

# **EQUITONE**

Celebrating Ten Years of Facades in the USA

## best of **AMERICAN** design

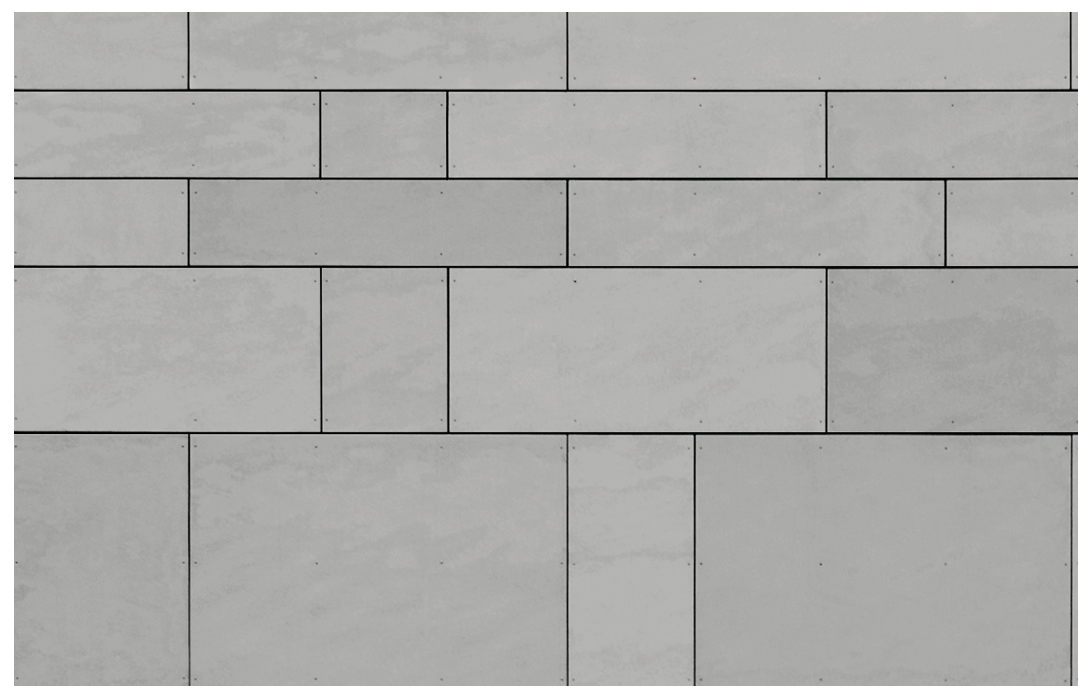
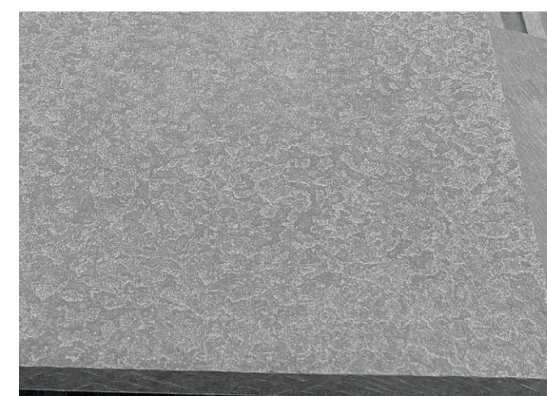
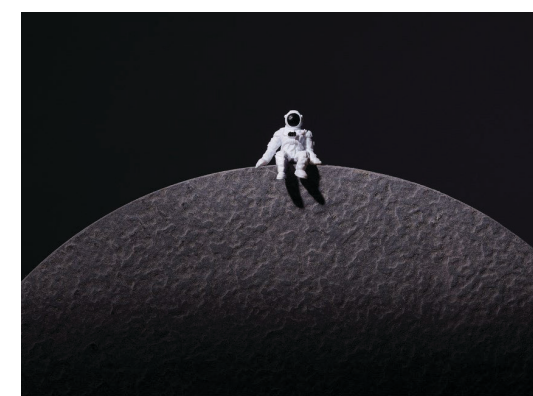
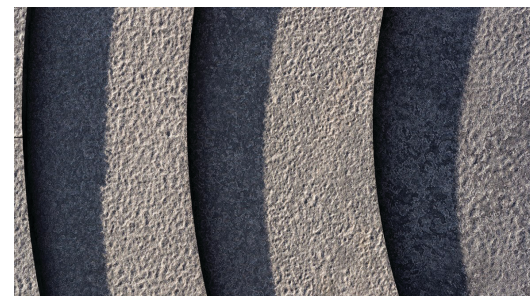
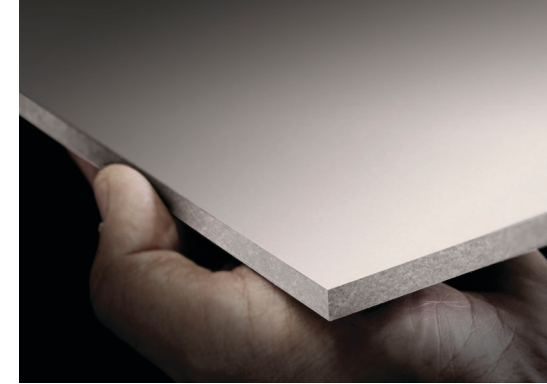
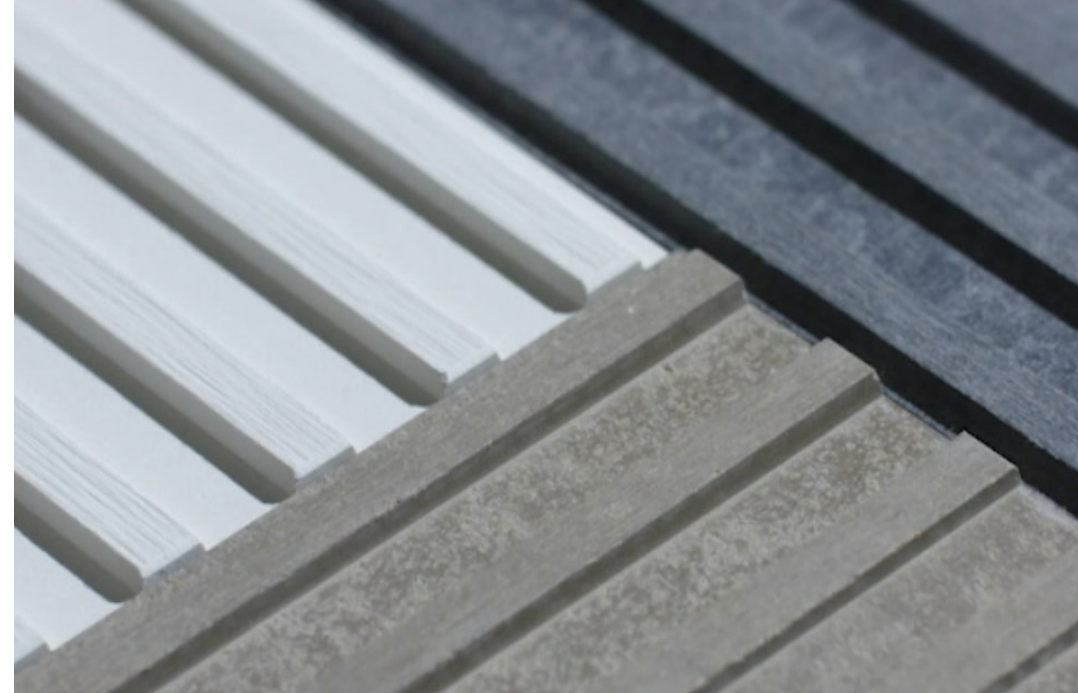


