

ROC

MEMORIALS &
MONUMENTS

Custom Headstones, Memorials and Maintenance



LET US CELEBRATE YOUR LOVED ONE'S LASTING MEMORY

We sell the finest granite sourced from Barre, Vermont to beautiful imported granite from all over the world, you can be assured of the best selection.

We will work with you in a comfortable setting to provide you with the most accurate information on granite, size, shape, font and carving for your loved one's memorial.

We provide free consultations to design the memorial, letter the memorial, veteran options and custom maintenance.

We will guide you with the proper memorial to honor the memory of your loved one.

ROC Memorials is owned and operated by Katie & Mark Meeson, who are 4th generation licensed funeral directors and have been designing, procuring, manufacturing and setting memorials in Northwestern New York since 2004.

Our staff are dedicated and honored to assist our families with memorializing your loved one's lasting memory. Our factory is local, with an on-site Artist, where our custom etching is one of our particular specialties.

Our Services:

- Slant
- Upright
- Infant
- Flat/Flush
- Handmade Crosses
- Artificial & Live Flowers
- Special Occasions & Holidays
- Gravesite Maintenance
- Floral Plantings
- Pet Memorials & Keepsakes
- Urns, Keepsakes & Gifts
- Plaques
- Souvenirs
- Memorial Options
- Monument Preservation
- Veterans Decor
- Mausoleum Decor

CONTACT US

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(585)766.7446
info@rocmemorials.com

Visit us on the web:
ROCmemorials.com
www.facebook.com/rocmemorials

Our Packages

Basic Package: Starting at \$75.00

These packages include a gravestone cleaning with water, special biological solution, and natural bristle brushes (additional cost based on size and if lettering is on both sides of stone); removal of debris, litter, and any overgrowth; raking, weeding, and edging around marker; pruning and watering of shrubs, bushes, and/or flowers if applicable; before and after photo emailed to customer.

Maintenance Package: Starting at \$40.00

After initial cleaning & flower planting. Includes debris removal, edging, weeding, and flower watering. This package can also be used in the fall for flower and/or decoration removal for the upcoming winter.

Floral Planting Package: Starting at \$40.00

Includes planting of flowers, placement of cone with flowers, or placement of potted plant. Price includes cost of flowers, topsoil (if applicable) and any other materials needed.

Special Occassion Package: Starting at \$40.00

Fresh floral bouquet placed at gravesite (flowers included) for holidays, anniversaries, birthdays, etc. Before and after photo included.

Seasonal Package: Starting at \$80.00

2 Visits \$80.00

4 Visits \$200.00

Annual Plan (8 visits) \$325.00

Initial estimate for all new customers is required: Includes location of the cemetery and gravesite, review of cemetery rules and regulations, inspection of the gravesite, and an email to the customer with an initial photo of the gravesite, a description of the packages, and pricing per package \$20.00

