



LANDSCAPE AND WATER FEATURES DIVISION

About Glass Fiber-Reinforced Concrete

Rock & Water Creation's boulder castings, rock cliff panels and monuments are manufactured from glass fiber-reinforced concrete (GFRC).

GFRC is a precast, portland cement-based composite with alkali-resistant glass fibers dispersed in a specialty mix that is sprayed into molds of actual boulders and rock formations to accurately replicate the look and feel of real rock.

The fibers serve a purpose similar to the reinforcing steel in reinforced concrete and combine with cement and fine aggregates for less mass and substantially lower weight without sacrificing strength.



GFRC was first introduced to the world's building industry more than 25 years ago starting in the United Kingdom and Europe followed closely by the USA, Middle East, and South East Asia.

In recent years, contractors in the landscape and pool & spa industries have discovered the ease of installation of GFRC boulders and rock cliff panels in residential and commercial projects of all types.

Contractors who previously used natural stone or hand-carved gunite immediately recognize the benefits associated with installing material with such realistic detail for clients who want an interior or exterior water feature or who want to build a new retaining wall or artistically disguise an existing one.

GFRC facilitates unprecedented opportunities for design and Rock & Water Creations is considered by many in the pool, spa, landscaping and general construction trades to be a leader in its efforts to perfect manufacturing techniques that enable it to offer a wide assortment of natural-looking products used indoors and outdoors at private residences, museums, resorts, parks, restaurants, retail stores, pools, spas and countless other locations.

The Story Behind Industry Pioneer Rock & Water Creations

Rodger Embury began installing "water features" such as waterfalls, streams and ponds in the 1970s during his off-duty days while still a fireman with the Los Angeles City Fire Department, a full-time career that lasted 24 years until his retirement in 1986.

Like others in the landscape and fledgling water features industries in those days, he primarily used real rock for his projects. Unlike others in his field, however, Rodger soon realized the many disadvantages of working with natural stone and immediately began looking for a better material that could achieve the same look, but without the limitations.

This search helped him learn of the benefits of creating lightweight artificial alternatives which were dramatically less costly and time-consuming than sourcing, transporting and installing cumbersome natural rock that often weighed thousands of pounds.

Rodger's path of discovery initially led him to achieve his creative artistry by pioneering the design of faux or artificial boulders and cliffs from steel armature and wire mesh layered with concrete and cement which were hand-carved into shapes meant to appear as much like natural boulders and cliffs as



possible (a technique many contractors still rely upon today despite the lack of realism it tends to offer).

Realizing that even this technique didn't provide the level of quality and intricate detail he knew his clients expected, Rodger began experimenting with other methods before finally settling on glass fiber-reinforced concrete (GFRC) as the ultimate material from which to create lightweight, yet strong, products using molds taken outdoors directly from boulders and rock cliffs.

Under the name Rock & Water Creations, and with a huge selection of GFRC molds and material, he began building a thriving business in the design and installation of water features including everything from \$10,000 waterfalls in backyards of private homes to large projects at zoos, museums, multi-million dollar estates, golf courses and resorts using the GFRC boulders and rock cliff panels his company manufactured.

The firm's reputation has extended internationally with one of its most noteworthy assignments being a difficult year-long, \$2.2 million project involving 65,000-square-feet of swimming pools and waterfalls on the rooftop of an upscale apartment complex's parking structure in Hong Kong.

Today, with two separate divisions and as the United State's largest manufacturer and wholesaler of GFRC boulders and rock cliff panels, Rock & Water Creations is dedicated exclusively to training contractors in the pool, spa, landscaping and general construction trades in how to install its material and supplying them and other wholesale customers with products that provide the quality, versatility and realism they demand for all types of residential and commercial projects.

Quality Materials Sold Exclusively To Trade Professionals

Rock & Water Creations manufactures materials sold wholesale exclusively to contractors and companies doing business in the pool, spa, landscaping, construction and design trades.