# EQUITONE fiber cement facade materials

EQUITONE is proud to celebrate our 10th anniversary in the USA! For the past decade, we have worked with architects, contractors, developers, and building owners to bring hundreds of design visions to life. Our commitment to excellence in both material quality and customer service has allowed us to establish ourselves as a trusted partner in the construction industry.

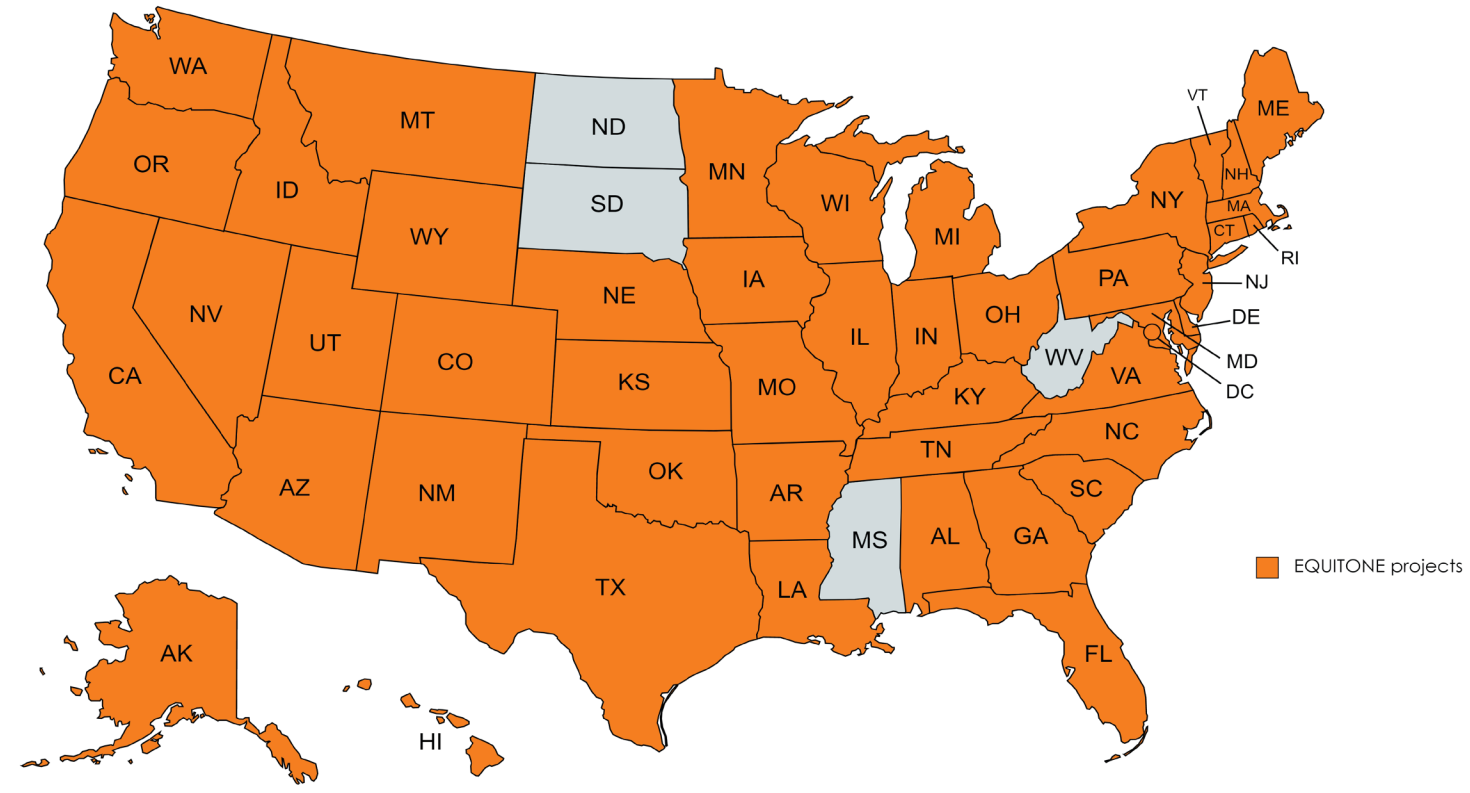
Etex, the parent company of EQUITONE, has a rich history of fiber cement. Since 1905 the Belgian-based company Etex has been creating fiber cement building materials for a range of applications. EQUITONE, the architectural range, was introduced in the 2000s and expanded to the United States in 2013. Since the beginning, we have strived to provide our clients with the most innovative and durable building materials available on the market. As a result, we have been featured in nearly every building type and climate around the world, including some of the most extreme weather that America has to offer.

As we look back on the past 10 years, we are grateful for the relationships we have built along the way. We are excited to continue serving the construction industry for many years to come, and we look forward to inspiring new ways of living in the future.



