Why Echelon™?

For generations, Oldcastle™ has been North America’s leading manufacturer of building products and materials, establishing ourself as an industry leader and dedicated partner who successfully completes projects from beginning to end. Now Oldcastle embarks on a new journey to consolidate our many masonry products, services and expertise into the single brand of Echelon™, providing the masonry industry with a singular go-to source and reliable partner.

Industry Innovators

Echelon is dedicated to meeting the ever-changing needs of the construction industry by investing millions of dollars annually in the research and development of new and innovative products. This unceasing pursuit of excellence has culminated in a comprehensive range of structural masonry products including premium architectural block, customizable concrete masonry units, full depth & lightweight veneers and high performance wall systems.
Echelon Masonry represents the future of our industry – sustainable, high-end solutions that meet ever-evolving building codes while delivering stunning aesthetics for modern design.

—Joey Peters
SENIOR BRAND MANAGER

National Presence
With over 150 locations and a company culture characterized by a commitment to customer satisfaction, Echelon adheres to a level of service and consistency that no other brand can match. Our combination of local market presence and national capabilities allows us to meet and exceed the demanding needs of an ever-changing industry.

Regional Services
Our local companies maintain the confidence of builders, architects and consumers through our innovative technology, premium architectural building products, committed service and on-time deliveries. We are dedicated and continually striving to meet and exceed the needs of all our customers. Let our dedicated team provide the right solution for your next project.

Echelon Masonry represents the future of our industry – sustainable, high-end solutions that meet ever-evolving building codes while delivering stunning aesthetics for modern design.

—Joey Peters
SENIOR BRAND MANAGER
As the leader for modern masonry solutions, Echelon products can be utilized with a suite of wall systems that deliver a variety of benefits including energy efficiency, speed of installation and moisture control. Look for the following icons on product pages to see which are compatible with a given system.
WALL SYSTEMS
- InsulTech™
  - 20
- EnduraMax®
  - 24

QUIK BRICK®
- Traditional
  - 28

AMERIMIX®
BAGGED GOODS
- Preblended Mortar, Grout & Stucco
  - 32

ARCHITECTURAL CMU & MASONRY PRODUCTS
- Smooth, Split & Ground Face
  - 37
Utilizing quality materials and innovative manufacturing techniques, we have transformed and crafted the future of manufactured stone veneers. Artisan Masonry Stone Veneers provide unmatched beauty paired with design freedom, ease of installation, and durability that will last the life of your next project.

PRODUCTS

Cordova Stone™ 1-inch 08
Lamina® Stone 10
Waterford Stone® 12
Porcelain Veneer 14
Cordova Stone™ Accessories 16
Cordova Stone™
1-INCH
Delivering an economical option for a prestigious aesthetic.

From top to bottom, Cordova Stone can economically supply you with the look and feel of natural limestone. Cordova Stone 1-inch veneer is custom made with the look of natural stone and aggregate color consistent throughout the unit. This high-quality masonry product adds beauty and elegance to any project and gives you all the benefits of a modern masonry veneer.

See Page 39 for additional technical information
Lamina® Stone
Distinct stack stone appearance providing ease of installation.

Lamina Stone emulates a stacked stone appearance and makes a bold statement. This multi-length stone offers a lot of benefits due to its unique installation and design. The original texture and color choices bring out the best in every project. Lamina may be used on the entire façade or just to accentuate certain architectural elements such as wall sections or skirting.

Laying Patterns

Lamina is a truly modular system and is easily adapted to suit the taste of the most discerning owners. By varying the ratio of solid jumper units, you can alter the pattern to best suit your individual style.

Colors & Textures

Avondale
Highlands
Pewter

Note: All color samples are representative only. For accurate color selection, ask your sales representative for samples.

Shapes & Sizes

FALSE JOINT UNITS

3½" W x 3¾" H x 11½" L
3½" W x 3¾" H x 15½" L
3½" W x 3¾" H x 19½" L

SOLID UNITS

3½" W x 3¾" H x 7½" L
3½" W x 3¾" H x 15½" L
3½" W x 3¾" H x 19½" L

See Page 38 for additional technical information
Diverse array of sizes for ultimate design flexibility.