*****Custom Packages available, Contact us for pricing***

*****Packages do not include NYS tax.***

*****Packages must be used within 365 days of purchase.***

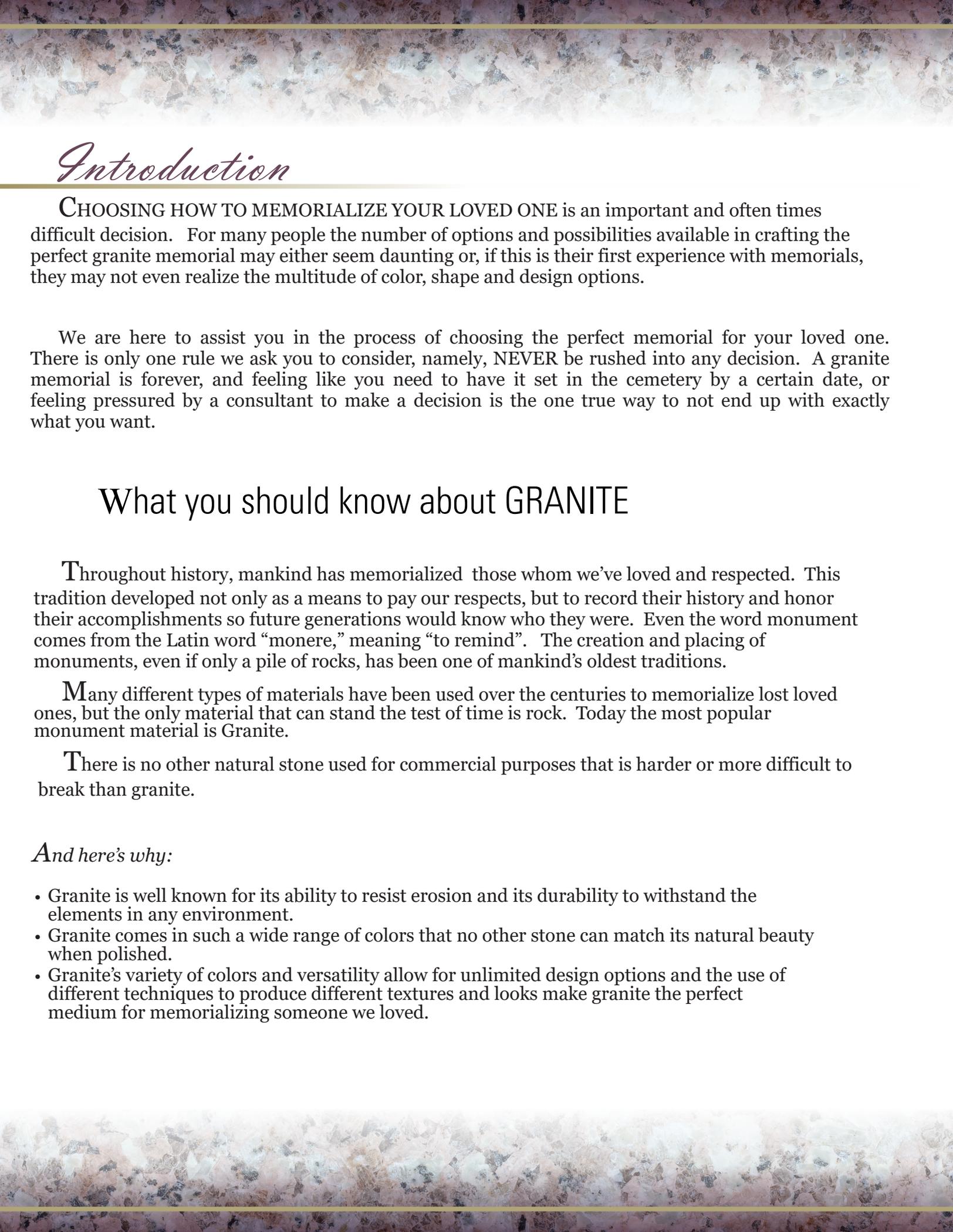
*****Pricing is for Monroe County, outside of Monroe County, please contact for pricing.***

*****All Pricing is subject to change without notice***

Gravesite Cleaning

Flat Markers:	\$150.00
Slant Markers:	\$250.00
Upright Markers: (Die upto 4')	\$350.00
Over 4' grave upright	Request a quote
Marble & Statuary	Request a quote

DIY Headstone Cleaning kits available for purchase !

The page features a granite background with a mix of white, pink, and grey tones. A thin gold horizontal line runs across the top and bottom of the page. The word "Introduction" is written in a cursive font at the top left.

Introduction

CHOOSING HOW TO MEMORIALIZE YOUR LOVED ONE is an important and often times difficult decision. For many people the number of options and possibilities available in crafting the perfect granite memorial may either seem daunting or, if this is their first experience with memorials, they may not even realize the multitude of color, shape and design options.

We are here to assist you in the process of choosing the perfect memorial for your loved one. There is only one rule we ask you to consider, namely, NEVER be rushed into any decision. A granite memorial is forever, and feeling like you need to have it set in the cemetery by a certain date, or feeling pressured by a consultant to make a decision is the one true way to not end up with exactly what you want.

