



Stone Arena – the Earth Anatomy® Story

Forged deep in the Earth's womb over the course of millennia, stone is the primary population of the mineral kingdom. In fact, it comprises most of our planet's mass—whether in solid or molten form. Ever since humanity arose from among the other animals and began shaping the built environment, stone has been the choice of material for structures meant to last. A tent or a hut? Temporary. But when it came to edifices built for permanent dwelling, defense, worship, public gathering or any other long-term use, stone was always the most practical and obvious medium. Whether it's the grandeur of granite or the majesty of marble, various types of stone have been used in everything from acropoleis to ziggurats, and courthouses to cathedrals. Along the way, the Romans invented concrete—a manmade composite that gives builders even greater versatility in the use of stone. Aqueducts, canals, roads, bridges, dams and other components of public infrastructure are made of concrete to this day.

FORGED DEEP IN THE EARTH'S WOMB OVER THE COURSE OF MILLENNIA, STONE IS THE PRIMARY POPULATION OF THE MINERAL KINGDOM. IN FACT, IT COMPRISES MOST OF OUR PLANET'S MASS—WHETHER IN SOLID OR MOLTEN FORM.

In modern times, mankind's preference for stone construction remains strong—even since the invention of steel frameworks allowed buildings to stretch ever further skyward. Master architects such as William F. Lamb, Le Corbusier, Mies van der Rohe and others have found dramatic ways to employ stone

for non-load-bearing exteriors that, in harmony with glass and other materials, give skyscrapers like the Empire State Building their soaring beauty and aura of permanence.

For all of its strength and stability, stone is a heavy material. And in some circumstances, this presents a problem. A huge slab of travertine for the walls of an elevator? How would it ever rise to the

second floor? Stone also tends to be expensive. A granite kitchen countertop, or a hotel lobby with the inviting warmth of sandstone? Perfect...but at what price? Fortunately, Earth Anatomy offers a highly effective solution for all who would like to build, design or decorate with stone. Their pioneering product: thin stone veneer.

Like a surgeon skillfully separating sinews from muscle mass, the experts behind Earth Anatomy make use of entirely natural materials—stone quarried from various sources throughout the world—and cut it thin



enough to be applied as a veneer in places where a large stone slab wouldn't be practical. In some cases, Earth Anatomy materials are flexible and even translucent! Yet they are real stone, with all of its beauty and classic elegance.

So how did these guys get started? The Earth Anatomy story begins, not in the quarries of Carrara or the rugged red peaks of the Rockies, but in the desert sands of Iraq.



II

RJ Thacker was a Fleet Marine Force Navy Corpsman, serving in both the Gulf War and Operation Iraqi Freedom. Josh Morgan, awarded a Purple Heart for wounds sustained from a roadside bomb, met RJ while they were both serving in Iraq as Marines. Chad Williams was their platoon sergeant in Operation Iraqi Freedom, leading this fearless crew through experiences so harrowing, civilians can only imagine in awe. These men, a brotherhood of warriors united by a bond even stronger than stone, were shaped profoundly by what they went through. More than anything, as survivors they came home with the indelible desire to give back.

Endowed with an entrepreneurial spirit from a young age and cultivated further by his project management experience and military career, RJ founded Earth Anatomy with his Marine brothers and comrades—Josh in 2008, Chad Williams in 2012 and again with Patrick Kilts in 2015. Their goal: to equip the design community with unique building and surface finishing materials—namely, natural thin stone veneers. Since then, Earth Anatomy has grown into a global company that delivers innovative, sustainable building products to the marketplace. They help architects, builders, product designers, OEM manufacturers, exhibit display makers and others to make use of natural thin stone veneers for whatever their projects entail.

Harnessing top technology to minimize impact on the environment, Earth Anatomy prioritizes sustainability. They source materials from locations across the globe, yet always with the mindset of carefully

2005 9 11



stewarding the earth's resources. It is a responsibility we all share, and RJ takes it very seriously. With regard to earthen material or human sustenance, “do no harm” and “take only what we need” are the mantras of our people and culture.

In addition to Earth Anatomy's products, they have a dedicated millwork facility operated by Chad, their former USMC platoon sergeant (now 1st Sergeant), who provides custom and production mill work and ensures that installation is properly and easily executed. As part of their mission, and in recognition of their shared experiences defending freedom around the world, the guys at Earth Anatomy always seek first to create opportunities for fellow veterans to share in their work and its rewards.

Based in the Cleveland area, Earth Anatomy is an American company—combining American ingenuity and craftsmanship with a global supply chain to help customers discover the full range of possibilities within their exciting and innovative line of products.