Our success over the last 10 years is not only due to our exceptional materials - it is also thanks to our team of knowledgeable and dedicated professionals. Our staff members bring a wealth of expertise and experience to every project, and we pride ourselves on offering personalized guidance and support to help our clients find the perfect materials for their specific needs. EQUITONE does not rely on third party representatives. We have an in-house staff of customer service, technical, marketing, and Project Managers that are stationed around the country. This model allows us to be familiar with the needs of different areas, from building codes to aesthetic preferences.

Facades are just one part of a ventilated rainscreen system, and our amazing distribution partner network is key to keeping us at the top of the industry. Our partners are spread across the USA, and each offers a unique set of benefits. Whether a project needs immediate domestic stock or a sub-construction system, our partners can fill those needs along with various services from fabrication to engineering, design optimization, and installation. When architects choose EQUITONE facades, they are supported from start to finish.



# designed by architects ... for architects

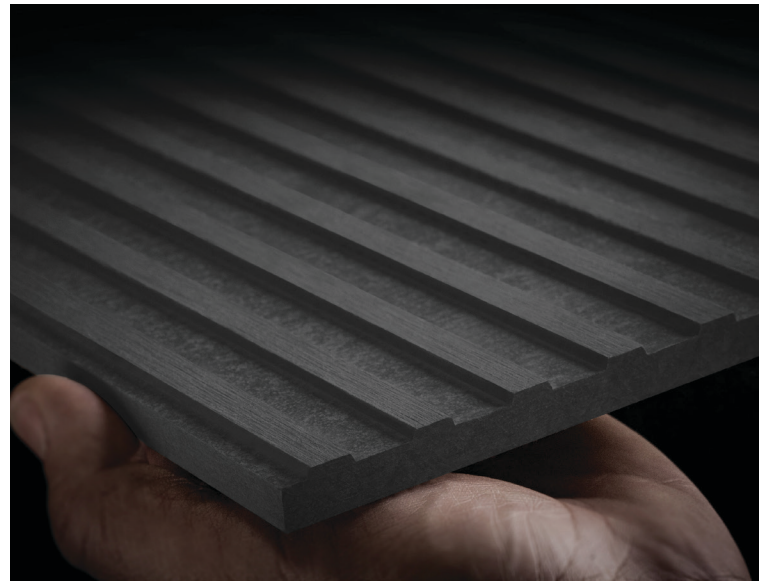


Every EQUITONE material texture available has been dreamed up by architects. We hold regular focus groups all around the world, and when we learn what architects need to fulfill their visions, we create it.



The process is not simple by any means. We make prototypes, have them tested extensively for performance, build machines that can manufacture the panels, and check in with designers at each step of the process to make sure we are on the right path. By the time a new material launches, hundreds of architects have given their input and suggestions to make it come to life.





## EQUITONE [linea]

### DESIGN

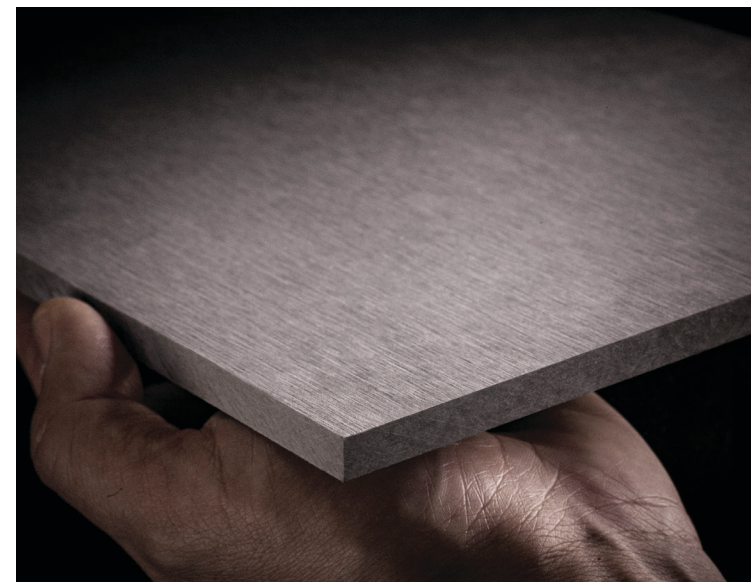
Unique, 3D shaped, through-colored facade material that plays with light and shadow.

### FINISH

The linear surface highlights the raw, inner texture of the core fiber cement material.

### EXPRESSION

Every moment of the day, the changing angle of the daylight gives the facade materials a different aspect.



## EQUITONE [tectiva]

### AUTHENTICITY

Original, through-colored material with highly expressive fiber cement structure.

### INDIVIDUALITY

The production process makes each panel unique in color, texture and surface.

### TACTILITY

Rough, unpolished fiber cement surface with delicate, linen touch.

## EQUITONE [natura]

### SOPHISTICATION

Natural material with clearly visible yet subtle fiber cement matrix, in a range of through-colors.

### SOFT TOUCH

Matte, smooth surface finish.