What you should know about GRANITE

Throughout history, mankind has memorialized those whom we've loved and respected. This tradition developed not only as a means to pay our respects, but to record their history and honor their accomplishments so future generations would know who they were. Even the word monument comes from the Latin word "monere," meaning "to remind". The creation and placing of monuments, even if only a pile of rocks, has been one of mankind's oldest traditions.

Many different types of materials have been used over the centuries to memorialize lost loved ones, but the only material that can stand the test of time is rock. Today the most popular monument material is Granite.

There is no other natural stone used for commercial purposes that is harder or more difficult to break than granite.

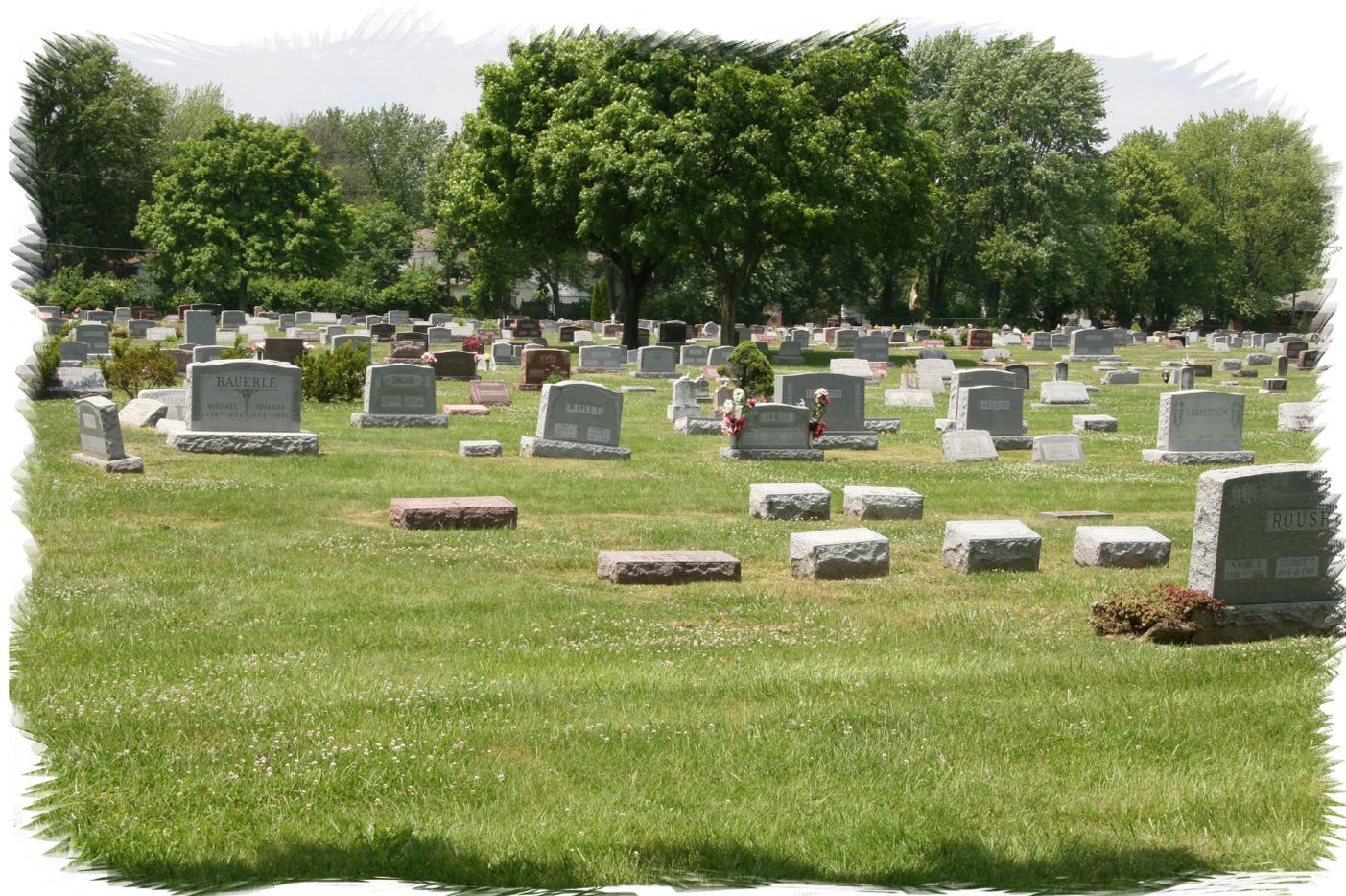
And here's why:

