

•LIVE WEBINAR

WITH BARKMAN & ROSETTA

# Let's Make Hardscaping Easy.

## Selling through Objections & Winning with Differentiation

March 26th | 1:00 PM CST

# Rosetta Team



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*“Why should I  
choose Rosetta  
over any other  
product?”*

**Natural Aesthetic:** *Rosetta products provide the beauty of real stone with the consistency and precision of wet cast concrete.*



**Durability:** *Engineered for strength, Rosetta Hardscapes withstands harsh weather and heavy loads, ensuring long-lasting performance.*

**Versatility:** *A wide range of products allows for custom designs in any outdoor space.*



A photograph of a modern house with a balcony and a stone walkway leading to a patio. The walkway is made of large, light-colored stone tiles and curves along a landscaped area with green grass and various plants. The house is white with a balcony featuring a metal railing and potted plants. The sky is overcast.

# WALKWAY & PATIO



**DIMENSIONAL FLAGSTONE**



## DIMENSIONAL FLAGSTONE

### FEATURES

- Six unique shapes with 24 unique stone textures
- Uniform thickness and accurate dimensions translates into fast installation and a beautiful end result

#### Notes:

\*Colors & product availability vary by region.

### PALLET



**Weight:** **±2,350 lb** (±1,066 kg) (inc. pallet)  
**Coverage:** **96 sq ft** (9.1 sq m)  
**Layers Per Pallet:** **6**  
**Section:** **12.25 sq ft** (1.1 sq m) **per layer**



#### **UNIT: 24 x 24 in** (610 x 610 mm)

**Dimensions:** **24 x 24 x 2 in** (610 x 610 x 51 mm)  
**Weight:** **±96 lb** (±44 kg)  
**Coverage:** **4 sq ft** (0.4 sq m)  
**Units Per Pallet:** **6**



#### **UNIT: 24 x 18 in** (610 x 457 mm)

**Dimensions:** **24 x 18 x 2 in** (610 x 457 x 51 mm)  
**Weight:** **±72 lb** (±33 kg)  
**Coverage:** **3 sq ft** (0.3 sq m)  
**Units Per Pallet:** **6**



#### **UNIT: 18 x 18 in** (457 x 457 mm)

**Dimensions:** **18 x 18 x 2 in** (457 x 457 x 51 mm)  
**Weight:** **±54 lb** (±25 kg)  
**Coverage:** **2.25 sq ft** (0.2 sq m)  
**Units Per Pallet:** **6**



#### **UNIT: 18 x 12 in** (457 x 305 mm)

**Dimensions:** **18 x 12 x 2 in** (457 x 305 x 51 mm)  
**Weight:** **±36 lb** (±16 kg)  
**Coverage:** **1.5 sq ft** (0.1 sq m)  
**Units Per Pallet:** **6**



#### **UNIT: 12 x 12 in** (305 x 305 mm)

**Dimensions:** **12 x 12 x 2 in** (305 x 305 x 51 mm)  
**Weight:** **±24 lb** (±11 kg)  
**Coverage:** **1 sq ft** (0.09 sq m)  
**Units Per Pallet:** **6**



#### **UNIT: 12 x 6 in** (305 x 152 mm)

**Dimensions:** **12 x 6 x 2 in** (305 x 152 x 51 mm)  
**Weight:** **±12 lb** (±5 kg)  
**Coverage:** **.5 sq ft** (0.05 sq m)  
**Units Per Pallet:** **6**

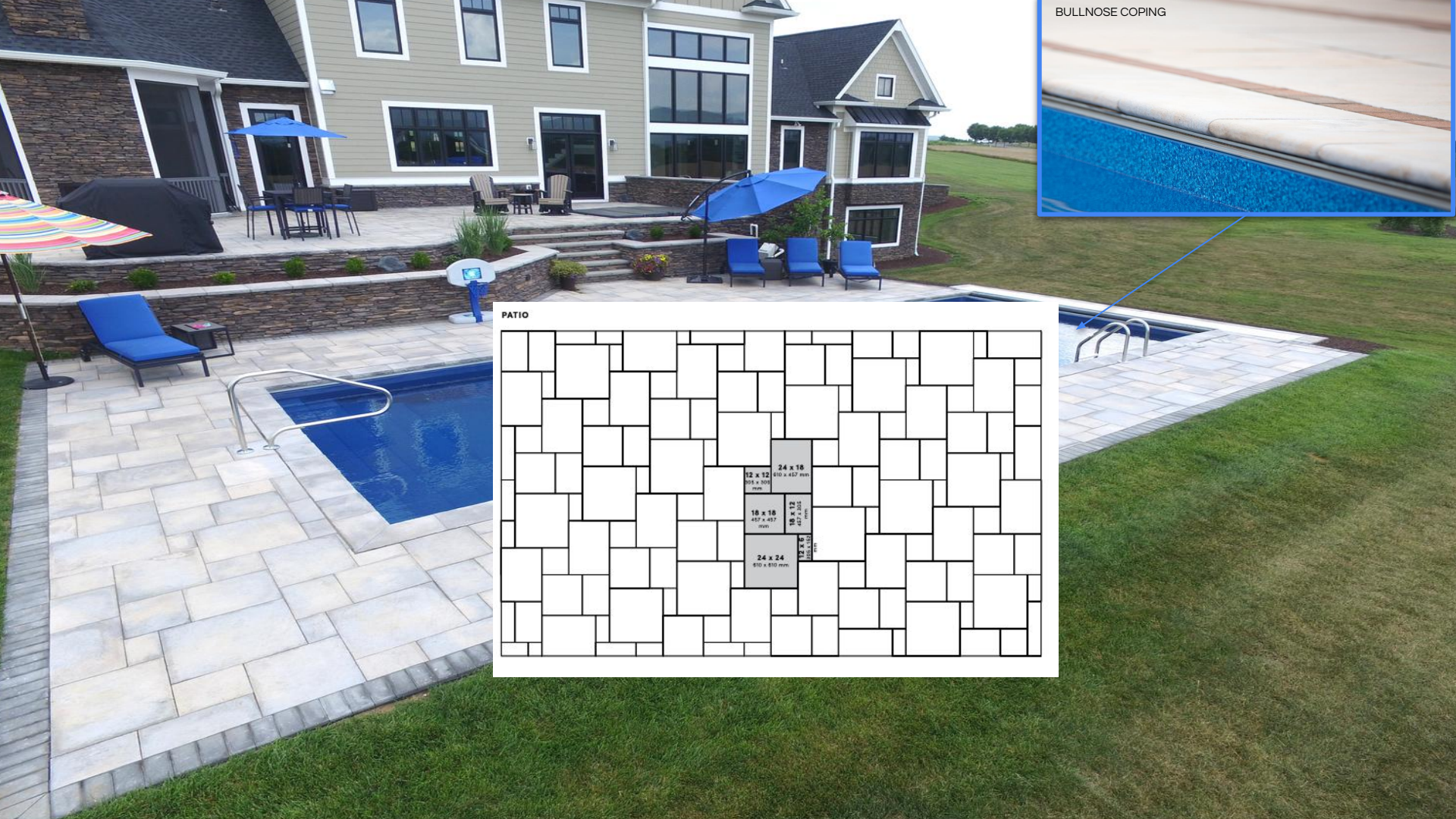
- All 6 sizes on every pallet

- 9.10 Sq M Per Pallet

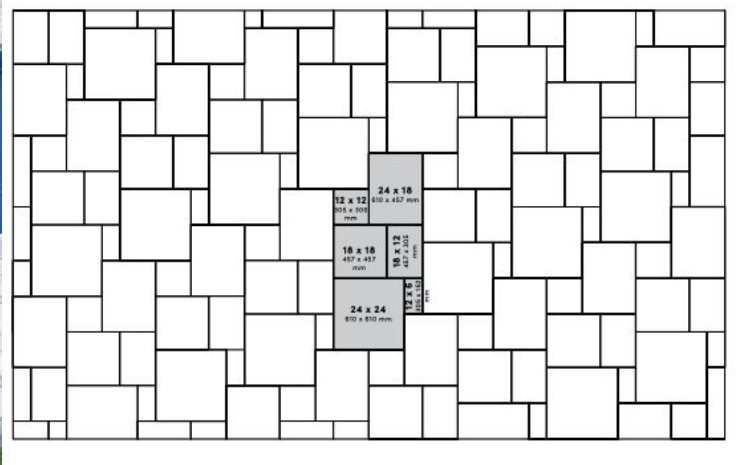
<b>18 x 18</b> 457 x 457 mm		<b>24 x 24</b> 610 x 610 mm
<b>18 x 12</b> 457 x 305 mm		
<b>12 x 12</b> 305 x 305 mm	<b>12 x 6</b> 305 x 152 mm	<b>18 x 18</b> 457 x 457 mm