## EQUITONE [lunara]

### ESSENCE

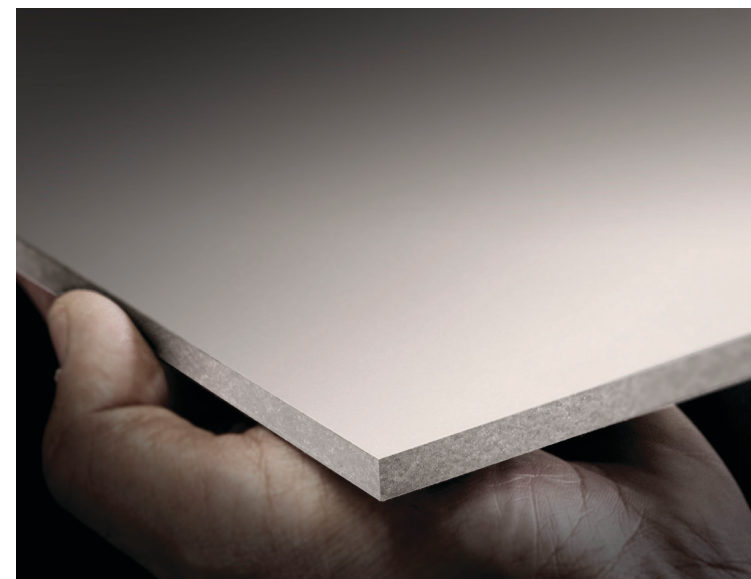
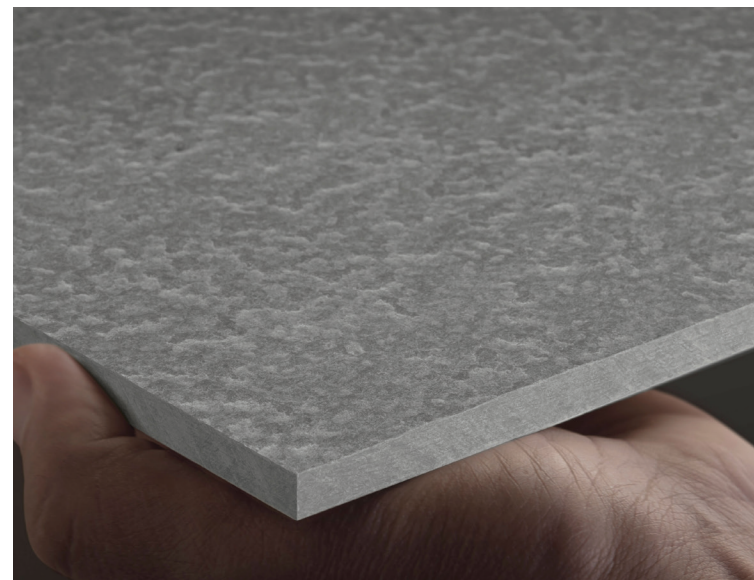
A through-colored panel with a surface resembling a lunar landscape.

### CHARACTERISTICS

The special production process makes each panel unique in color, texture, and surface.

### EXPRESSION

The refined, uncoated surface looks as if it was created naturally, and the texture is without a repeating pattern.



## EQUITONE [pictura]

### COLOR

EQUITONE [pictura] offers a selection of contemporary color coatings.

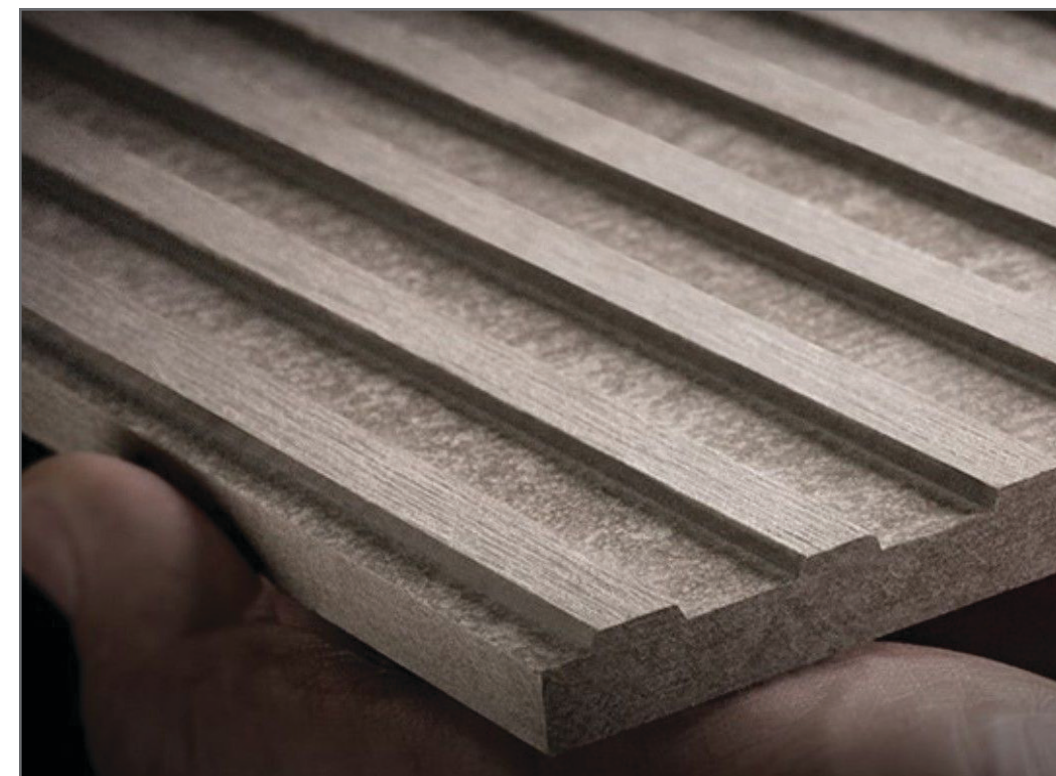
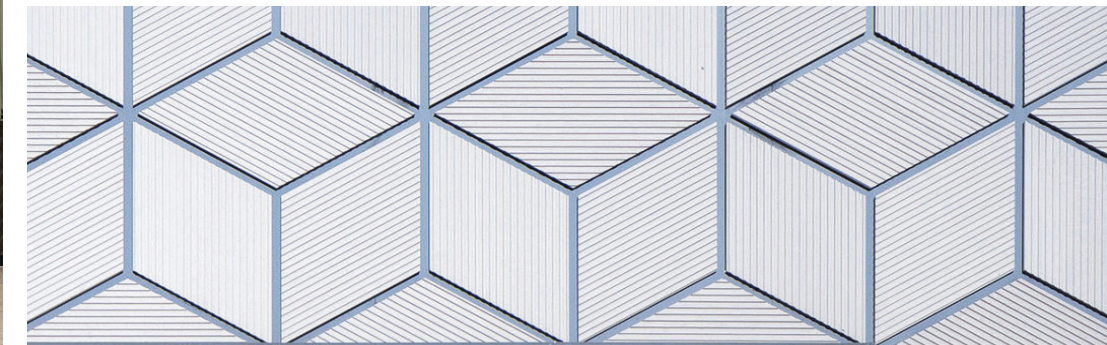
### MATTE SURFACE

Smooth and ultra-matte finish for high class architectural look.