Our GFRC products are manufactured to a sturdy thickness of between 5/8-3/4" with a per-square-foot weight of 9-10 lbs. All boulders are hollow and open at the bottom. The majority of the boulder and rock cliff

panels are cast with one or more metal hooks which can be helpful for hoisting when contractors unload the material on a job site and/or on which to tie their steel schedules during installation.

Upon completion of the manufacturing process, all of our products have a neutral cement tone with a dull, stone-like appearance. Most, if not all, of our customers color

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Product, Seminar Information For Trade Professionals

Thank you for your interest in our technical training seminars and family of realistic and lightweight glass fiber-reinforced concrete (GFRC) products. Ideal for any commercial or residential job, our GFRC products provide a more versatile and cost-effective alternative to natural rock or hand-carved gunite.

As the United State's largest manufacturer and wholesaler of GFRC boulders and rock panels to the trade, Rock & Water Creations enjoys a worldwide reputation for our customer service and the realism of our products. We're pleased you are expressing interest in our company as well.

Rock & Water Creations' president Rodger Embury has 30 years of experience in the water features and landscape industries and has spent the past decade perfecting manufacturing techniques to create a wide assortment of GFRC products with molds taken from actual boulders and cliffs.

Compared to, for example, a 3,000-lb. natural boulder, a similar-sized rock from our company weighs just 180 pounds and installs much easier

and faster, looks better, costs less and—most importantly—provides a contractor with a higher profit margin than working with natural stone or hand-carving gunite to resemble real rock.

We're proud to be in demand by waterscape, landscape and general construction contractors who have previously been unable to find a reliable supplier of quality materials to meet the growing number of their customers desiring a more impressive, exotic and natural look in their commercial and residential projects.

Once they join other trade professionals from around the country for one of our required full-day technical seminars in which they're fully familiarized with proper GFRC installation and finishing techniques, our contractor customers are able to order an excellent product that provides the consistency, versatility and quality they demand.

How We Calculate Our Pricing

Our wholesale price list is only provided to qualified contractors, architects or designers in the pool, spa, landscaping or construction trades who complete and submit our online



"Trade Professionals Information Request" form. Pricing is based on the square footage of each boulder or rock cliff panel using the actual manufactured surface area.

Quality Materials Sold Exclusively To Trade Professionals

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the boulders and panels on-site after being installed using techniques learned during Rock & Water Creations' hands-on technical seminar, however we do offer a pre-delivery coloring service of \$2 per square foot in sandstone or granite finishes if requested.

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We provide price discounts based on total volume for each individual order. The total square footage of our boulders and rock cliff panels is included in our part number for each item as seen on the product catalog pages of our web site. Examples: P3311 ("P" is for panel, "33" is the square footage, "11" is our item number), R0931 ("R" is for boulder, "9" is the square footage, "31" is our item number).

Product Specifications

Our products are manufactured to a thickness of between 5/8–3/4" with a per-square-foot weight of approx. 9-10 lbs. Total weight estimates can be calculated by multiplying the square footage of each item by 9-10 lbs. All boulders are hollow and open at the bottom. The majority of our boulder and rock cliff panels are cast with one or more metal hooks which can be helpful when hoisting during unloading and/or on which to tie steel schedules during installation.

Upon completion of the manufacturing process, all of our products have a neutral cement tone with a dull, stone-like appearance. Most, if not all, of our customers color the boulders and panels on-site after being installed using techniques learned during our hands-on technical seminar. We do offer a pre-delivery coloring service of \$3 per square foot in sandstone or granite finishes if needed.

Shipping, Payment Information

We are able to ship within 48 hours of receiving an order and payment (depending on the carrier, shipping across country takes an additional 4-5 days). All orders are FOB Fillmore, CA.

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Whether for a small \$10,000 water feature project in the backyard of a suburban home or a large project at a multi-million dollar estate, our GFRC boulders and panels can do it all!

