



**The face of masonry.**

*News From Oldcastle*

**June 2011**

**Lennar Homes**

*Atlanta, Georgia*



**The face of home.**

Lennar Homes has been building homes for over 50 years, spanning over 50 markets across 17 states. Recently, the Atlanta office began shopping for a new veneer for their Atlanta area residences. When they found Waterford Stone, one of the product lines of Artisan Masonry Stone Veneers™ by Oldcastle, they discovered a product that not only achieved the look they were seeking, but a number of added benefits.

"Because it's a structural veneer, we could brick off of it," said Chris Harris, Director of Purchasing for Lennar Homes. "This allowed us to achieve a stone look without the higher



costs of stacked stone and the issues with stacked stone's inability to support brick loads. And since Waterford installs in the same manner as brick, we were able to get our normal brick mason to do the installations and avoid coordinating different trade partners."



Lennar has now built over 20 homes with Waterford Stone veneer in the Atlanta market. "The elevations that feature the stone have shown to be more popular than the elevations without it," said Harris.

**Product:** Artisan Masonry Stone Veneers™ - Waterford Stone

**General Contractor:** Lennar Homes - Atlanta, GA

**Masonry Contractor:** Lagasse Construction Company - Cumming, GA

## Featured Product >> Waterford Stone Masonry Veneer

Waterford Stone evokes the natural, time-honed look of hand-cut stone with its antiqued edges and textured face while featuring the modern benefits of manufactured masonry. Waterford grants unparalleled design flexibility with its diverse array of sizes and colors, employing Oldcastle's unique multiple color blending system that will last the life of the structure and complement any number of architectural styles.



Waterford's color schemes and textures coordinate with Oldcastle's Belgard® Hardscapes lines, allowing for harmonious outdoor living design opportunities. In addition, Waterford's modular formats and detail options allow for fewer cuts, meaning less waste and more materials savings.

**For more information on Waterford Stone and Artisan Masonry Stone Veneers™ contact Oldcastle Masonry Products at (855) 346-2766.**

## Continuing Education >> AIA/CEU Lunch Presentation

### **DESIGNING TACTICS FOR MASONRY STONE PRODUCTS**

Program Number: Tren10.

Credits: 1 Health, Safety, and Welfare

The choice of concrete masonry on a building's envelope provides a durable and permanent material that will last the life of the building. In this course, learn about the following:

- The variety of masonry and stone veneer products available.
- Design options that affect choices.
- Achieving variations in texture, pattern, and color through modular design.
- Critical detailing and project management.
- Preventing moisture penetration.

**For scheduling information, contact John Cicciarelli at (602) 513-6692 or**

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Oldcastle Architectural is the leading North American manufacturer of concrete masonry and paving products and is a regional leader in clay brick.



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