**Kiton Store**  
B+ Architects • Manhasset, NY  
Photographer: Brian Berkowitz Photography  
EQUITONE [linea] LT60

**Federal Realty Investment Trust Headquarters**  
Foreseer • N. Bethesda, MD  
Photographs provided by Foreseer  
EQUITONE [linea] LT20



# MATERIAL [tectiva]

## Watershed

Weber Thompson • Seattle, WA  
Photographer: Built Work Photography  
EQUITONE [tectiva] TE10, TE90

## Modera - Buckhead

WDG Architects • Atlanta, GA  
EQUITONE [tectiva] TE60, TE20





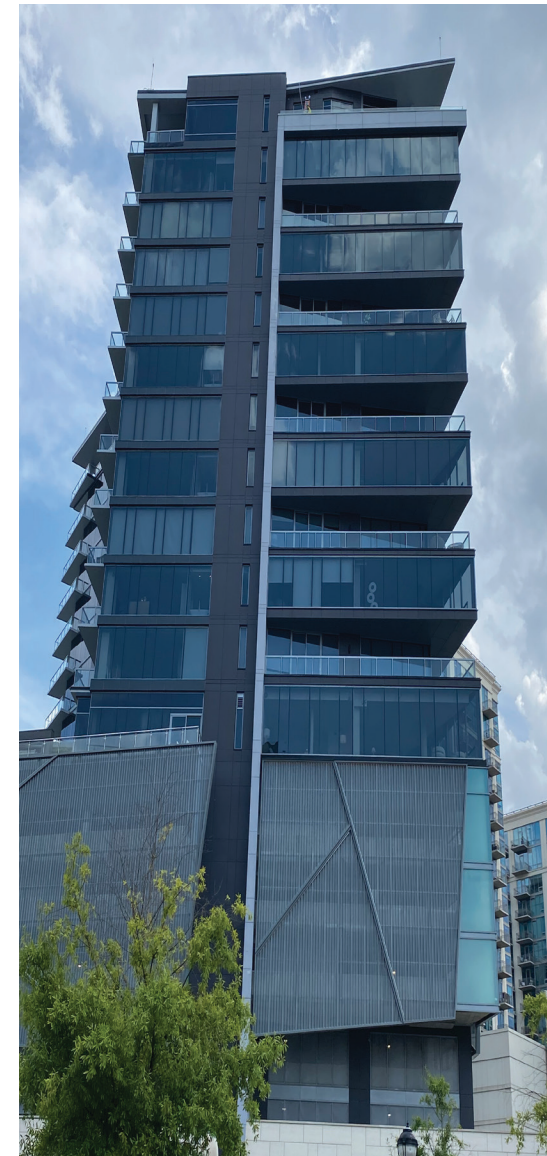
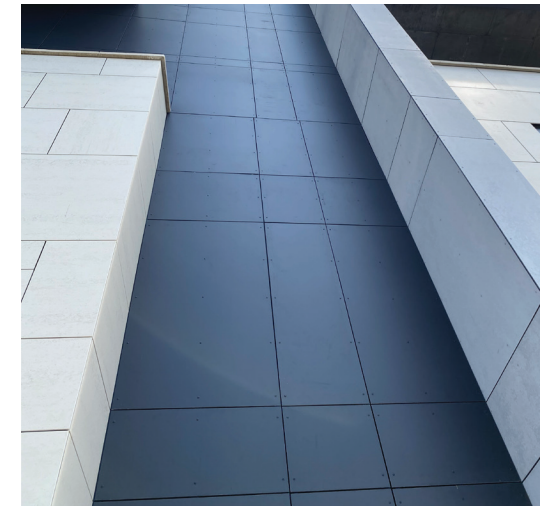
**MATERIAL**  
[natura]

**The Charles**

Lord Aeck Sargent • Atlanta, GA  
EQUITONE [natura] N074, [tectiva] TE15

**Edgewood Recreation**

Moody Nolan • Washington, DC  
Photography: CPI Productions  
EQUITONE [natura] N972



# MATERIAL

[pictura]

## Clarke Place

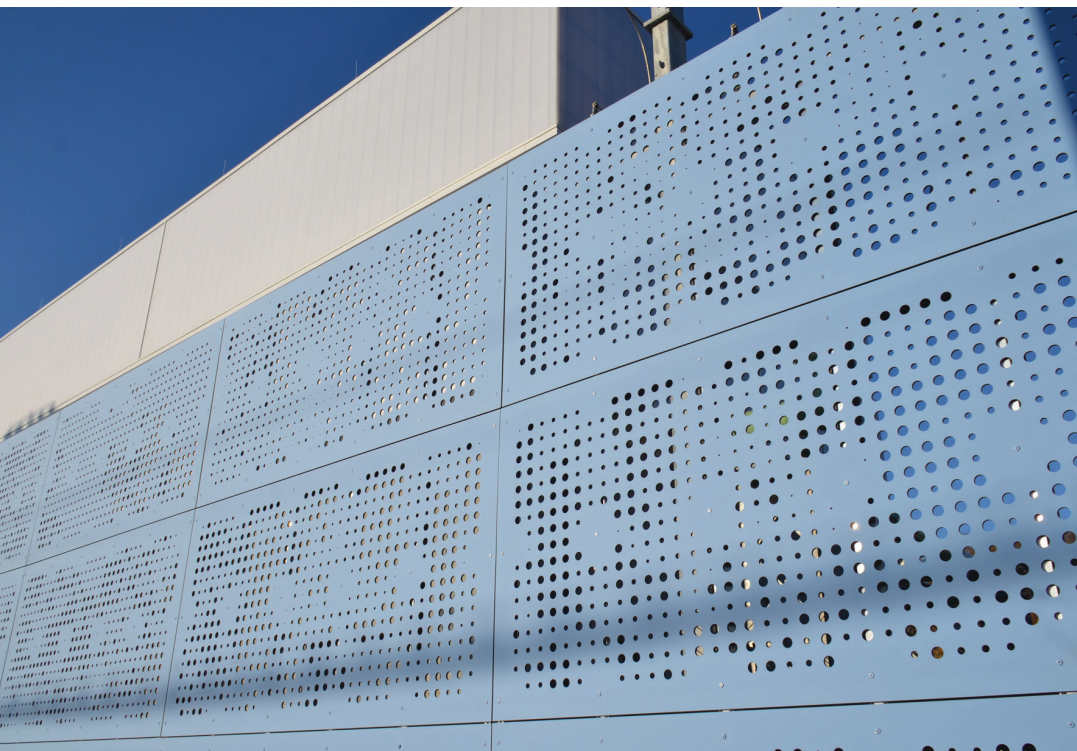
Magnusson Architecture and Planning • Bronx, NY  
Photographer: Brian Berkowitz Photography  
EQUITONE [natura] N411, N073, N163  
[tectiva] TE20, [pictura] PG642