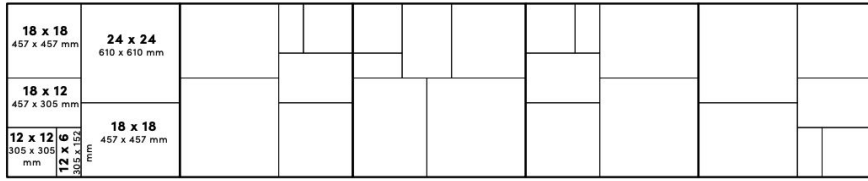




**PATIO**

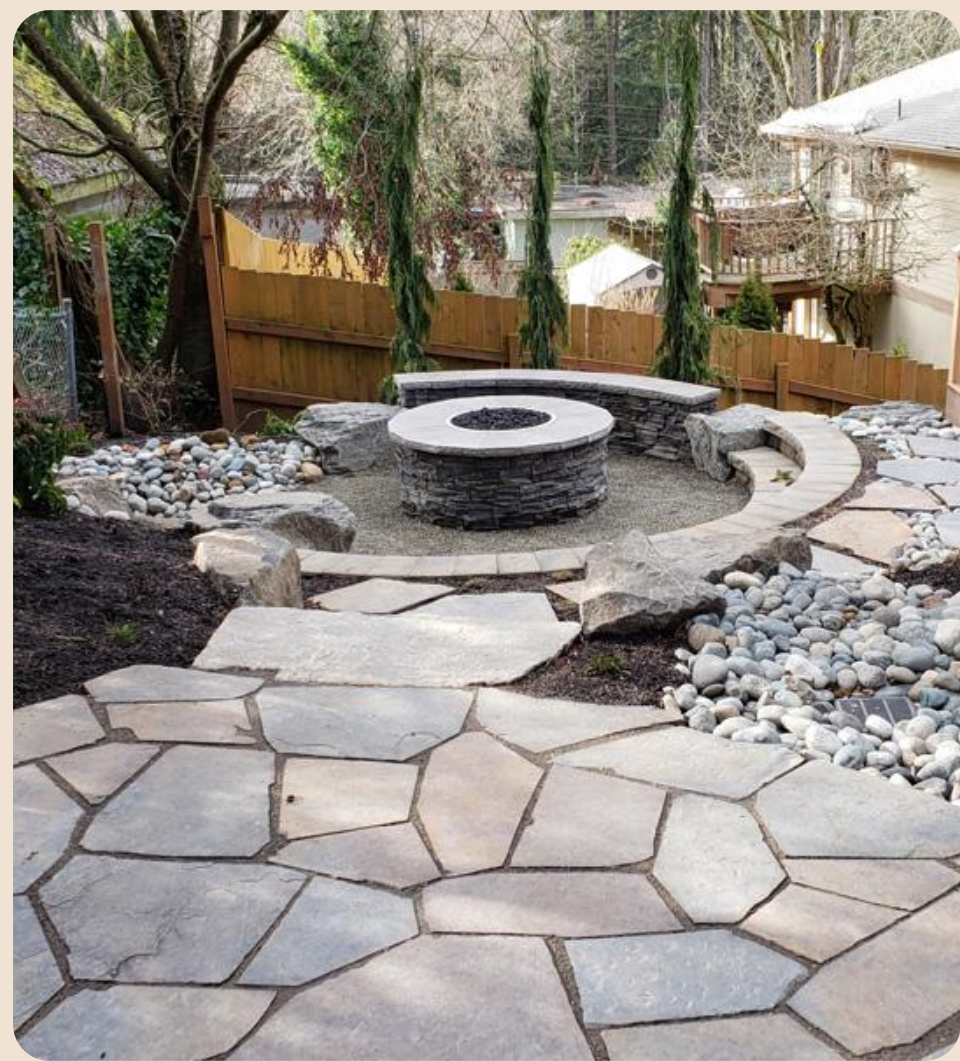


# WALKWAY



42 in  
(1067 mm)





## **Objection:**

*“The majority of my profit comes from my install cost”*

## **Answer:**

Profit on labor comes from a combination of efficiency and craftsmanship



What percentage of a job is material cost?

20%



An aerial photograph of a large, multi-unit log cabin resort. The buildings feature dark grey metal roofs and extensive use of natural log wood for structural beams and siding. In the foreground, a large, irregularly shaped swimming pool with clear blue water is surrounded by a grey stone-paved patio. The pool area is landscaped with large, natural rocks and some greenery. The resort is set in a wooded area with tall, thin trees in the background.

# GRAND FLAGSTONE



## GRAND FLAGSTONE

### FEATURES

- 15 unique shapes replicate large, irregular flagstone with natural stone texture
- Fast installations with easy-to-install pattern
- Uniform thickness to create comfortable end result
- High strength concrete means long term durability
- Multiple natural color blends available

#### Notes:

\*Colors & product availability vary by region.

### PALLET



**Dimensions:** 42 x 42 x 24 in (1067 x 1067 x 610 mm)  
**Weight:** ±2,000 lb (±907 kg) (inc. pallet)  
**Coverage:** 90 sq ft (8.4 sq m) (assumes 3/8 in (10 mm) joint)  
**Layers Per Pallet:** 8 (random assortment of layers)



**LAYER: 1** L x W x H  
**Dimensions:** 42 x 38 x 1.75 in (1067 x 965 x 44.5 mm)  
**Weight:** ±245 lb (±111 kg)



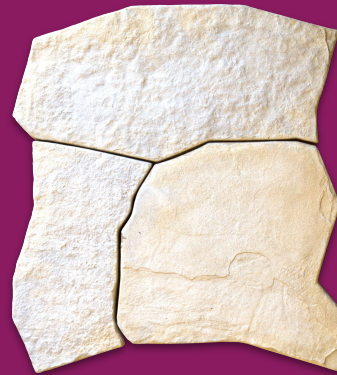
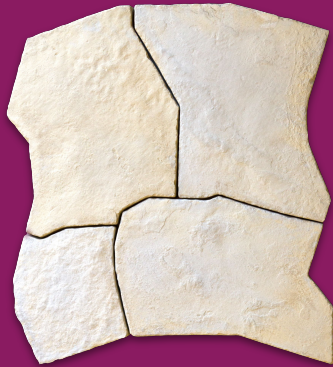
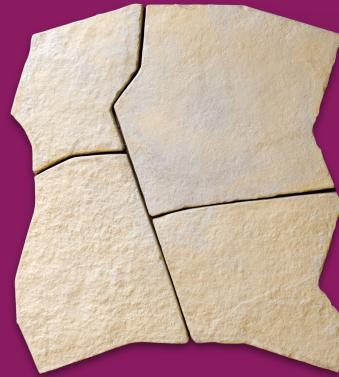
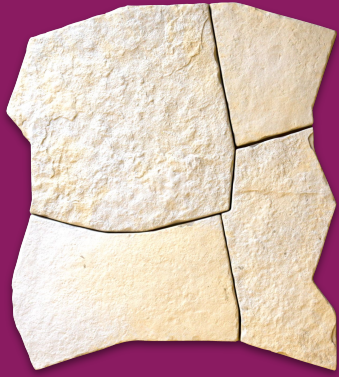
**LAYER: 2**  
**Dimensions:** 42 x 38 x 1.75 in (1067 x 965 x 44.5 mm)  
**Weight:** ±245 lb (±111 kg)



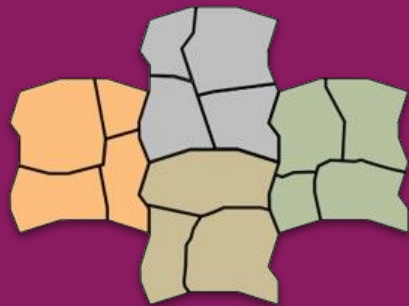
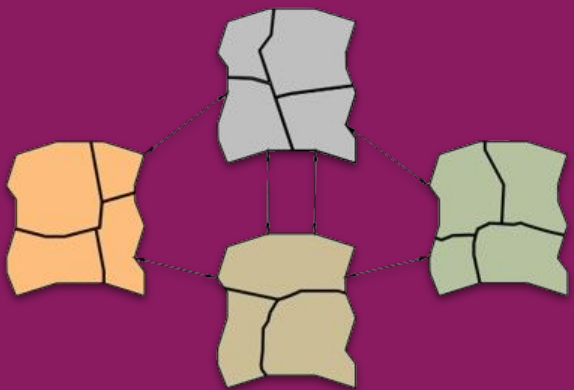
**LAYER: 3**  
**Dimensions:** 42 x 38 x 1.75 in (1067 x 965 x 44.5 mm)  
**Weight:** ±245 lb (±111 kg)