- Granite is well known for its ability to resist erosion and its durability to withstand the elements in any environment.
- Granite comes in such a wide range of colors that no other stone can match its natural beauty when polished.
- Granite's variety of colors and versatility allow for unlimited design options and the use of different techniques to produce different textures and looks make granite the perfect medium for memorializing someone we loved.

Step 1: UNDERSTAND THE CEMETERY REGULATIONS

This is absolutely the first step in choosing your memorial. Similar to homeowner's associations, all cemeteries have rules and regulations concerning the style and size of memorials placed on their grounds. Some only allow lawn level grass markers, others require slants and upright monuments depending on the width of the base and most have height restrictions. It is a very good idea for you to have a clear understanding of your plot(s) dimensions and any restrictions the cemetery may have.

Our staff will assist you with what is required in the section you have purchased. Knowledge of cemetery size, shape, and style limitations is critical in selecting the perfect memorial.



Step 2: SINGLE - or - COMPANION

Once there is a clear understanding of what can and cannot be placed in the cemetery, the next choice is usually whether the memorial will be for an individual or will represent a married couple or even a family. The constraining factor in this is typically the width of the plot/plots and therefore the base width of the memorial(s).

Families may have 4-6 plots whereby individual stones may memorialize each person, or it may be their desire to celebrate the family as a unit and collectively erect a single large monument honoring that relationship.



Above: Companion



Above: Single



Left: Companion
Family of Four



Above: Single



Above: Companion

Step 3: UPRIGHTS - or - FLAT GRASS MARKERS

Should your cemetery place no height restrictions on upright monuments you now have the choice of memorializing anywhere from 6 inches in height (called a BEVEL) all the way up to a sky high. Again the main restricting factor, outside of budget, will most likely be the width of the plot(s) which will determine the width of the base on which most uprights depend.

Grass markers can still be adorned with images, laser etchings, and decorative artwork, but upright stones will offer a far greater opportunity for variation and creativity.



Above: Upright Monument

Stacked Images - Top & Middle: Bevels
Stacked Images - Bottom: Grass Marker

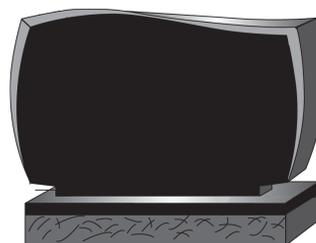
Step 4: SHAPES

Upright memorials come in a wide variety of shapes. Perhaps more than you ever expected. From traditional serp tops and round tops to custom shapes you imagined yourself. Want a memorial in the shape of your native state? It can be done. In the shape of a cowboy boot, lego block, giant book? Imagination is the primary limitation when it comes to shape.

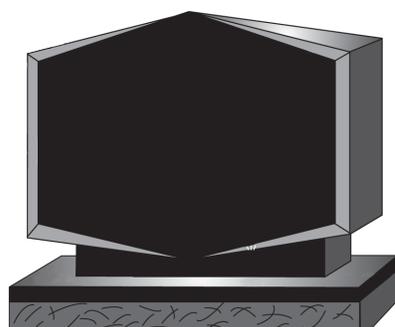
The following represents some of the most popular shapes.