## Match Charter Public School

Studio G Architects • Hyde Park, MA  
Photographer: Peter Vanderwarker  
EQUITONE [pictura] PG241, PG443, PG243, PW141

## PSEG Electrical Substation

Nastasi Architects • Hoboken, NJ  
Photographer: Nastasi Architects  
EQUITONE [pictura] PG442







# PROJECT TYPE

[multi-family]

## 195 Clarkson

AB Architekten • Brooklyn, NY  
Photographer: Ines Leong/L-INES Photo  
EQUITONE [tectiva] TE15

## Student Housing

Shepley Bulfinch • State College, PA  
EQUITONE [tectiva] TE30, TE20



# PROJECT TYPE

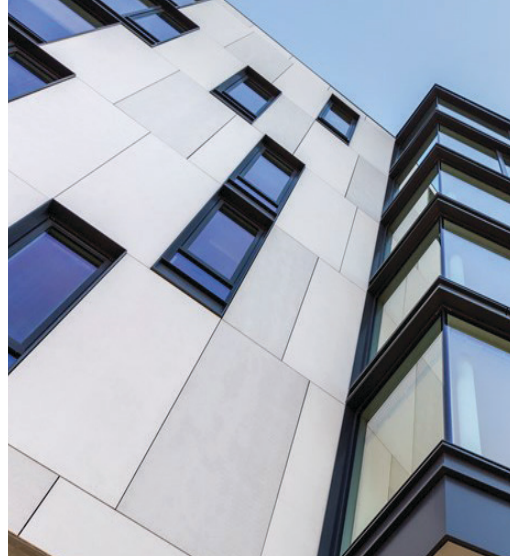
[multi-family]

## Girard

Utile Design • Boston, MA  
Photographer: Flagship Photo  
EQUITONE [tectiva] TE00, TE10

## Amara

Ankrom Moisan • Portland, OR  
Photographer: Justin Tunis / LB Studio  
EQUITONE [tectiva]





# PROJECT TYPE

[healthcare]

## Missouri State Health - Magers Health & Wellness

Hastings + Chivetta • Springfield, MO

Photographer: Sam Fentress Photography

EQUITONE [tectiva] TE00

## Asian Health and Service Center

Holst Architecture • Portland, OR

Photographer: Christian Columbres Architectural Photography

EQUITONE [tectiva] TE20



# PROJECT TYPE

[single family]

## Pinhoti Peak

Wade Works Creative • Chatsworth, GA

Photographer: Wade Works

EQUITONE [linea] LT20, [tectiva] TE85

## Atkinson Residence

Valdez Architects • Sedona, AZ

Photographs provided by homeowner

EQUITONE [tectiva] TE20



# PROJECT TYPE

[education]

## Ryan Middle School

Perkins&Will • Fairbanks, AK

Photographer: James Steincamp Photography

EQUITONE [tectiva] TE90

## San Jose State University Recreation Center

Gensler • San Jose, CA

Photographer: K2 Creative

EQUITONE [tectiva] TE20

## Penn State University, Berks Campus

Atkin Olshin Schade Architects with Hastings + Chivetta Architects

Reading, PA

Photographer: Fentress Photography

EQUITONE [tectiva] TE00

## Johnson & Wales University

ARC - Boston USA • Providence, RI

Photographer: Studio John Horner

EQUITONE [tectiva] TE00, TE10





# PROJECT TYPE

[government & civic]

