

# MASON-LITE™

by MFI • Masonry Fireplace Industries, LLC

## Lightweight Mason-Lite Competitive Analysis

	Mason-Lite	Competition #1	Competition #2	Competition #3
Country Made	USA - California	Europe - Denmark	USA - Georgia	USA - New Mexico
Product Weight	Lightweight - 950 to 1100 pounds*	Heavy - 1700 to 2200 pounds	2800 pounds	2200 pounds
Product Strength	2500 PSI	1050 PSI	3100 PSI	2800 PSI
Customer Experience	High Level Customer Care	General Lack of Customer Service	Product Too Heavy	Poor Product Quality
Yrs in FP Business	42 Years	20 Years	9 Years	12 Years

\* Light product weight helps in less shipping weight (lower cost), less weight for installers handling product on jobsite, (i.e., worker's compensation issues), less weight when installed on second story floors when calculated by structural engineers.



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