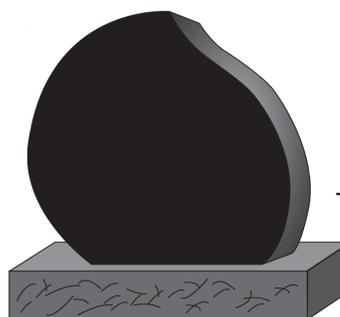
Serp Top with Front Chamfers



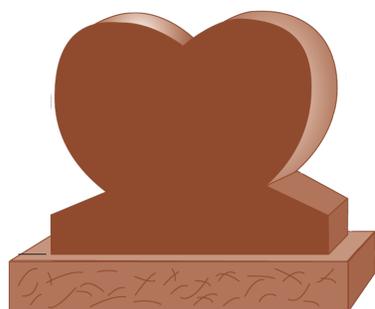
French Curve



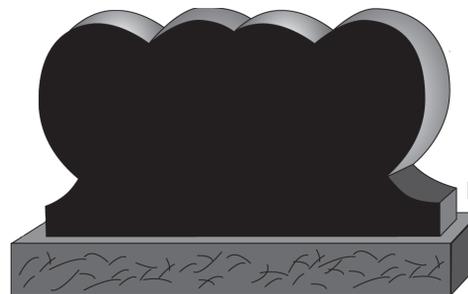
Roof Top



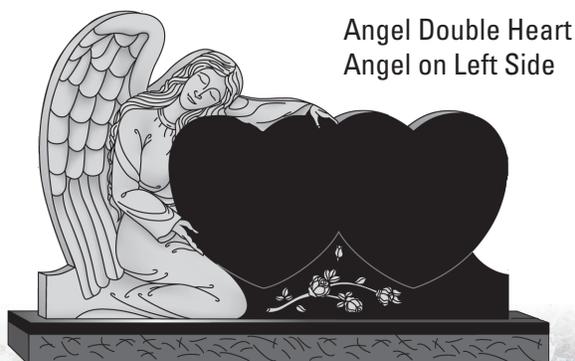
Tear Drop



Single Heart



Double Heart

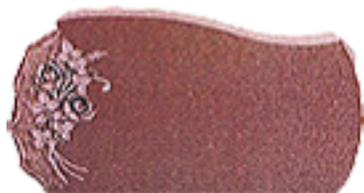


Angel Double Heart
Angel on Left Side

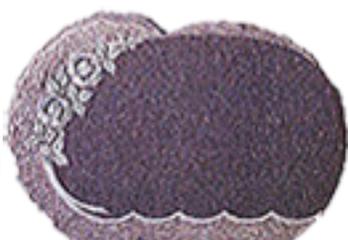


Angel Single Heart
Angel on Right Side

MORE POPULAR SHAPES - SELECT SERIES



TSS 505



TSS 515



TSS 935



TSS 550



TSS 600



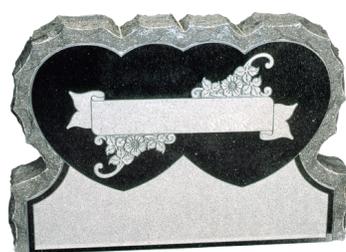
TSS 780



TSS 620



TSS 695



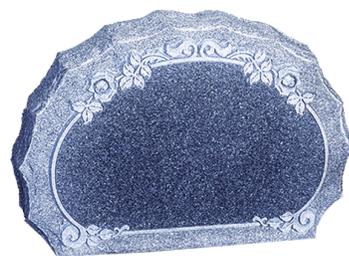
TSS 665



TSS 700



TSS 730



TSS 735



TSS 775



TSS 800



TSS 1101



TSS 1120

Step: 5: COLORS

Over 100 colors to choose from, mined from all over the world. Here are some of the most popular.