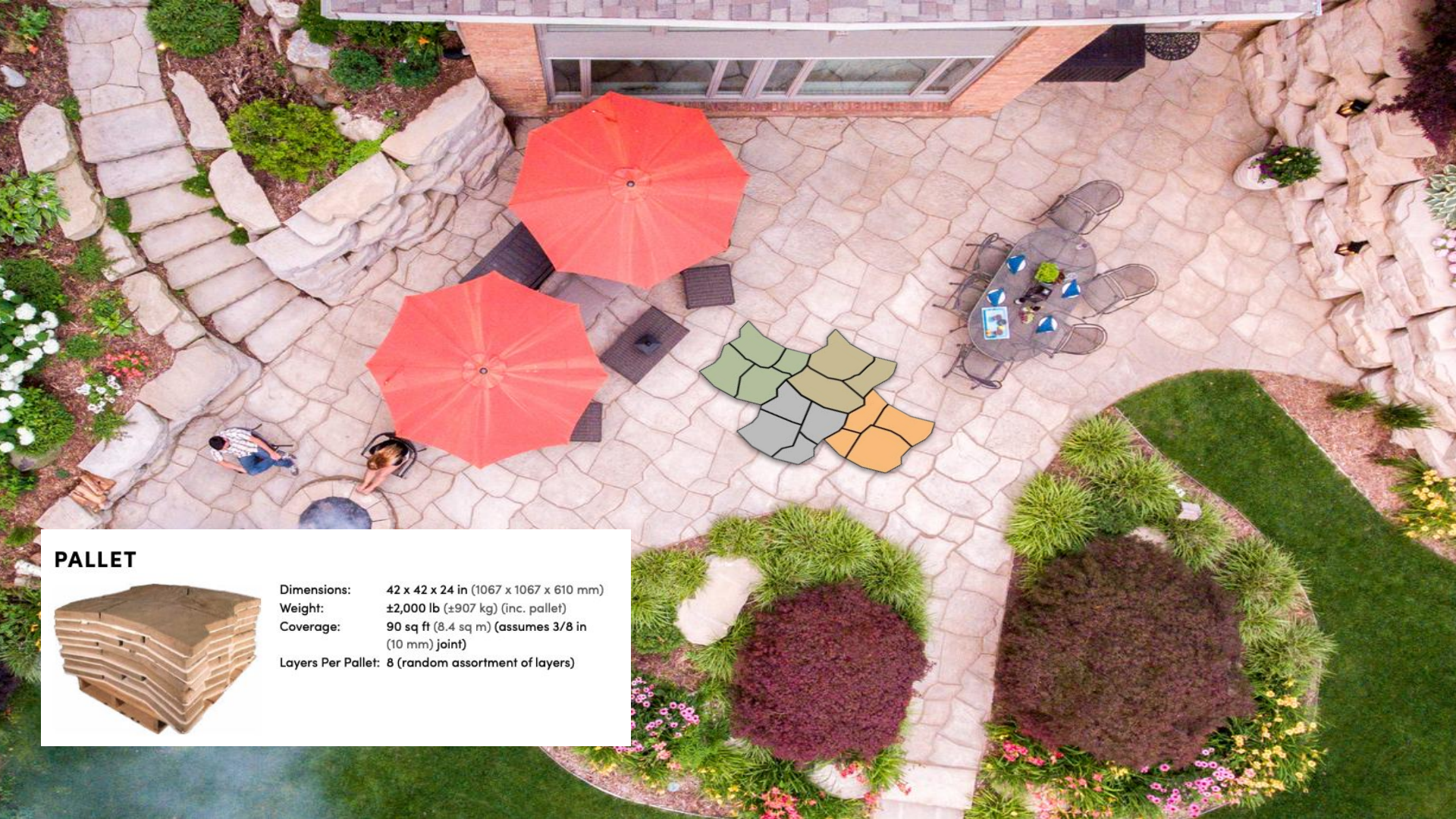


**LAYER: 4**  
**Dimensions:** 42 x 38 x 1.75 in (1067 x 965 x 44.5 mm)  
**Weight:** ±245 lb (±111 kg)



DIFFERENCES & SIMILARITIES?





## PALLET



- Dimensions:** 42 x 42 x 24 in (1067 x 1067 x 610 mm)  
**Weight:** ±2,000 lb (±907 kg) (inc. pallet)  
**Coverage:** 90 sq ft (8.4 sq m) (assumes 3/8 in (10 mm) joint)  
**Layers Per Pallet:** 8 (random assortment of layers)

## Objection:

*“Why would I buy concrete if I can use the real thing?”*

## Answer:

Rosetta isn't a replacement for Natural Stone Artisans, It is a way to differentiate yourself!



A large, two-story house with a stone retaining wall and a dock with a boat named 'Jennie B-bber'. The house has a grey roof, white trim, and a stone chimney. The retaining wall is made of stacked stone blocks and has several levels of landscaping with plants and trees. A dock with a white canopy and a brown boat is in the foreground. The boat has an American flag and the name 'Jennie B-bber' on its side. The scene is set in a wooded area with many trees.

# KODAH

WALL



20-21 sq ft  
**1.9-2- sq m**

6 units



3 units



6 units



3 units



CORNER




31.5 sq ft  
**2.9 sq m**

12 left



12 right





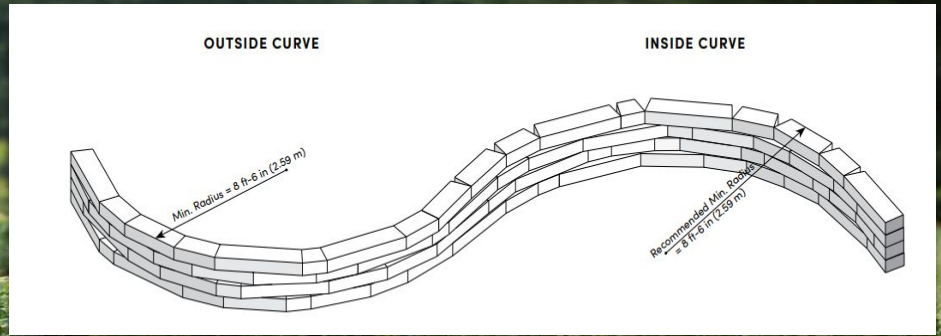
$\frac{3}{4}$  in or 19.05 mm  
MANUAL SET  
BACK PER  
LAYER

RETAINING WALL



**FREESTANDING/SEAT**

RADIUS



A stone pillar with a flat top and a glowing light fixture, part of a stone retaining wall. The pillar is constructed from stacked, rectangular stone blocks. A warm, yellow light emanates from a recessed area within the pillar, illuminating the surrounding stone. The pillar is set against a background of green grass and foliage. The base of the pillar is surrounded by gravel and a concrete foundation.

COLUMNS

32"X32"X36  
"



## Question?:

*“Are Rosetta premium products worth the investment?”*

## Answers:

- **DYK? Premium products can increase home value by 10%**
- **And can return up to 80% on the investment**

Source: Rosetta Knowledge Hub - Why Invest in Hardscapes?

A photograph of a grey-painted wooden fence. On top of the fence, there is a small white plate with several cookies. Two tweezers with wooden handles are leaning against the fence. The background is a blurred green garden.

# Bridgewood

# Wall Pallet(s)



26 sq f or 2.42 sq m of  
coverage



Half  
Block



Full  
Block

Palletized separately\*



489

**RETAINING WALL**



OUTSIDE CORNER



FREESTANDING/SEAT

## Question?:

*"I'm not sure if the look of these products will fit my yard or style."*

## Answer:

Emphasize customization and versatility. Rosetta offers product styles ranging from Contemporary to Timeless and Rustic.





# GRAND LEDGE

# Retaining Wall Pallet



↑  
18 sq f or 1.67 sq m of  
coverage



.9 m



1.2 m



1.5m



1.8 m

# Freestanding Pallet



## **FREESTANDING UNIT A:**

Dimensions: 35¼ x 24¼ x 12 in (895 x 616 x 305 mm)

Weight: ±770 lb (±350 kg)

Units Per Pallet: 1

## **FREESTANDING UNIT B:**

Dimensions: 42¼ x 19¾ x 12 in (1086 x 502 x 305 mm)

Weight: ±760 lb (±345 kg)

Units Per Pallet: 1

## **FREESTANDING UNIT C:**

Dimensions: 46 x 21 x 12 in (1168 x 533 x 305 mm)

Weight: ±880 lb (±395 kg)

Units Per Pallet: 1

## **FREESTANDING UNIT D:**

Dimensions: 50½ x 25½ x 12 in (1283 x 648 x 305 mm)

Weight: ±1,160 lb (±525 kg)

Units Per Pallet: 1

## **FREESTANDING UNIT E:**

Dimensions: 36 x 20 x 12 in (914 x 508 x 305 mm)

Weight: ±625 lb (±283 kg)

Units Per Pallet: 1

## **FREESTANDING UNIT F:**

Dimensions: 54 x 20 x 12 in (1372 x 508 x 305 mm)

Weight: ±965 lb (±437 kg)

Units Per Pallet: 1

## Objection:

*"That stuff is pretty heavy"*

## Answer:

Work smarter not harder! Invest into the proper tools for your team and not only increase productivity but employee retention.



## Bonus Objection:

*"I don't have a machine to install your product!"*

## Answers:

Does the project in question require it?  
Renting/Owning/Subbing equipment





METAL HOOK FOR EASIER INSTALLATION!

