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Ancient Stone from Jerusalem Hits Market

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Denver, Colorado – Gill Lobel loves Jerusalem and its beauty so much that he has decided to bring part of its history and mystery to the United States. Owner of a construction company in Denver, Lobel visited Jerusalem often as a child, always admiring the stone in the buildings and the legendary “Wailing Wall”. Then on a trip a few years ago, Lobel realized that the very stone from which Jerusalem is built was an affordable and beautiful alternative to granite or marble. Now, with the uncertainty of peace in the region, he feels strongly about bringing part of Middle East history to America as his Jerusalem Stone Company offers unique stone slabs and tiles to consumers, dealers and the clergy.

Jerusalem is known as “The City of Gold” for its shining hues as reflections of the sun on the stone create a golden glow across the entire town. Since 2000 B.C., stone from specific quarries has been used to build the famous resilient city. Even today, the building code in Jerusalem regulates that all new buildings must use the stone in construction or at the very least, as a facade in order to keep the city’s historical uniformity.

The composition of the stone is dolomite – a type of limestone made over millions of years of ocean water, sand, and shells coming together to create beautiful golden stone in bone, gold, grey and rose hues. Much of the stone contains million year old fossils. Its ethereal quality makes Jerusalem uniquely different than other Mediterranean cities.

“Jerusalem is the nexus of the Abrahamic religious traditions. This is vitally important to Jews, Christians and Muslims,” explains Rebecca, Lobel’s wife, who holds a Masters in Religious Studies. “One does not have to be religious to appreciate the beauty and historical significance of the stone.”

The couple met after Lobel moved there to start a high-tech company and Rebecca was visiting. A mutual friend introduced them in the “Old City” part of Jerusalem. They eventually decided to make Denver their home and three years later, their vision for the stone only grows stronger. This launch represents the first time that stone from Israel is available direct from quarries in North America on a wide scale. Lobel supplies to a number of dealers in the U.S., but his passion is to help consumers find the best way to use the stone in their homes and in houses of worship. He is able to offer the stone at affordable prices because he buys direct from the quarry, and does not go through a broker in the U.S. The stone is more affordable than commonly used stone materials.

“If the stone could speak, the amazing history of the region would be brought to the forefront,” tells Lobel who gets calls from churches and synagogues from across the world who want the stone in their facilities. “My goal is to offer an affordable alternative to marble or granite while bringing a little more to the table – so to speak. The stone just feels sacred and, so it adds a special quality to wherever it is used.”

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