



Rosetta Outcropping Walls: Keys to Profitability

A growing trend in the hardscape industry is the introduction of cast products which give the appearance of natural stone. The objective is to boost profitability through cost effectiveness. These systems can be designed to greatly reduce waste or excess material and can be quickly installed by laborers with a moderate skill level. I consider these new products a hybrid between natural stone and cast block. Thus, in order to maximize profit, unique consideration throughout the design, bidding, and build process is required.

An example of such a product is Rosetta's Outcropping wall system. This PMB can be quickly and easily installed on large scale projects, if you plan diligently. Unlike a basic block wall system, the designer or project manager needs to do more than calculate face footage and order product. The Outcropping system is comprised of 12 blocks of different dimensions packaged on three separate pallets. To ensure fitment, one should fully design the wall piece by piece because this block really can't be cut to fit. Rosetta provides free downloadable design software on their web site www.discoverrosetta.com.

Knowing the tools required for installation and product specifications will greatly increase efficiency. The Rosetta Outcropping has 14 degrees built in batter. The leveling pad must be set perfectly level front to back and side to side. To set the first course, completely remove the shear heels and set the block level. From there, you can just place block according to design. Rosetta outcropping uses a special placement tool. While the minimum specified aggregate back fill behind the wall is 12", a minimum of 16-18" of clearance is required to use the tool. Plan on backfilling the wall 18-24" with clean aggregate.



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Rosetta Outcropping does not have a coping or cap to finish the top of the wall. I suggest using the Rosetta steps or double sided block from the free standing wall system for the finishing detail. Pay extra attention to this detail during the design process.

The new faux natural stone wall systems can maximize construction efficiency and minimize capital expenditure on excess material, thus leading to greater profit. Just remember that design and construction of these systems differs from standard block walls and natural stone. Familiarization with the product will lead to the realization of profitability.