

Manufactured Travertine Thin Stone Veneer Panels

Architectural care guidance for EliteAzure thin stone veneer panels manufactured from natural stone powder, quartz-rich minerals, clay, calcium carbonate and a 100% pure acrylic polymer binder. The panels contain no Portland cement or concrete.



EliteAzure manufactured travertine veneer is designed as a durable, low-maintenance architectural finish. Unlike conventional Portland-cement manufactured stone, the panel matrix is mineral-acrylic rather than concrete-based. Routine care should focus on gentle cleaning, moisture control at the wall assembly, and avoiding harsh treatments that can alter the surface appearance.

Routine Cleaning

For dirt, dust or construction residue, first use a clean soft-bristle brush. If needed, wash with a mild pH-neutral detergent diluted in clean water. Lightly scrub the surface with a soft-bristle brush, then rinse with clean water to remove any remaining cleaning solution.

Do not use

Wire brushes, acid cleaners, bleach, paint remover, concrete cleaners, abrasive pads or aggressive power washing. These methods may damage the finish, open the surface texture or discolor the panel.

Why This Product Cleans Differently

The panel is made with inorganic mineral fillers and a 100% pure acrylic polymer binder. The acrylic matrix helps bind the mineral particles and reduce open porosity compared with many concrete-based manufactured stone veneers.

Best practice

Maintain clean water runoff paths, properly sealed penetrations and compatible joint sealants. Most long-term appearance issues are related to trapped moisture, contaminated runoff or incompatible chemicals rather than normal surface aging.

Protective Treatment

Sealing is not required under normal conditions. Where added stain resistance or easier cleaning is desired, use only a penetrating, breathable silane or siloxane-based masonry sealer. Always test a small inconspicuous area before full application because sealers may change color, sheen or surface feel.

Recommended Maintenance Schedule

- Inspect exterior installations annually for sealant gaps, cracked grout, open joints and water-entry points.
- Rinse areas exposed to salt air, irrigation overspray or heavy pollution as needed with clean water.
- Address moisture sources before treating stains or deposits.

Efflorescence, Water Management & Long-Term Appearance

This page is intended to help architects, designers and project teams distinguish panel-related care from wall-assembly-related moisture conditions.



Efflorescence

When efflorescence occurs, as it does with many masonry products, it is usually the result of moisture migration through the masonry substrate. Once moisture reaches the surface, it evaporates and deposits dissolved salts as a white crystalline residue.

Because EliteAzure travertine veneer is manufactured without Portland cement or concrete as its primary binder, the panel itself has a lower potential to generate efflorescence than conventional cement-based manufactured stone. However, efflorescence can still originate from mortar, cement-based adhesive, grout, concrete backup walls, masonry substrates or gap sealings behind the veneer.

If white deposits appear

- Identify and correct the moisture source first, including leaks, open joints, sealant gaps, improper flashing or trapped moisture.
- Allow the surface to dry. Efflorescence often naturally diminishes over time once the moisture source is controlled or eliminated.
- Remove loose deposits with a dry soft-bristle brush before washing.
- Do not apply acids, harsh chemicals or concrete cleaners to the stone surface.
- If deposits do not wash off with clean water and mild detergent, contact EliteAzure Stone Solutions before treatment.

Material Composition & Care Implications

Material / Feature	Care and performance implication
100% pure acrylic polymer binder	Improves water resistance, flexibility, crack resistance, UV stability and dimensional stability when properly formulated.
Natural stone powder, quartz, clay and calcium carbonate	Provides mineral character, surface texture and stone appearance without relying on Portland cement concrete.
Alkali-resistant fiberglass reinforcement	Supports tensile reinforcement, stability and resistance to cracking when fully embedded within the composite.
No Portland cement / no concrete matrix	Reduces the likelihood that the panel itself is the source of soluble cement salts associated with efflorescence.

Field Guidance for Architects & Designers

Specify cleaning by soft-bristle brush, mild detergent and clean water only. Avoid acid cleaners and concrete cleaners. Detail exterior assemblies so moisture cannot accumulate behind the veneer. Treat efflorescence as a moisture-management condition first.

For product-specific cleaning or stain questions: EliteAzure Stone Solutions | Office: 850-738-9050 | Email: info@eliteazure.com | www.eliteazure.com