## Moving In the Spirit

Perkins&Will • Atlanta, GA

Photographer: MillerClapperton

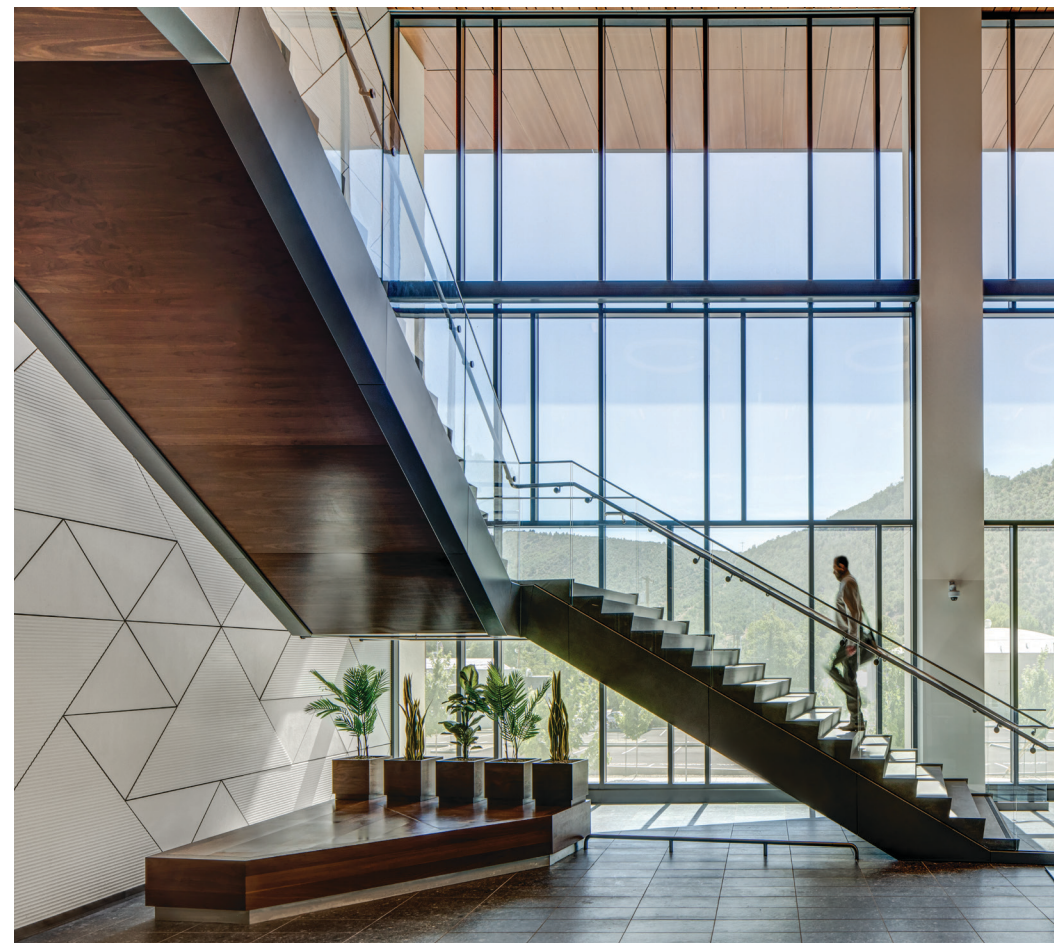
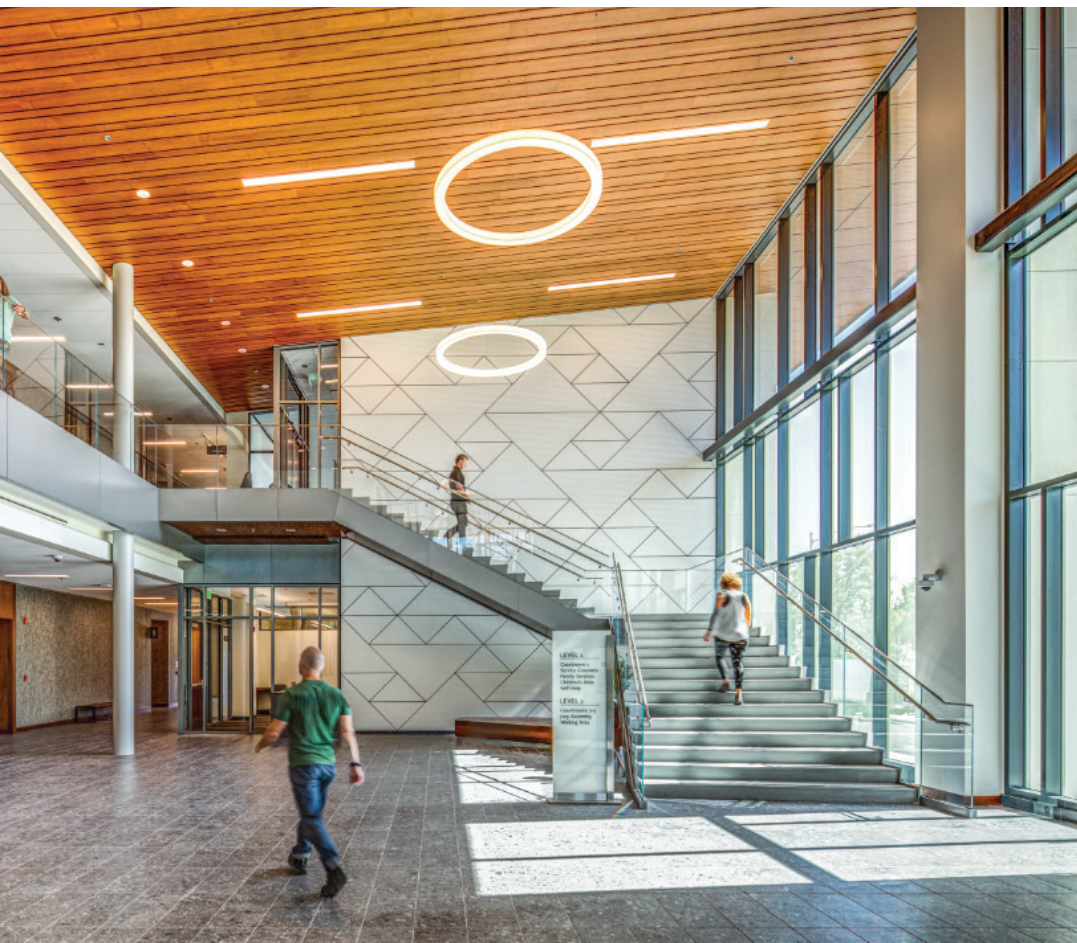
EQUITONE [tectiva] TE20