Canadian Pink



Canadian Mahogany



Bahama Blue



Dakota Mahogany



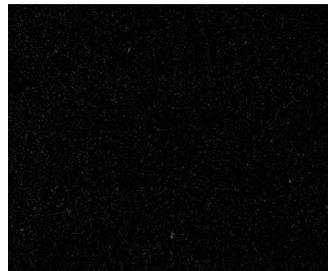
Gem Mist



India Red



Jet Black



North American Pink



South African Impala



Autumn Red



Barap



Barre Gray



Paradiso



Blue Pearl



Deer Isle



Black Galaxy



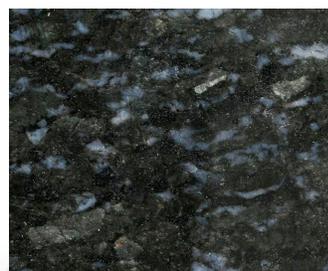
Catseye Brown



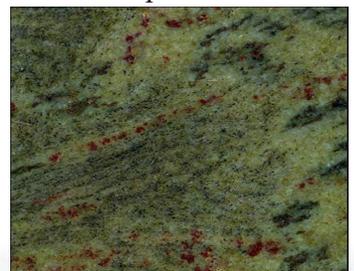
Dark Imperial Gray



Fugi Blue



Tropical Green



Step 6: FINISHES

There are 3 primary finishes to a granite memorial.



SAWN

Choose from a variety of “finishes”.

The stone, when cut to size results in a “sawn sides” finish which as you might expect is little more than the smooth surface of the granite itself.

POLISHED

Granite surfaces can be “polished” into a smooth, glassy finish which lends to a very attractive refined appearance. Oftentimes, depending on the color of the granite, the polish will cause the sun to reflect and shimmer off the monument.

ROCK PITCHED

Chiseled by hand to give a more balanced “natural” finish to the stone. Although rough, there is an aesthetic symmetry to sides and a definite unmatched uniqueness to the monument.

DESIGN ELEMENTS

FONTS

There are 2 primary elements to consider when choosing your fonts. The first is the style of font itself, and the second is the font finish. Here is a list of some of the most popular memorial fonts, but original fonts can actually be created if that is something you would choose to have.