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Product, Seminar Information For Trade Professionals

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You can choose to: 1). Pick-up your order from our manufacturing facility if you're local enough; 2). Schedule your own carrier; or 3). Allow us to handle all shipping arrangements.

You can also request that we attempt to provide a better quote from our shippers than the one you were given by your carrier. Palleting is available at an additional charge for boulders if required by retail customers such as nurseries, home and garden centers, etc.

To keep our prices as low as possible, payment in full is required prior to shipping (by company or cashier's check, money order, credit card or bank wire transfer).

Why Must New Contractor Customers Take One of Our Technical Seminars First?

Unless they've already installed GFRC boulders and rock cliff panels such as ours, or are interested only in our boulder products, before they place their first order we require that all new customers complete one of our hands-on technical seminars.

The full-day seminars are generally held every three weeks on Fridays from 7 a.m.-5 p.m. at our Southern California facility.

We've discovered it's a disservice—both to our customers and us—if we sell our products to others without giving them the advantage of our years of experience, mixture formulas, tips on how to avoid common mistakes, and other tricks of the trade.

Completion of one of our seminars in advance of placing their first order has enabled new customers to "hit the ground running" without spending valuable time on the phone with us in an attempt to gain the knowledge we would have more skillfully provided them in a hands-on classroom setting.

Besides learning GFRC installation, hand-work, coloring and other important techniques, individuals who visit our facility to attend one of our seminars also benefit from seeing our manufacturing process and are able to view in-person the full variety and natural detail of more than 80 different stocked items for ease of ordering in the future.

What Skill Prerequisites Must Seminar Participants Have?

Rock & Water Creations wants our customers to be successful, however our seminars are not designed to teach participants a career, but rather help them build on the skills and experience they should already have.

We've discovered that the individuals who are able to fully grasp the techniques we share in our seminars are those who have backgrounds



with at least several years of experience in masonry and/or reinforced concrete and hydraulics (i.e., pumps, understanding of how to "distribute" water, etc.).

Equally as important, we've noticed that the seminar participants who almost immediately begin putting their new knowledge to use are those who display a certain aggressive "can-do" attitude and are eager to make the jump to our GFRC technology without returning to using natural stone or hand-carving—both methods that most see as outdated and unprofitable when compared to using our GFRC material.

Because our full-day seminars are small in size, we only accept students who have the most potential to succeed and therefore require that participants have, at a minimum, the above trade experience and a willingness to place their first order within 60 days of the seminar to take advantage of our full seminar refund policy.

How Much Do One of Our Full-Day Seminars Cost?

Our \$995 seminar fee includes all classroom materials and instruction for up to two company representatives, continental breakfast, full lunch and refreshments and follow-up technical advice.

The seminar fee is **completely refunded** if seminar participants' first order within 60 days of the class totals 300 or more square feet of Rock & Water castings. (Professional training and education can be tax-deductible. Please contact your accountant for details).

Where We're Located In Southern California

Our manufacturing facility in Southern California is located inland between Los Angeles and Santa Barbara (59 miles north of Los Angeles Int'l. Airport and about 20 minutes from Six Flags Magic Mountain in Valencia).

Some contractors combine their attendance at our seminars with a family vacation to the state and its popular attractions. Driving directions and hotel recommendations are provided once a company has registered for a seminar.

Have More Questions?

Trade professionals can complete the online request form on our web site, e-mail us at info@Rock-n-Water.com, or call us at (805) 524-5600 ext. 10 to receive more information or an application to attend an upcoming seminar.

Referral Information For Homeowners

Although Rock & Water Creations does not install water features itself any longer and is instead dedicated solely to manufacturing, we maintain a growing list of contractors who use our GFRC boulders and rock cliff panels for residential and commercial projects.

Please visit the "Homeowner Referral" page of our web site if you'd like to be informed by e-mail about whether there is a contractor in your area who would be interested in discussing, or bidding on, your upcoming job using our lightweight and realistic material.