## Siskiyou County Courthouse

EHDD Architecture • Yreka, CA

Photographer: Jeff Amram Photography

EQUITONE [linea] LT90, [tectiva] TE90



# LOCATION [northeast]

## Riverview Boutique Residential

Rawlings Architects • New York, NY

Photographer: Alexander Severin Architectural Photography

EQUITONE [tectiva] TE20

## Girard

Utile Design • Boston, MA

Photographer: Flagship Photo

EQUITONE [tectiva] TE00, TE10





**Memorial for Peace and Justice**

Dorsey Architects • Montgomery, AL

Photographer: Dorsey Architects

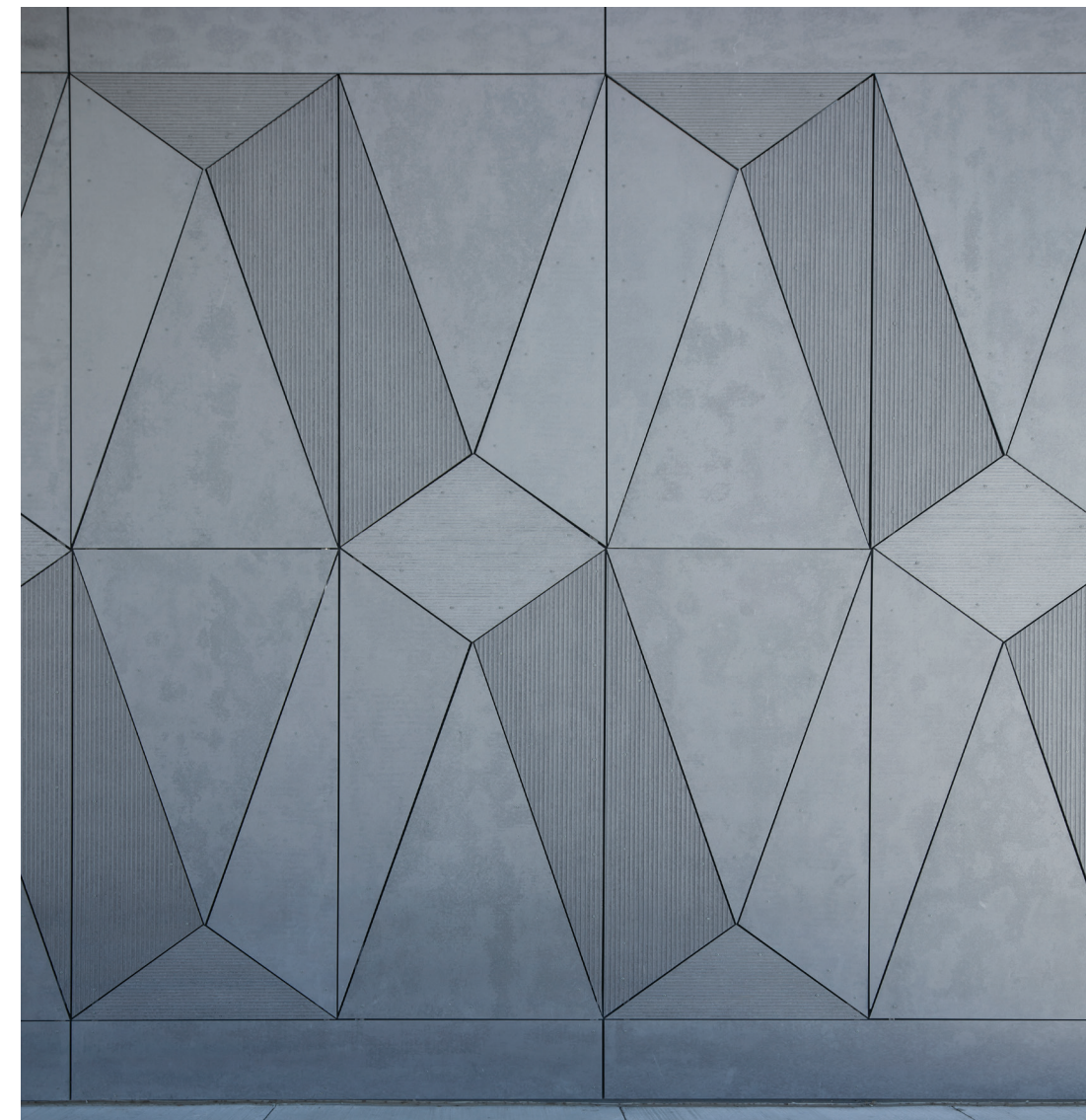
EQUITONE [tectiva] TE00

**Bel Air Middle School**

ASA Architects • El Paso, TX

Photographer: Patrick Coulie Photography

EQUITONE [linea] LT20, [tectiva] TE20







**Taco Bell Defy**

SRa Architecture + Interiors • Brooklyn Park, MN  
Photographer: SRa Architecture + Interiors  
EQUITONE [tectiva] TE00

**West Lafayette Wellness Center**

Perkins&Will • West Lafayette, IN  
Photographer: James Steinkamp  
EQUITONE [natura] N073



# LOCATION

[west]

## Vista North Pearl Condominiums

Bora Architects • Portland, OR

Photographer: Jeremy Bittermann JBSA, Lincoln Barbour Photography

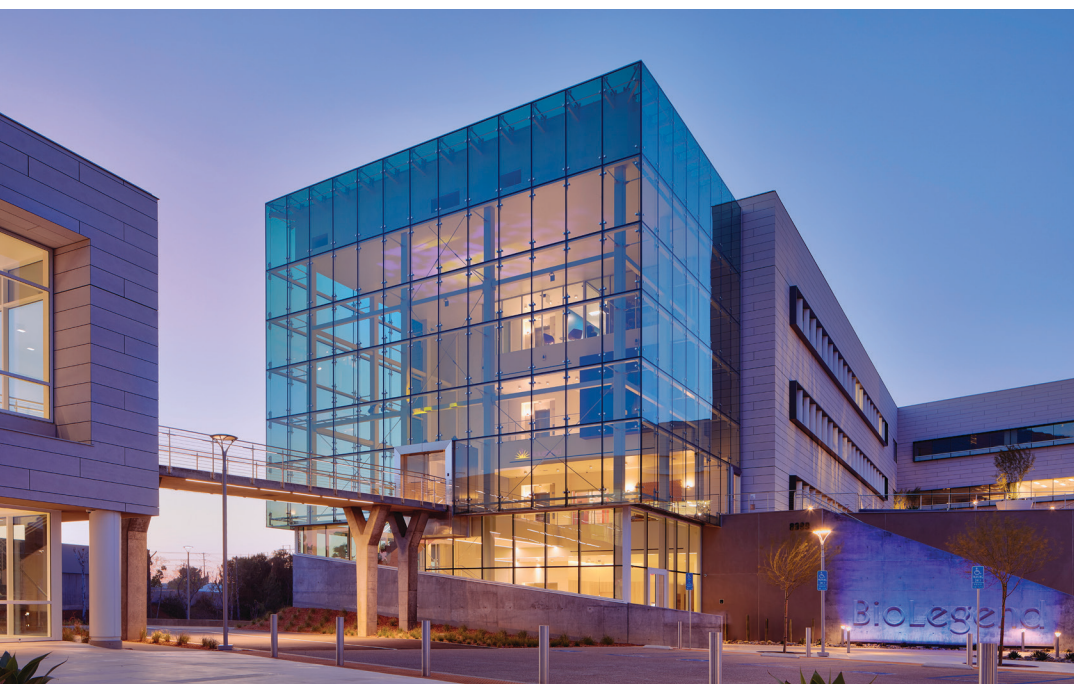
EQUITONE [linea] LT20, [tectiva] TE20

## BioLegend

Delawie • San Diego, CA

Photographer: Stephen Whalen Photography

EQUITONE [tectiva] TE10





Bellingham City Operations • RMC Architects • Bellingham, WA  
Photography by Lincoln Barbour Studio • Topographical map engraved on EQUITONE [natura]

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Contact us at [info.usa@equitone.com](mailto:info.usa@equitone.com)

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