SHEAR HEELS ON BOTTOM TO GIVE 2 ¼" or 57.15 mm SET BACK

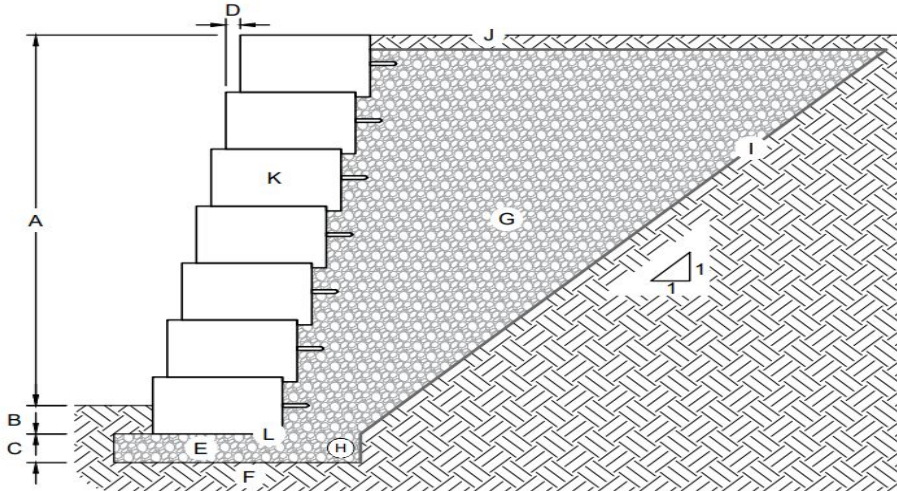
RETAINING WALL



IN HOUSE LIFTING DEVICE AVAILABLE FOR CONTRACTORS

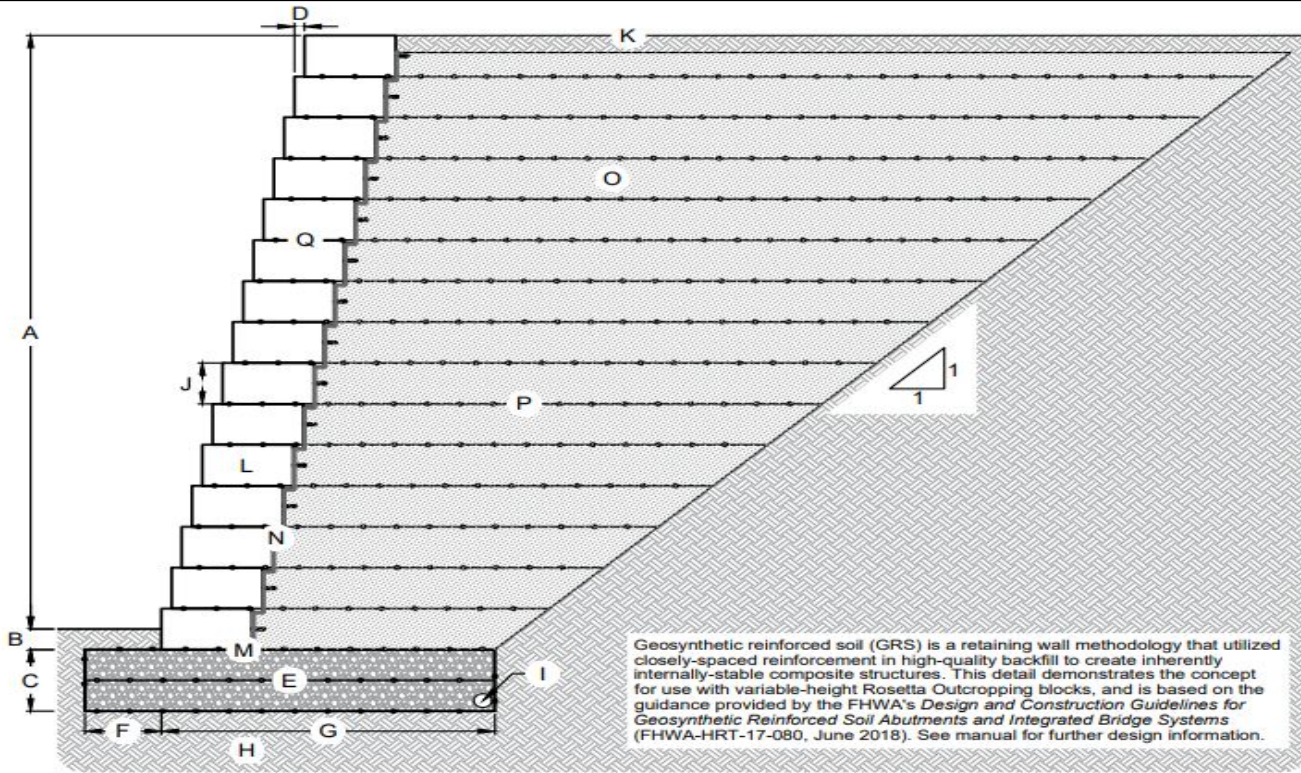
INSTALL LARGE WALLS WITH 2-3 MAN CREWS!

RETAINING WALL

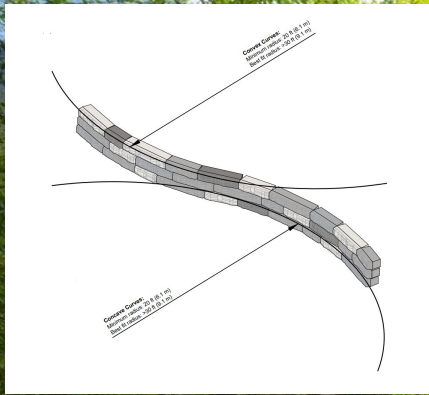


- A. Exposed height (varies by design)
- B. Bury depth (varies by design, min. 6 in (152 mm))
- C. Leveling pad depth (varies by design, min. 6 in (152 mm))
- D. Horizontal setback, 2- 1/4 in (57 mm) per 12 in (305 mm) vertical (10.6° batter angle on wall)
- E. Crushed stone leveling pad
- F. Foundation soil compacted to 95% max. dry density
- G. Drainstone (ASTM #57) installed on 1H:1V slope behind wall
- H. 4 in (102 mm) corrugated perforated drain pipe
- I. Non-woven geotextile fabric
- J. Finish grade to drain away from the wall
- K. Wall blocks
- L. Shear heel removed from base block (optional)

# AGGREGATE WEDGE RETAINING WALL



# GRS RETAINING WALL



**RADIUS**



4' X 18" X 7"  
1.2 m x 0.45 m x 0.17 m



6' X 30" X 7"  
1.8 m x 0.7 m x 0.17 m



## GENERAL INFORMATION

### INSTALLATION GUIDE

#### BASIC STEP INSTALLATION NOTES FOR:

- Irregular
- Dimensional

Refer to product pages for specific information and details pertaining to individual products.

#### MEASUREMENTS

Begin the step installation process by measuring the total rise required and calculating the number of steps to be used. Each step has a 5-1/2 in (140 mm) or 7 in (178 mm) rise, but should be sloped approximately 1/2 in (13 mm) such that the back of the step is higher than the front of the step. This slope will facilitate surface water drainage. With appropriate sloping, the net rise of each step is 6 in (152 mm) or 7-1/2 in (191 mm). Divide the total rise by 6 in (152 mm) or 7-1/2 in (191 mm) to get the number of steps required.

#### CALCULATIONS

Next, calculate the tread width. Generally, when the grade allows, a 12 in (305 mm) or wider tread is desirable. To calculate the tread width, divide the total allowable horizontal run minus the width of the top step, by the number of steps minus one. The one less will account for the top step.

#### CONSIDER THE FOLLOWING EXAMPLE:

Total rise = 42 in, Total horizontal run = 108 in, Width of top step = 24 in, Rise of steps = 6-1/2 in

Number of steps =  $42 \text{ in} \div 6 \text{ in/Step} = 7 \text{ Steps}$

Tread Depth =  $(108 \text{ in} - 24 \text{ in}) \div (7 - 1) = 14 \text{ in Tread Depth}$

Metric Calculation:

Total rise = 1067 mm, Total horizontal run = 2743 mm, Width of top step = 610 mm, Rise of steps = 140 mm

Number of steps =  $1067 \text{ mm} \div 152 \text{ mm/step} = 7 \text{ steps}$

Tread depth =  $(2743 \text{ mm} - 610 \text{ mm}) \div (7 - 1) = 356 \text{ mm tread depth}$

#### EXCAVATION

Excavate and grade the area for the first step. Steps should be placed on at least 3 in (76 mm) of free draining soil, such as sand or pea-stone. Compact soil to a minimum of 95% Standard Proctor.

#### PLACEMENT

Place step with either forks or straps using a small excavator or skid-steer to lift the piece into place. Practice safe handling procedures during this process.

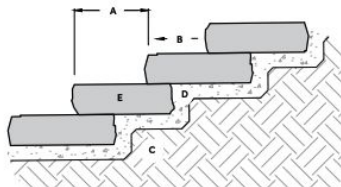
#### FILL

Fill behind each step with free draining soil and compact to 95% standard proctor. Remember to slope fill to allow for proper drainage when next step is placed. Continue placing steps in this manner until finish grade is reached.

### GENERAL NOTES FOR STEP SECTION

This page shows a typical detail for steps.

- This drawing is for preliminary reference only (not for final construction).
- Final designs for construction must be prepared by a registered professional engineer using the actual conditions of the proposed site and loads.
- Block size and placement shown are for reference only, individual steps vary with installation pattern.

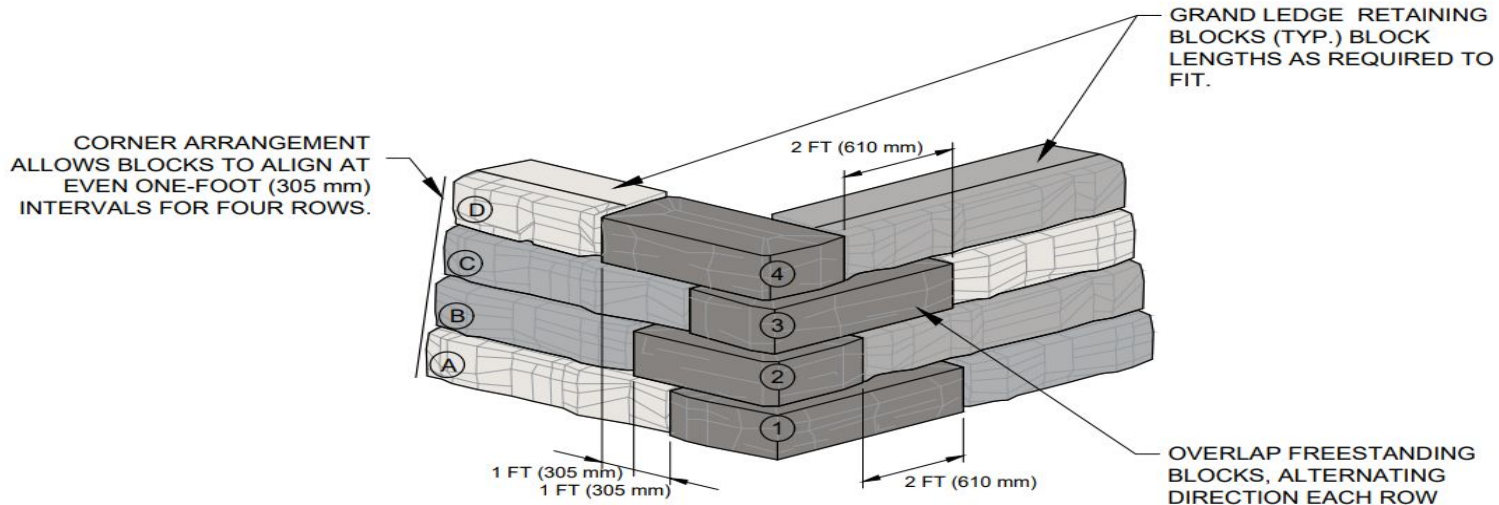


- A. Tread width varies (12 in (305 mm) or more is desirable)
- B. Slope 1-2% (to allow drainage)
- C. Compact subbase material to a minimum of 95% max. dry density (or as specified by engineer)
- D. Free-draining granular material (3 in (76 mm) thick minimum compact to a min. of 95% max. dry density)
- E. Step block