Amaze

Brush

GOTHIC



CONDENSED ROMAN

MODIFIED ROMAN

BLOCK

Murray Hill

FS • PS

Old English

VERMARCO

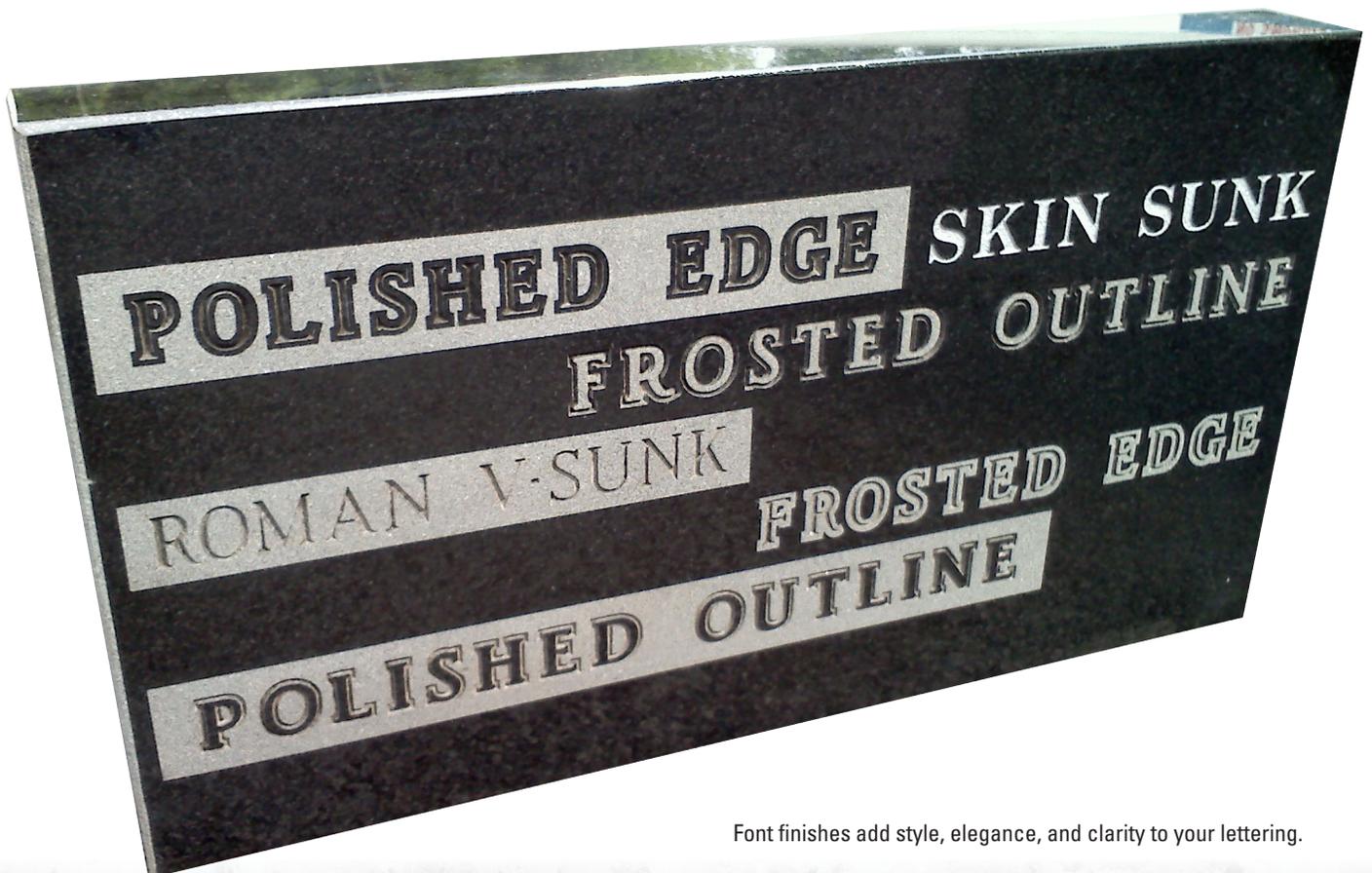
Zaph

Scores of popular fonts, or even invent one yourself.

Times Italic

FONT FINISHES

It may be necessary to see actual examples to clearly understand the differences among the various font finishing style. Here are a few of the most popular.



Font finishes add style, elegance, and clarity to your lettering.

V-CUT

POLISHED EDGE



POLISHED EDGE



ROMAN V-SUNK

Standard text cut into the stone.

The letters are carved with a standard V-Cut, while the stone immediately surrounding each letter is polished to a shine. Typically there is a frosted panel surrounding the text which makes the polished edge “pop” from contrast.

SKIN SUNK



SKIN SUNK

The letters are formed by “skinning away the polished granite” which provides a contrasting natural stone finish. This process is also known as Frosting.

FROSTED OUTLINE



FROSTED

The letters are formed by Frosting/Skinning the polished granite while sandblasting a V-cut outline around each letter.

POLISHED OUTLINE



POLISHED

The letters remain polished granite while the surrounding stone is frosted for contrast with a V-cut outline around each letter.

FROSTED EDGE



FROSTED

The letters are V-Cut into the granite and then the surrounding edges of each letter is frosted against a polished background.

