. Call EliteAzure Stone Solutions customer service to discuss optional solutions.

Protective Treatment

It is not required to seal our manufactured stone veneer. A sealer will provide added protection and will usually be easier to clean if the surface becomes dirty. If you choose to use a sealer for added protection, use only a silane or siloxane-based penetrating, breathable masonry sealer.

Note: A sealer may affect the stone color and may create a gloss or matte finish. Always test a small area beforehand.



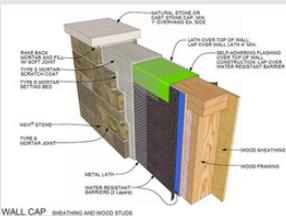
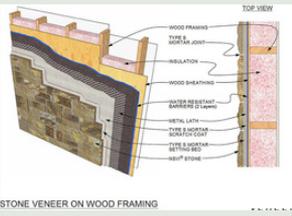
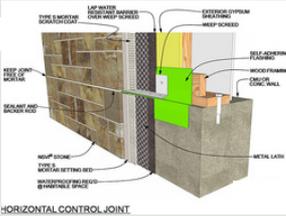
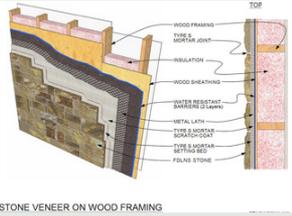
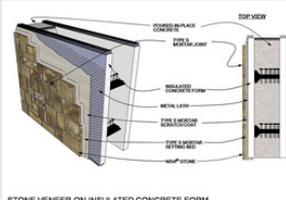
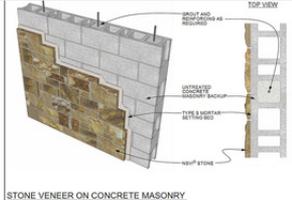
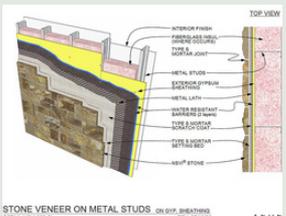
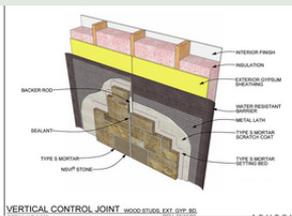
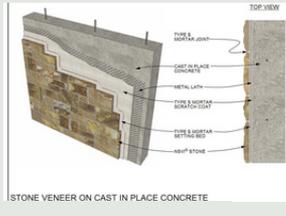
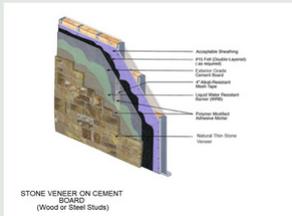
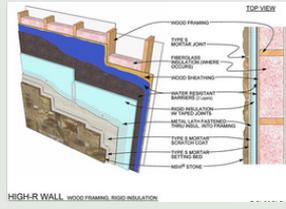
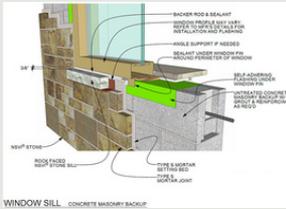
Discover Our Travertine Selection Below

For more information about Travertine Stone Selection visit
www.eliteazure.com



ELITEAZURE LLC
Office: 850-738-9050
Email: info@eliteazure.com

ARCHITECTS AND BUILDERS DRAWINGS



VS STUCCO VS. TRAVERTINE THIN STONE VENEER



FEATURE	TRADITIONAL STUCCO	TRAVERTINE STONE VENEER
Aesthetics	Basic texture & color depth	Natural Stone Look, high-end finish
Durability	Prone to cracking from settling, impact, and moisture	Crack-resistant, fiberglass-reinforced; handles thermal expansions
Weather Resistance	Vulnerable to water damage, mold and UV	Engineered for superior weather resistance; low water absorption, UV- stable
Installation	Labor-intensive, multiple coats	Lightweight, DIY Install. Quick installation using Standard Cultured stone Methods
Thermal Performance	Provides insulation; can trap heat	Breathable yet insulating; maintains stable surface temps

Maintenance	Frequent repainting/sealing	Nearly maintenance-free; easy to clean and retains appearance for decades
Sustainability	Cement-based, higher CO2 footprint	Modified clay: Lower carbon footprint; sustainable materials
Design Flexibility	Limited to flat or textured finishes	Modular sizes, patterns, seamless integration with modern facades
Cost Over Time	Lower initial, higher maintenance	Higher initial, but reduced lifetime cost

KEY POINTS FOR ARCHITECTS & DESIGNERS

1. AUTHENTIC STONE LOOK WITHOUT THE WEIGHT

- Emulates Luxury Aesthetics.
- At a fraction of the cost and weight - enabling use in mid-rise and retrofits.

2. MODERN MATERIAL SCIENCE

- Engineered with natural stone powder and fiberglass mesh, making it flexible, durable, and resistant to cracking—a major issue with traditional stucco in shifting climates.

3. BETTER PERFORMANCE ACROSS CLIMATES

- Works in humid, cold and hot environments.
- Unlike Stucco, it won't crumble or discolor with moisture ingress or UV exposure.

4. EASY INTEGRATION INTO DESIGN WORKFLOWS

- CAD-ready panel formats and BIM support.
- Pre-fabricated for time-saving and consistent quality.

5. ECO-CONSCIOUS ARCHITECTURE

- Composed of sustainable materials with lower embodied carbon.
- Great for LEED and WELL certifications.

TECHNICAL ADVANTAGES FOR SPECIFIERS

- ASTM Test Reports to meet or exceed building codes.



The Bottom Line

Whether you're designing modern minimalism or timeless luxury, this veneer delivers both aesthetic impact and practical flexibility — all while pushing the boundaries of what natural stone can be.

Why Architects & Designers Choose Us?

- **Lightweight, Limitless Design**— Natural Travertine beauty, without the bulk. Use it on Exterior Facades, Feature Walls, Fireplaces. Easily installs on drywall to create a striking stone feature wall with minimal structural preparation . Vertically or horizontally applications without structural reinforcement.
- **Precision Look, Every Time** – Say goodbye to inconsistent veining and color shifts. Our veneers are engineered for visual consistency, so your render matches the reality.
- **Cost-Effective Without Compromise** – Cut material, transport and install costs by up to 50%. Deliver a high-end finish, stay on budget, and impress your clients.
- **Simplified Installation** – Designed for modern builds. Compatible with concrete board, EIFS and more—with **faster installs and less labor**.
- **Eco-Friendly** – Contributes to LEED credits through use of natural components, low to no VOC's water-based acrylics.
- **Build to Last**- Class A Fire Rated/ Crack and Stain resistant/ Water-Moisture resistance ideal for both interior and exterior applications.
- **Durability** - Clay , Stone Powder and double Fiberglass Mesh. The main ingredients offers several advantages as a component of concrete, the first of which being its increased Strength. This is achieved by reducing the permeability of the concrete, making it more Durable and Resistant to weathering, Cracking, and other forms of damages.

Contact us at [1850-368-3042](tel:1850-368-3042) or info@eliteazure.com to request samples or schedule a quick consultation.



ELITEAZURE
TRAVERTINE STONE VENEER

Explore the endless possibilities of building with EliteAzure Travertine stone veneer products by visiting our website at eliteazure.com. For more detailed information, call (850) 738-9050.

1-850-738-9050

info@eliteazure.com

www.eliteazure.com