A, B, C, D  
FREESTANDING UNITS

CAPPING THE WALL



MINIMUM SIDE WALL LENGTH WITHOUT CUTTING BLOCKS

- A. 60 IN (1524 mm) x 20 IN (508 mm) RETAINING BLOCK
- B. 48 IN (1219 mm) x 20 IN (508 mm) RETAINING BLOCK
- C. 60 IN (1524 mm) x 20 IN (508 mm) RETAINING BLOCK
- D. 36 IN (914 mm) x 20 IN (508 mm) RETAINING BLOCK

CORNER BLOCKS

- 1. 50 1/2 IN (1280 mm) x 25 1/2 IN (650 mm) FREESTANDING BLOCK
- 2. 35 1/4 IN (895 mm) x 24 1/4 IN (615 mm) FREESTANDING BLOCK
- 3. 46 IN (1170 mm) x 21 IN (530 mm) FREESTANDING BLOCK
- 4. 42 3/4 IN (1090 mm) x 19 3/4 IN (500 mm) FREESTANDING BLOCK

OUTSIDE 90° CORNER CONFIGURATION FOR VERTICAL WALL END



REMEMBER THESE?  
THESE STEPS CAN  
ALSO BE USED TO  
CAP OFF A LARGE WALL!

CAPPING THE WALL

# Efficiency Tip - Grand Ledge

- Break up Vertical Joints
- Use shorter blocks for Tighter Turns
- Consider Alternative Tools
- Don't Overcomplicate



A photograph of a well-maintained outdoor deck. In the foreground, a dark brown wooden deck holds a set of dark wicker patio furniture with bright green cushions. There are several potted plants, including yellow and red flowers, and small evergreen trees. A large, dark patio umbrella is partially visible on the left. Behind the deck is a multi-tiered retaining wall made of light-colored, stacked stone blocks. A black metal railing runs along the top of the wall. In the background, a house with a balcony and large windows is visible, surrounded by lush green trees.

# OUTCROPPING



A PALLET

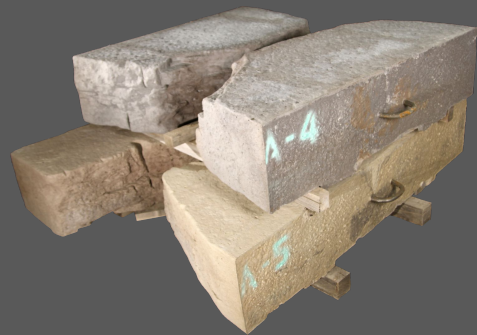


B PALLET



C PALLET

A  
2



B  
2



C  
1



Pallet Ratio



6 per pallet



3 per pallet




# CORNER PALLETS



SAME METAL HOOK FOR EASIER INSTALLATION!

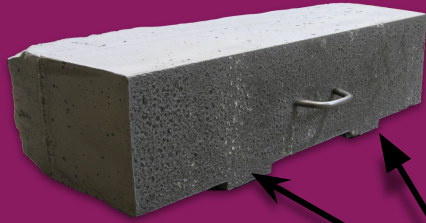
SHEAR HEELS ON BOTTOM TO GIVE 3" SET BACK

RETAINING WALL



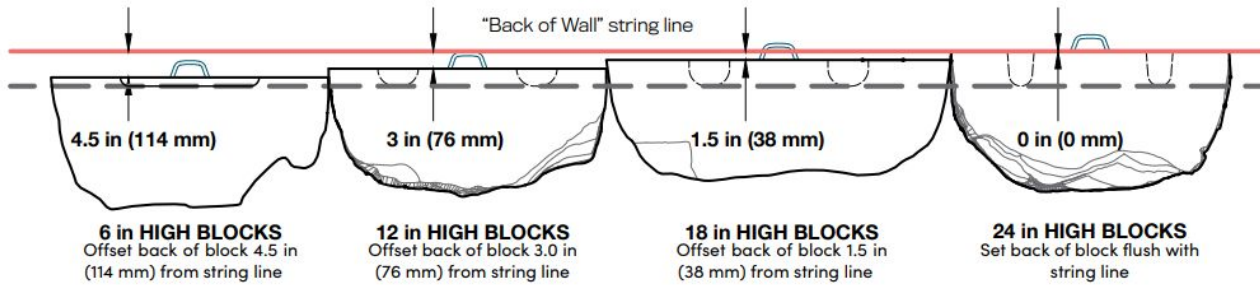
REMEMBER THESE  
AGAIN? THESE STEPS  
CAN ALSO BE USED TO  
CAP OFF A LARGE  
WALL!

CAPPING THE WALL



**KNOCK OFF SHEAR HEELS WITH SLEDGEHAMMER  
TO KEEP BLOCK LEVEL**

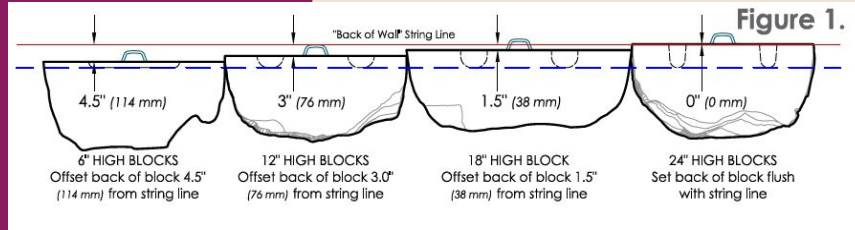
### OUTCROPPING OFFSET BY HEIGHT ILLUSTRATION



# RETAINING WALL (BASE COURSE)

# Efficiency Tip - Outcropping

- Set Back
- NO 6" on the bottom
- Follow the 2:2:1 Ratio
- Use our website



ROSETTA Inspiration Products Design & Install Knowledge Hub Start A Project Login Where To Buy

### Design resources

DESIGN AND INSTALLATION INFORMATION	CONSTRUCTION DETAILS	SPECIFICATIONS AND DATA SHEETS
<a href="#">Outcropping Installation Manual</a>	<a href="#">Gravity Wall - Typical Section PDF   DWG</a>	<a href="#">Outcropping Information Sheet</a>
<a href="#">Outcropping Lifting Device - Instructions</a>	<a href="#">Reinforced Wall With Paraweb Strap - Typical Section PDF   DWG</a>	<a href="#">Outcropping Specifications PDF   Word</a>
<a href="#">Outcropping Lifting Device - Video</a>	<a href="#">Geosynthetic Reinforced Soil (GRS) Wall - Typical Section PDF   DWG</a>	<a href="#">Freestanding Outcropping Product Information Sheet</a>
<a href="#">Quick Installation Tips - Spanish Version</a>	<a href="#">Concrete Backfill - Typical Section PDF   DWG</a>	<a href="#">Schematic Rosetta Blocks PDF   DWG</a>
<a href="#">Installation Videos</a>	<a href="#">Railing - Typical Section PDF   DWG</a>	
<a href="#">Rosetta Design Resource Manual</a>	<a href="#">Block Interface Shear PDF   DWG</a>	
<a href="#">NR Conc Backfill</a>	<a href="#">Sample Conc Backfill Hand Calculations</a>	
<a href="#">Paraweb Connection Capacity</a>	<a href="#">Sample Strap Length Calculations</a>	
<a href="#">Preliminary Wall Sections</a>	<a href="#">SketchUp Models</a>	
<a href="#">Block Interface Shear</a>	<a href="#">Drain Options - Typical Reinforcement Wall Details PDF   DWG</a>	
<a href="#">Sample Conc Backfill Hand Calculations</a>	<a href="#">Seawall Detail PDF   DWG</a>	
<a href="#">Sample Strap Length Calculations</a>		
<a href="#">SketchUp Models</a>		