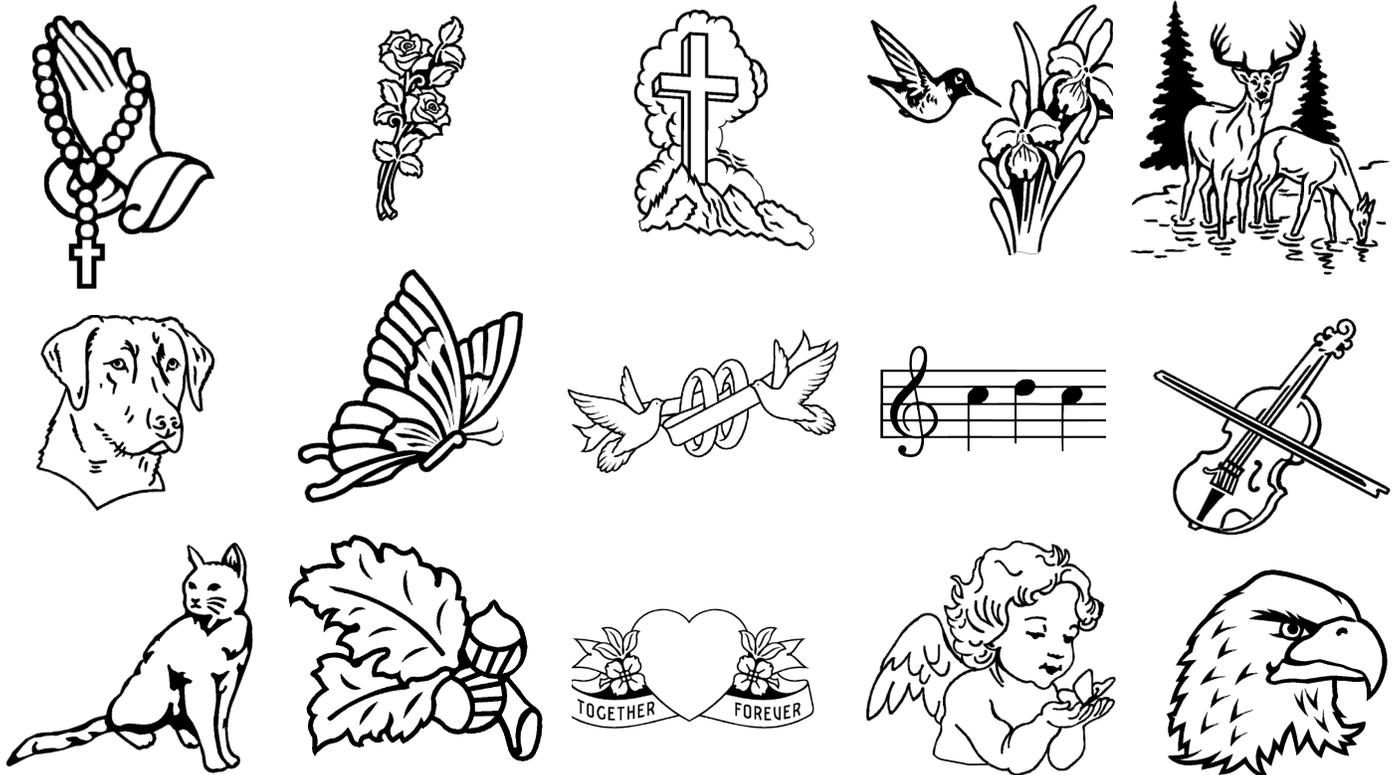
LITHO TINT

For greater contrast between lettering, carvings and the surrounding stone, there is a process called tinting, which is similar to painting the stone with a silver, black, gold, tint.



SAND-CARVED ARTWORK

Most Memorialists have catalogues of hundreds if not thousands of different artworks that can be carved into the stone. From nature settings, to hobbies, to military insignia, trade emblems, religious symbols, animals, vehicles and more... There is bound to be a perfect graphic to honor your loved one. Here are just a small representation of what can be done.



CERAMIC TILES

Images can be inset into the memorial on durable, non-fading ceramic tiles.



LASER ETCHINGS

A fantastic alternative to sand-carved memorials are laser etchings on black granite. Choose an image from an extensive library or have a custom setting created for you.





IDEA GENERATOR: _____

Name _____ Date _____

Address _____ Phone _____

Email _____

Cemetery _____ Location _____

Colors of interest _____

Shapes of interest _____

About My Loved One

What were they passionate about? _____

What would they most be remembered for? _____

Career / Hobbies / Military Service / Civic Volunteer Organizations / Favorite Sayings:

Notes And Questions:



*"A life well lived doesn't end
any more than music ends...
It echo's through time with
whispers of beauty and grace...
If we listen, we can hear the encore
with our hearts, for the song plays on.
Just as love lives on"*



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