

Easton Industries

The Art of Cultured Living

VISIT THE PROFESSIONALS WITH EASTON INDUSTRIES IN BOOTHS 107 & 108
FEBRUARY 21ST - 23RD IN THE MYRTLE BEACH CONVENTION CENTER



by Ashley Daniels

Easton Industries has been a true gemstone, doing something for the last 50 years that no other company can claim from Myrtle Beach to Charleston to the south and Wilmington to the north and to the west as far as Florence: manufacturing cultured marble and stone products.

“My grandfather originally owned the business and then my



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Country Grey shower and tub with brushed nickel plumbing. All done turnkey by Easton Industries.

father took it over and owned it for 30 years,” says third generation owner Cullen Marcis. “Since 2021, I’ve taken it over. We’ve been on the Grand Strand for a long time doing the same thing.”

The local,

family-owned business has perfected the science and art of making cultured marble and Eastonite (their trademarked cultured granite product) right onsite in their factory in Myrtle Beach. Since 1974, these cultured products have been used in kitchen and bathroom remodels, hotels, new residential build’s, and commercial remodels for countertops, tubs, showers, and vanities.



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Easton Industries offers a wide variety of plumbing fixtures to choose from including kitchen sinks, kitchen faucets as well as shower fixtures. Easton will also install what you have now or what you wish to have even if they do not provide it.

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Easton Industries was the third business built on 17 Bypass in 1984. The showroom is located @ 550 Piedmont Ave. in Myrtle Beach (basically across from Coastal Grand Mall).

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Easton Industries has manufactured cultured marble and Eastonite the same way since 1974. Pouring each custom piece by hand.

“We manufacture everything here at our factory in Myrtle Beach at the same location it’s always been, and then we also install our own product as well,” says Marcis. “It’s all done under one roof. We don’t subcontract anything out from the tear-out phase for a bathroom or kitchen remodel to the install, to the manufacturing of the product. We do it all.”

Marcis adds that his team of 20 local, longtime employees also service bathrooms in new builds by partnering with builders D.R. Horton and Lennar, who appreciates that Easton is local, experienced, and extremely efficient.

So what actually is Eastonite?



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Owner, Cullen Marcis, helps a customer decide on which color to choose. Easton offers over 40 different colors to choose from. A helpful professional is always willing to assist in this process.

Marcis explains that it is cultured granite rock broken down to a powder form that is then mixed with resin and acid, which liquefies that powder. Easton Industries then hand pours that over a casted mold of whatever it is that the homeowner wants.

“We’re the true definition of a custom shop because we can move the rails around for different size shower walls, tops, and more,” he says. “And we have over 35 different colors in the products to choose from, and we’re actually going to be adding on 15 more to that soon.”

Over the last five decades, Easton has perfected

the process of remodeling and installing. For kitchens, that involves an overlay of their product right over the homeowner's old, existing countertops, which can be completed in a day. For bathroom remodels, it takes two days from start to finish: tearing out, putting up mildew- and water-resistant sheet rock, installing the walls, hook up the plumbing and switch out to PEX piping if needed, and installing shower/tub/vanity. For new builds, it takes seven days from measuring to install.

Stacey Weaver hired Easton Industries to replace her old fiberglass tub/walk-in shower combo in her primary bath with a large, brand-new cultured marble walk-in shower. They also installed new vanities in the primary bath and guest bath.

"It was so easy working with Easton," she says. "It was easy to see throughout the entire project that they had a lot of experience and had been doing this a long time. They were able to customize what I wanted and made great use of the space I had to get me



Owner Cullen Marcis (left) with the owner of what used to be a tub and shower. That was converted to a massive walk-in shower with white-on-white cultured marble walls and a grey Eastonite inlay and shower pan.

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bath tub and shower and installed cultured marble and custom glass," she says. "I was really happy with the team. They worked around our schedule and our work was perfect. I'd highly recommend."

Diane Middleton is a happy repeat customer, with Easton having remodeled her kitchen countertops, bath, and vanity top.

"And I had gotten estimates from several other contractors," she says. "The price and quality is why I picked them over the others – I'm very meticulous and particular. And because they manufacture their own product, I feel that puts them above other competitors. I liked the product because they are stain-proof, solid, and look great. I also didn't want a high budget with marble. I'll probably have another project coming up for them!"

This is exactly the kind of feedback third generation owner Cullen Marcis prides himself on – especially now that he's taken over Easton Industries. But becoming



Owner, Cullen Marcis (right) with the customer in front of the cultured marble shower with a Rio Grande Eastonite inlay & shower door. All of the plumbing was provided by Easton Industries.

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PHOTO © CREATIVE RESULTS, INC.



Grey Eastonite vanity top with an integrated white bowl. This is all one piece eliminating any seams.

the perfect fit for my bathroom. They showed up on time, kept a very clean workspace, and delivered the finished products on time as they promised. Also, the pricing and process were clearly explained upfront, and their product is very durable and easy to clean. I have kitchen countertops that they installed in my home 18 years ago and they still look great!"

Dale Wadsworth also had Easton remodel their bathroom.

"They took out our

PHOTO © CREATIVE RESULTS, INC.



Easton's capabilities are limitless and truly custom. A great example of this is the Shimmering white Eastonite dual entry shower.

the next Marcis to run the company was never in his original career plan.

"From a young age, I was always into baseball, so that was my goal to take that as far as I could," he says. "I played at Carolina Forest High School and two years at Florence Darlington Technical College, but got hurt and came home, and just wanted to do something different here."

He volunteered with an Horry County fire department, followed by working for the City of

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Myrtle Beach. But once his wife was pregnant with their firstborn, he realized his growing family needed more income – and his dad was looking to retire. “It was an opportunity for Easton Industries & the family by taking it over, so that’s what we led to and worked to,” says Marcis.

However, he didn’t fill his father’s shoes on his date of hire. Marcis started at the company in 2018 and worked his way to the top, beginning on the install crew to lead installer, to manufacturing, to shop manager, to general

manager, to owner. And the future looks bright.

“I’m proud to lead a company that has been doing this for over 50 years here because our product is a true stone product,” he says. “There are a lot of competition that have

come here recently, but it’s all plastic materials – a lot of stuff that we tear out. ... People always say how great the crew is, how respectful the crew is, and how they clean up after the job, and that goes a long way with customers.”



Country Grey cultured marble tub and shower with matte black plumbing and fixtures.

PHOTO © CREATIVE RESULTS, INC.



Sterling silver cultured marble kitchen with a bullnose edge.



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The manufacturing plant in Adairsville, GA

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Audacity Flooring is revolutionizing flooring technology with its innovative Vivid 3D digital printing and embossing methods, alongside the launch several new collections featuring Luminesce Premium Low Gloss Finish. These advancements promise substantial upgrades over traditional vinyl floors, delivering

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is set to introduce new 4 color update to its signature Liberty collection,

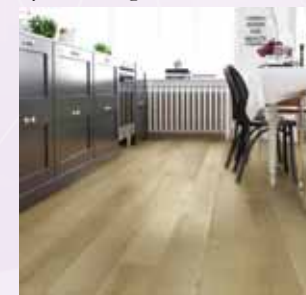


proudly made in the USA, featuring our Stampede Ultra Scratch Resistant finish. Also, the Audacity One collection now features 10 beautiful decors,

and this collection is geared towards builders and residential applications.

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