COOKIE SETTINGS

Trending videos  
Dessa official L

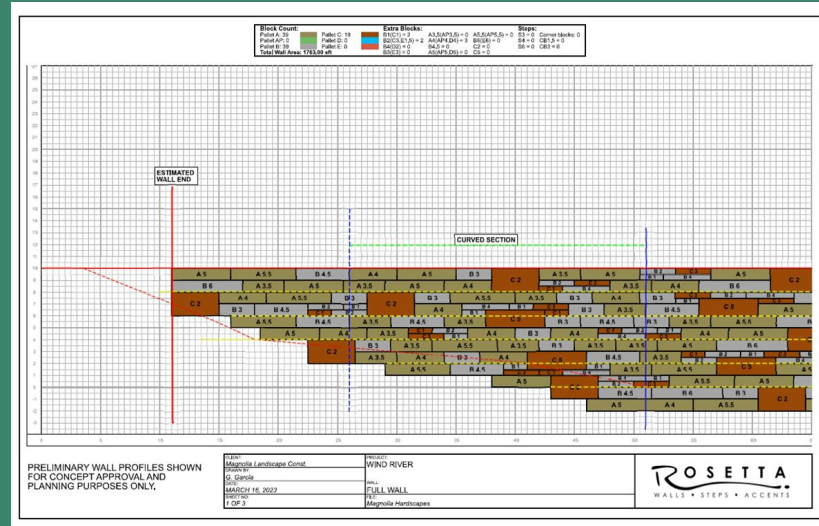
Search

6:36 AM  
3/11/2025





1. Block Lettering & Font Improvements
2. Find Your Best Process
3. How to Build Grand Ledge within App
4. Data Entry Errors to Avoid



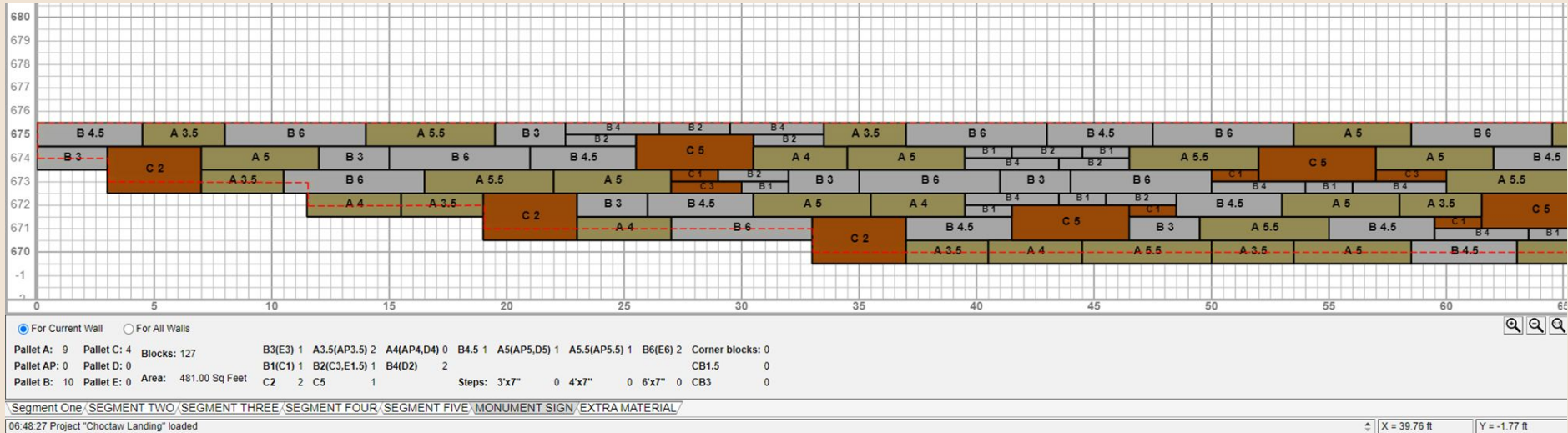


# Block Lettering & Font Improvements

The screenshot shows a web browser window with the URL [https://www.walllayoutapp.com/?\\_ga=2.243120706.1950809700.15513294](https://www.walllayoutapp.com/?_ga=2.243120706.1950809700.15513294). The browser's address bar and tabs are visible, including 'Tech Support', 'Rosetta Retaining...', 'OC Height Guides', 'Change Your View...', and 'Produ'. Below the browser, a grid-based layout application is open, displaying a 'Font options' dialog box. The dialog box has a title 'Font options' and two columns of options. The left column contains 'Gri', 'Av', 'Blc', and 'No'. The right column contains 'C 5'. Below the columns are 'Ok' and 'Cancel' buttons. The background of the application shows a grid with a vertical axis labeled from 30 to 40 and a horizontal axis labeled 'File'. A small orange rectangle is visible on the grid at the bottom right.

