



## **Innovators in Lightweight Concrete Veneers**

### **History**

"Find a need and fill it!" An ageless statement that has resulted in success stories time and time again. In the late fifties, Melton Bacon, the owner and founder of Coronado Products, was earning his living installing "stone look-a-like" veneers using the then "state-of-the-art" hand held molds that applied a mortar based stone veneer directly to the sides of homes. One day, Mel made a decision that would not only change his life, but also the concrete stone veneer industry. He decided to start both a pre-cast stone veneer concrete business and installation company. Initially the manufacturing method was to pour colored concrete on the garage floor that was covered with plastic. After the concrete dried, it was broken into pieces and he would call it stone. Next came stackable wood frame molds that greatly increased productivity, however, he continued to experiment with various materials to improve both the molds and the quality of the stone. In 1963, at long last, he found the mold material necessary to guarantee a high quality finished product. He now focused his creative mind on developing a vast series of new "high density" cement paver tiles. Expansion was natural progression of events in the 1970's as Coronado Products went national, with manufacturing licenses granted for facilities in Minnesota, Tennessee and Alabama. South Carolina, Texas, Canada and two additional factories in California have recently joined this expanding base of manufacturing plants. Next Coronado went international with a number of distributors servicing the "Pacific Rim" of nations, whose volume has greatly increased in recent years. The basic reason for this continuous expansion, is as the title of this article indicates, Coronado Products are in fact, the leading innovators in both lightweight concrete veneers and dense paver tiles. During the past 38 years, Coronado's product line has grown to over 50 distinctively different series, available in a variety of colors within each series. These products are not limited to any specific applications. They can be found in both residential and commercial installations, from individual homes to large shopping malls. Over a thousand custom homes in the \$1,000,000 dollar plus category have selected Coronado as their "product of choice." Coronado's most recent innovations have been in "panelizing," both in the stone veneers and paver tiles. The use of panels is not a new concept. However, what is different with Coronado's panels is that it is incredibly difficult to detect where each panel is located. Combine this with the obvious "ease of application" and "labor savings" panels afford, and you have another Coronado advantage! In 1990 a satellite distribution center and sales office was opened in Fontana, California, to meet the increasing needs of our customers. Coronado has grown in size to a company of over 200 employees, producing over 40 basic tile and stone products, with one to eight colors available depending on the style selected. The majority of the products have complimentary accessories and trim. Whether new construction or remodeling, Coronado Products will enhance the finished project. Mel and his staff continue their innovative approach to developing new products and improving the old.

**Forty-Four Years of Quality and Service**