

# The Case for DCS



## Norse Says Color Helps Set Its Manufactured Stone Veneer Apart from the Competition

Color—supplied by DCS—and highly skilled color applicators are two of the main things that help **Norse Building Products'** manufactured stone veneer (MSV) products stand out, according to company President Josh Hessel.

"Our customers have told us that our natural-looking color is one of the biggest reasons they choose our products, and DCS has been helping us get there for a long time," Hessel said.

Norse's Plant Supervisor Mike Dauer, who has been with the company for 20 years, said DCS has been with them the whole time. "DCS has been great to work with. Always there for us. Our goal is to produce the most natural and authentic appearing stone in the industry. To do that, we pay a lot of attention to color—both the base color and the shake-on (DCS Dynamicast Color Hardener). We have highly experienced designated employees who really know how to apply the shake-on color. There is a lot of handwork in the

production of our products. It's an art. You have to get it right for the products to look natural."

"DCS has helped Norse figure out how to get the most out of color," Dauer said, adding that "some colors are trickier to work with than others. Anytime we have a question, all we have to do is pick up the phone. They're a great bunch of people to work with. They've helped us figure out some things on mix designs. And when they say their color is going to be there, we know it's going to be there."



Norse's mortarless system, Mountain Stack, at Windmill Manor Senior Living in Batavia, IL

### Years of Experience Producing MSV

MSV is in Hessel's blood. His dad owned Hessel Block, a concrete block manufacturer, and started an early MSV franchise in the Upper Peninsula of Michigan. Hessel bought Norse in November 2019 and has big plans for its future.

Norse Pro-Line MSV has grown steadily. Strategically located in southeastern Wisconsin, the company primarily does business in the Midwest and is well-positioned to provide prompt delivery to major markets including Milwaukee, Chicago, Minneapolis, Detroit, St. Louis, Indianapolis, and Des Moines.



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# The Case for DCS Norse Building Products

The product names in the Pro-Line series—along with the color palette—call to mind the native stone that peppers older buildings in Norse’s market area. “You see a lot of limestone out here along with granite and river rock. Buildings were constructed with the stone that farmers plowed up in their fields—fieldstone,” Hessel said.

As quarries became depleted and stonemasons became harder to find, MSV came along and provided a way to get the traditional look of midwestern native stone at a fraction of the cost. Norse products—bearing names like Bailey’s Harbor Fieldstone, Buckingham Limestone, and Barton Limestone—pay tribute to the area’s natural stone with its fissures and deep reds, browns, and grays. “Color is a huge part of getting that right,” Dauer said.

## New Looks and Mortarless Systems

As building owners and contractors realize what is possible with MSV, Norse has begun to see customer interest in using MSV that replicates stone from other areas of the country.

“We’re seeing a lot of interest recently in our MSV product lines that are not modeled after stone native to the Midwest,” Hessel said. “Some people like the idea of creating a more southwestern look in their MSV installations, for example.”

*“DCS has helped Norse figure out how to get the most out of color.”*

*—Mike Dauer, Norse Building Products*

Other MSV trends include the use of mortarless systems and a move from the residential market, where it already has a strong foothold, into larger multi-family housing projects and commercial construction.

Norse’s mortarless system, Mountain Stack Mortarless Stone Veneer, is growing quickly. The product, a beautiful manufactured stone veneer in a panelized “tight stack” design, can be installed in any weather. There’s no need for heated enclosures when the



Norse Plant Supervisor Mike Dauer working with Jim Crawford from DCS

temperature drops below 45 degrees—an important consideration in the Midwest.

Mountain Stack meets rigorous AC51 testing standards for strength, durability, and freeze-thaw conditions. Independent lab tests have shown zero water penetration when installed according to manufacturer instructions. Additionally, positive and negative wind load tests have had the product hanging tough in winds exceeding 225 miles per hour.

“We think we have a real winner with Mountain Stack. The product is being used extensively on a large retirement community project—Windmill Manor Senior Living. We see real growth potential,” Hessel said, adding that Mountain Stack can also be installed conventionally with mortar—adding to its market versatility.

As Norse grows and the market evolves, DCS will be right beside them. “We have a great relationship with Norse, like we do with virtually all of our customers. We’re proud of the work we have done with them to get their color right,” said Jimmy Crawford, DCS’ Vice President of Development. “We’ve developed some real expertise in the MSV area, and we love sharing that with our customers.”