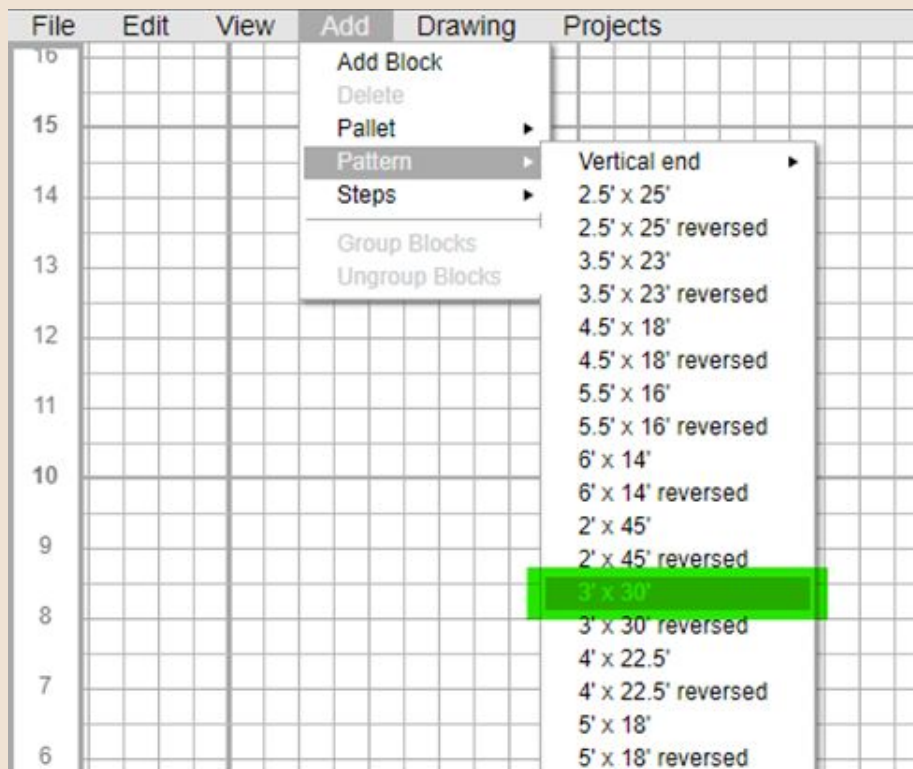


## Find Your Best Process



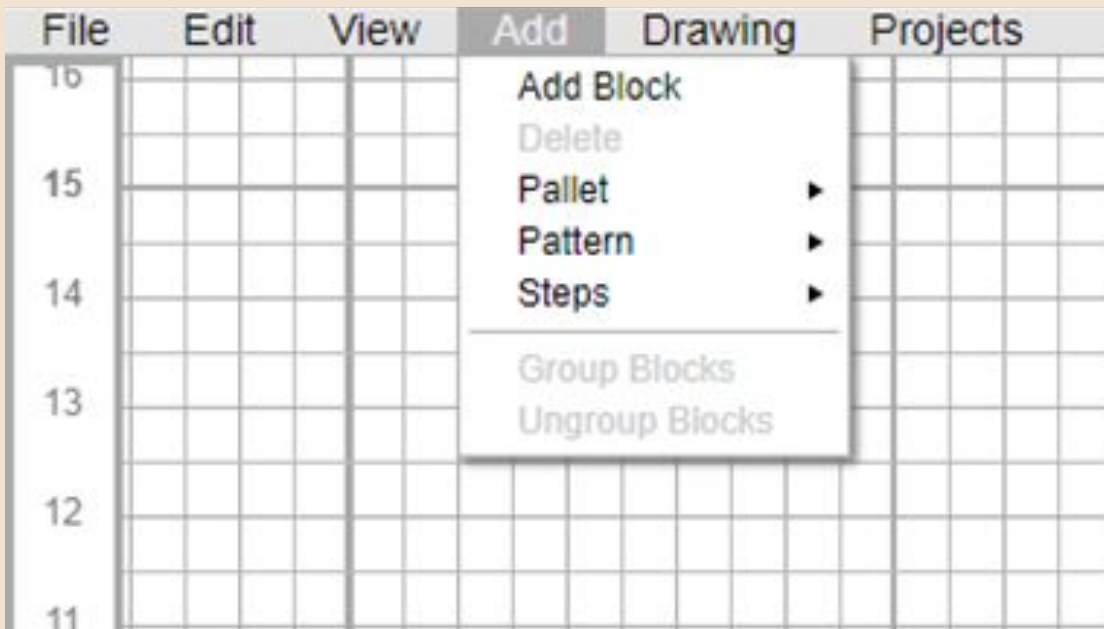


## Find Your Best Process



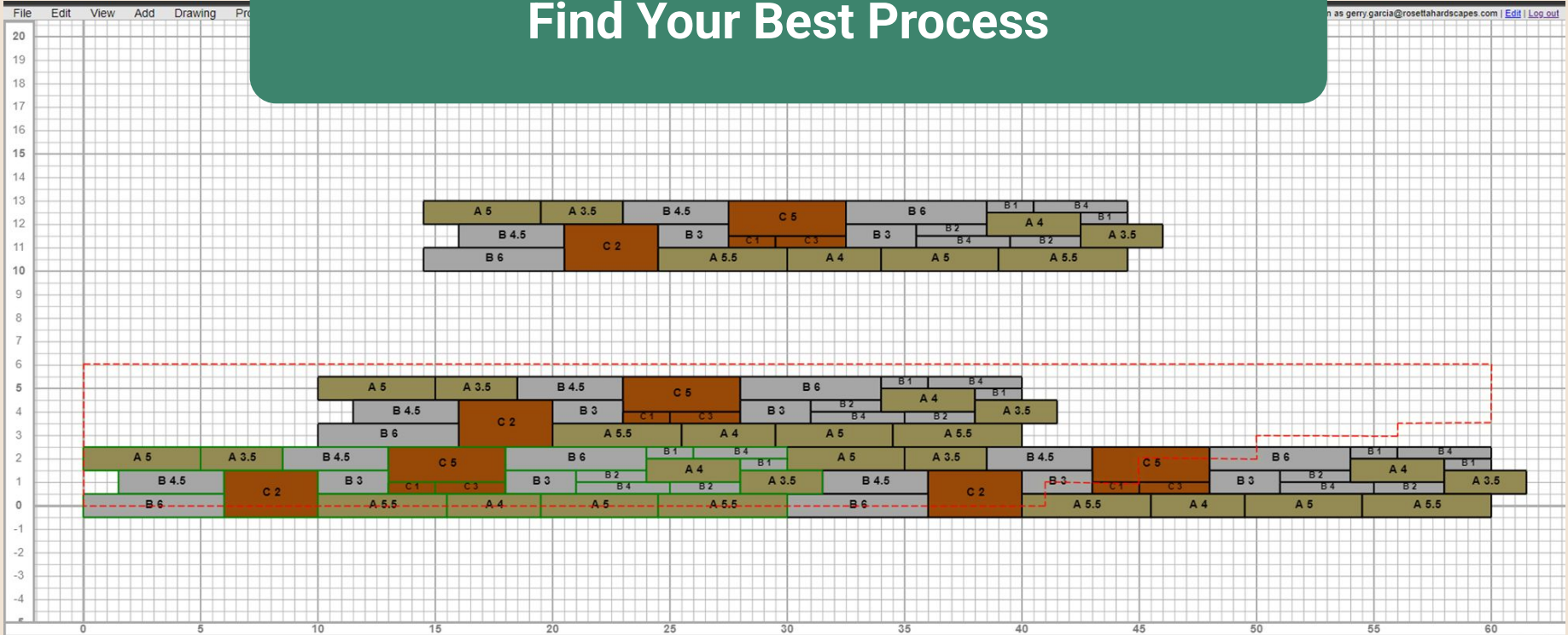


## Find Your Best Process





## Find Your Best Process



For Current Wall  For All Walls

Pallet A: 8 Pallet C: 4 Blocks: 96 B3(E3) 0 A3.5(AP3.5) 0 A4(AP4,D4) 0 B4.5 0 A5(AP5,D5) 0 A5.5(AP5.5) 0 B6(E6) 0 Corner blocks: 0  
 Pallet AP: 0 Pallet D: 0 B1(C1) 0 B2(C3,E1.5) 0 B4(D2) 0 CB1.5 0  
 Pallet B: 8 Pallet E: 0 Area: 360.00 Sq Feet C2 0 C5 0 Steps: 3'x7" 0 4'x7" 0 6'x7" 0 CB3 0

New Wall





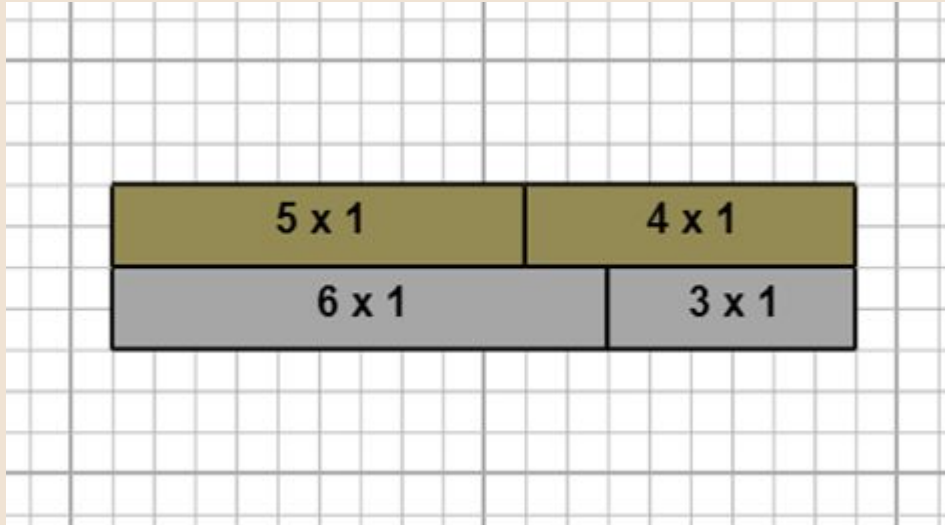


# How to Build Grand Ledge within App

The screenshot shows the Layout App interface with a grid. The menu is open, showing options: Add Block, Delete, Pallet, Pattern, Steps, Group Blocks, and Ungroup Blocks. The Pallet sub-menu is open, showing options: Pallet A, Pallet A Planter, Pallet B, Pallet C, Pallet D, and Pallet E. The grid shows two sets of blocks arranged in a grand ledge pattern. The left set (A) has blocks labeled A 3.5, A 4, A 5, and A 5.5. The right set (B) has blocks labeled B 1, B 2, B 4, B 3, B 4.5, and B 6. The grid has a vertical axis labeled 15 to 30 and a horizontal axis.

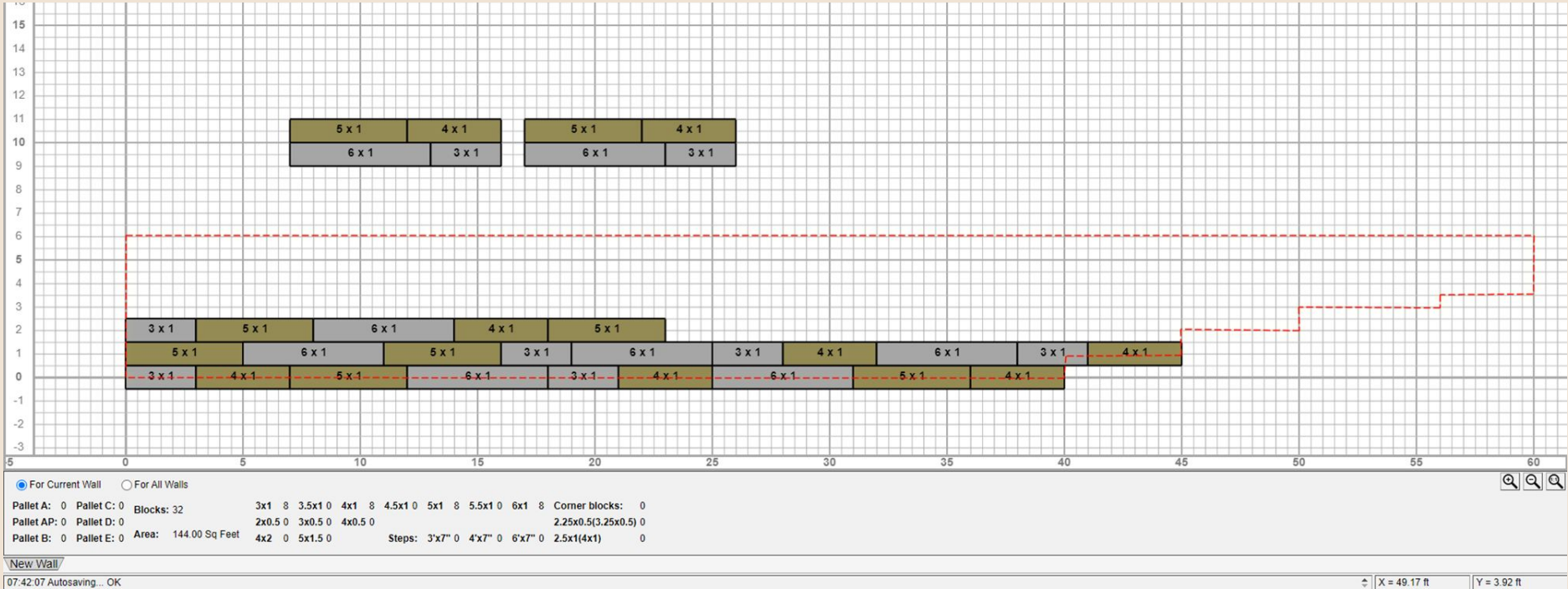


## How to Build Grand Ledge within App



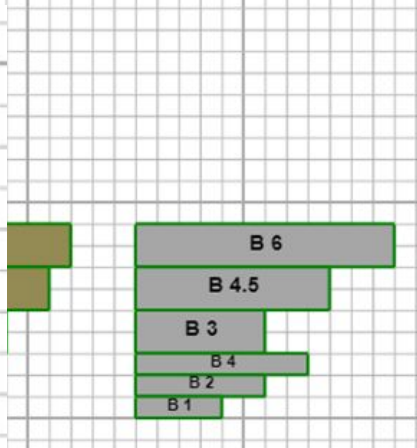
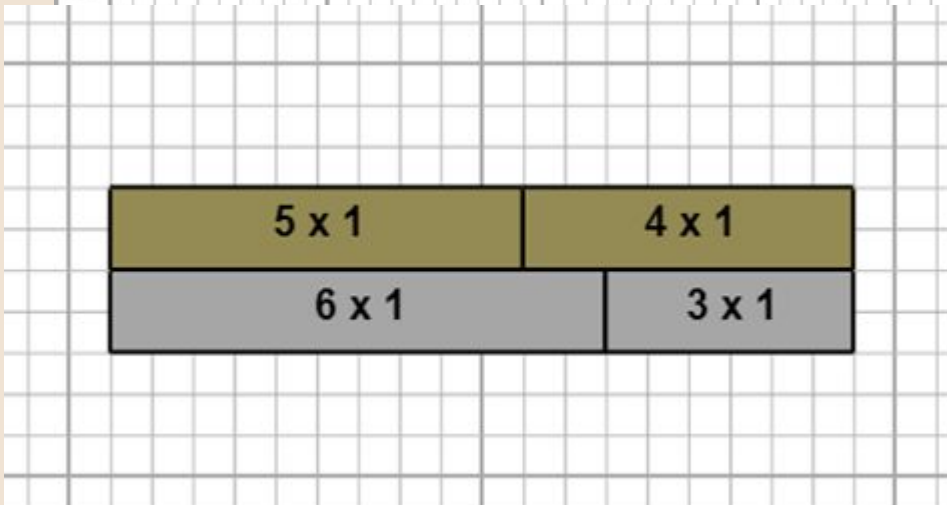
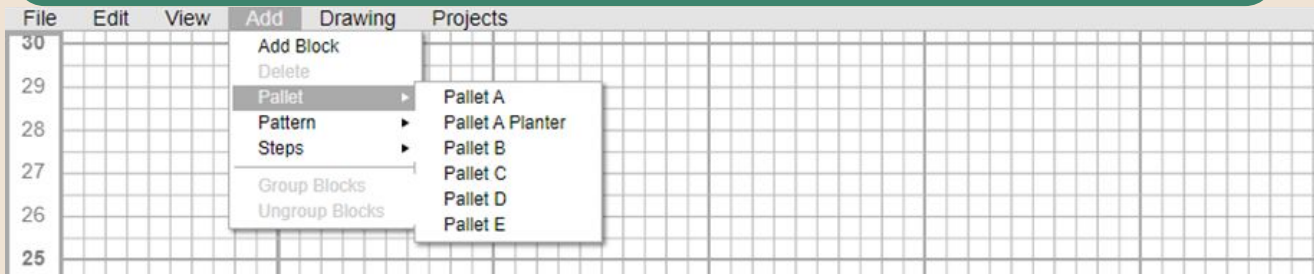


# How to Build Grand Ledge within App





# How to Build Grand Ledge within App





## Additional Tips

### Utilize the Tabs Option

*Important: Avoid using numbers in Tab name*

### Save Regularly

*Other issues? Reach out to tech support*



HUH

## Objection:

*"I can't charge more or else I'll lose more jobs"*

## Answer:

Stop discussing Price!

The conversation is

Scope and Budget!



**REMINDER**

**Put Your Customers  
Best Interest...  
Over Your Sale**

## FILTER BY

## Topics

- Design & Engineering
- Installation
- Maintenance
- Planning & Budgeting
- Styles & Aesthetics

## Content Type

- Blog
- Guide
- Project Highlight



## DESIGN &amp; ENGINEERING

## Should I Hire an Engineer for My Retaining Wall Project?

July 29, 2024



## PLANNING &amp; BUDGETING

## Building a Budget for Your Outdoor Living Space

July 10, 2024



Aaron and Nate's

*Field Guide* for  
*Rosetta*

# Field Guide

Is this an Issue?

- How did it happen
- Can you work through it
- Can it be fixed
- Take pictures



# Field Guide

Is this an Issue?

- How did it happen
- Can you work through it
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# Field Guide

Is this an Issue?

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- Can you work through it
- Can it be fixed
- Take pictures



## Field Guide

- Underside of Product untouched.
- Could be uneven product.



# Field Guide

Irregularity in face could be **ripped** form.

Irregularity



## Field Guide

Dirt/Dry concrete in face of product could be not clean mold.



Dry concrete

# Field Guide

- Excessive Bugholes
  - What is excessive?
  - Different Standards on Each Product
  - Different Standards for Each Job
  - Get on the Same Page...Set Your Standard
- Could be from...
  - Form Oil
  - Dry Mix
  - Dirty Forms

Bugholes



# Biggest Issues We See

- Board Staining
- Efflorescence/Differential Curing
- Dimensional Issues
- Hook Placement
- Deformed Outcropping
- Excessive Bug Holes
- Damage from Poor Packaging





Login

Where To Buy ▾

## Design Resources

### DESIGN AND INSTALLATION INFORMATION

[Outcropping Installation Manual](#)

[Outcropping Lifting Device - Instructions](#)

[Outcropping Lifting Device - Video](#)

[Quick Installation Steps - Spanish Version](#)

[Installation Videos](#)

[Rosetta Design Resource Manual](#)

[NR Conc Backfill](#)

[Paraweb Connection Capacity](#)

[Preliminary Wall Sections](#)

[Block Interface Shear](#)

[Sample Conc Backfill Hand Calculations](#)

[Sample Strap Length Calculations](#)

[SketchUp Models](#)

### CONSTRUCTION DETAILS

[Gravity Wall - Typical Section  
PDF | DWG](#)

[Reinforced Nail Vertical Paraweb Wall -  
Typical Section  
PDF | DWG](#)

[Geosynthetic Reinforced Soil \(GRS\) Wall -  
Typical Section  
PDF | DWG](#)

[Concrete Backfill - Typical Section  
PDF | DWG](#)

[Railing - Typical Section  
PDF | DWG](#)

[Bottom Row Block Installation  
PDF | DWG](#)

[Drain Options - Typical Reinforcement Wall  
Details  
PDF | DWG](#)

[Seawall Detail](#)

### SPECIFICATIONS AND DATA SHEETS

[Outcropping Information Sheet](#)

[Outcropping Specifications](#)

[PDF | DWG](#)

[Establishing Outcropping Product  
Information Sheet](#)

[Schematic Rosetta Blocks](#)

[PDF | DWG](#)

# Growing Your Brand



# BUILD YOUR PERSONAL BRAND

## Showcase Expertise

- Regularly share content that demonstrates your knowledge
- Share tips, trends, or projects
- Build trust with followers

## Engage with Followers

- Comment on posts and respond to inquiries (DMs)
- Create a personal connection
- Find your existing clients and engage with them





# CONTENT SHARING

## Visual Content

- Post high-quality images and videos
- Completed projects, before-and-after transformations, and product demonstrations

## Success Stories

- Share customer testimonials and success stories
- Highlight how products solved specific problems or transformed spaces

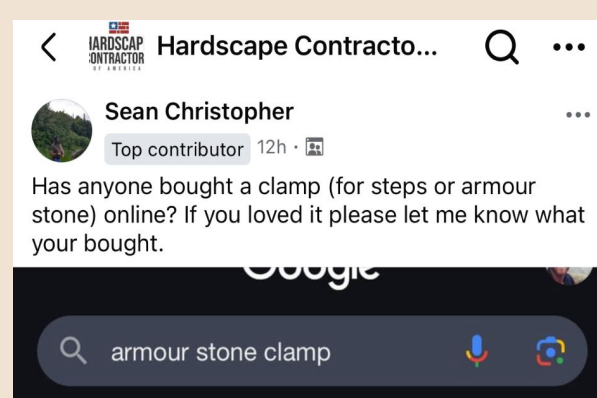
# NETWORKING & PARTNERSHIPS

## Join Groups

- Participate in relevant LinkedIn or Facebook groups where industry professionals gather
- Share insights, answer questions, and build relationships with potential partners and clients

## Collaborate with Rosetta

- Tag us or co-create content for us to share
- Highlight your connection to the brand and increase visibility



Hey Sean, my favorite lifting device out there is the QuickClamp FTZ-Multi from Probst. This clamp lifts everything from natural stone to large block, we love using it with our Grand Ledge block since it can do our freestanding and our structural wall units without switching attachments. Here is a link to the Probst lifter <https://www.probst-handling.com/en/products> and a link to our Grand Ledge wall product <https://www.rosettahardscapes.com/products/large-scale-contemporary-landscape-wall/>. Give me a call if you have any questions (111)-111-1111



Quick-E-BL 980 Clamp | Grea...  
Great North Hardscape



Baselift



**John Molyneaux**



Top contributor 5d ·

What do you guys do with your flagstone that has a big range of variation between sizes we have something that is three-quarter inch all the way to 2 1/2 on a compacted base it does not look good. Do you individually level each one or how would you guys go about it without affecting the integrity of the base or patio?



Hey John, as I came across your post I love the natural stone feel you're going for, and I feel your pain of dealing with variants in height and size. Something to think about on your next project is our Traverse Flagstone (<https://www.rosettahardscapes.com/products/traverse-flagstone-patio-slabs/>) from Rosetta Hardscapes. It gives the same random look, but an ease of installation like any other concrete paver. Give me a shout if you have any questions at (111-111-1111)



# LEAD NURTURING

## Follow-Up Strategies

- Use social media to stay in touch with leads
- Send direct messages, comment on their posts, or sharing relevant content that addresses their needs

## Personalized Content

- Share personalized content with specific leads
- Customized product recommendations or project ideas based on their posts

Keep in touch and stay up to date on socials!



@rosettahardscapes



@hardscapenate



@aaronausen



Follow Barkman too!  
@barkmanconcrete

# Be A *Great* Team

**Work to Improve**

**Work to  
Communicate as  
One**

**Work for Your  
“WHY”**

# THANK YOU FOR ATTENDING!



**Contact us with questions!**

[aaron.ausen@rosettahardscapes.com](mailto:aaron.ausen@rosettahardscapes.com)

[hardscapenate@rosettahardscapes.com](mailto:hardscapenate@rosettahardscapes.com)