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 a manufactured masonry veneer. 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 your project.

Laying Patterns

Waterford Stone is a truly modular system and is easily adapted to suit any owner’s taste. By varying the ratio of 11½” large stones, you can alter the pattern to best suit your individual style.

Shapes & Sizes

Stones of 4” and 7” height are shipped on the same pallet, and the 11½” height is shipped on a corresponding pallet. Stone face dimensions are nominal and include a variable joint width from 3/8” to 3/4”.

Colors & Textures

Note: All color samples are representative only. For accurate color selection, ask your sales representative for samples.
Porcelain Veneer
Rugged durability, low maintenance and endless design aesthetics.

Crafted in Italy, Mirage Porcelain Veneer empowers those looking to elevate their portfolio and drive distinction among their peers. Blending the line between high-end aesthetics and functionality in a dramatic fashion, porcelain veneer delivers instant depth to a living space, commercial property or business setting.

Shapes & Sizes

<table>
<thead>
<tr>
<th>Depth</th>
<th>Length</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4&quot;</td>
<td>4 1/8&quot;</td>
<td>4 1/8&quot;</td>
</tr>
</tbody>
</table>

Colors & Textures

**ARDESIE**

- African Stone* AD03 NAT
- Black Reef AD04 NAT

**QUARZITI 2.0**

- Mountains QR02 NAT
- Waterfall QR03 NAT
- River QR04 NAT

*High shade variation Note: All color samples are representative only. For accurate color selection, ask your sales representative for samples.
Our line of Cordova Stone Accessories provides the perfect finishing touch for projects utilizing Artisan Masonry Stone Thin Veneer products. The line includes transitional sills, trim stone and a keystone made from high quality Cordova Stone, giving your next project an economical option for a high end aesthetic.

Note: When product is sealed, the color becomes darker.

* Sill narrows down to 2 3/16" height at front.
Enhance the performance of your next project with our selection of performance upgrade options. From perfecting aesthetics to increased energy efficiency and noise reduction, explore our options to take your project to the next level.

PRODUCTS

InsulTech™
EnduraMax®
100% Thermally broken insulated masonry system.

InsulTech is a complete thermally broken insulated masonry system which includes a full system of masonry units with a multitude of color and texture options for aesthetic needs. This complete masonry system offers high thermal efficiency in an innovative design combining a pre-assembled structural masonry unit, molded EPS insulation insert and thin veneer face. Insultech provides design flexibility, installation efficiency and is available in both standard finishes.
Shapes and Sizes (continued)
Colors & Finishes (additional colors available)

Mesastone®
- Elmhurst
- Butterfield
- Bloomington
- Belvedere

Trendstone®
- Sand Stone
- Shadow Gray
- Coral
- Elmhurst

Trendstone Plus®
- Midwest White
- Ash Charcoal
- Light Karmel
- Rocky Road

Blended Colors
- Coppertone
- Boston Blend
- Promenade Blend
- Richfield Blend

Ask your Echelon™ representative about additional color options.

Note: All color samples are representative only. For accurate color selection, ask your sales representative for samples.
Equipped with acoustics, energy efficiency & moisture management.

Every component of the EnduraMax High Performance Wall System is specifically engineered to work together, forming a total cladding solution that adds superior energy performance. This extra layer of thermal protection means building owners can benefit from a cladding system that helps meet and exceed today’s demanding energy codes.

Meeting A Higher Standard

EnduraMax’s continuous insulation barrier is an ideal way to meet Energy Star’s strict energy performance score requirements. Its superior thermal performance will contribute to eligibility for a Designed to Earn the Energy Star (DEES) certification. With the help of EnduraMax, you can truly distinguish a building by being able to meet this prestigious standard for efficiency.

A System Approach

EnduraMax consists of three essential elements that combine to deliver unmatched performance & beauty to your project.

1. Foam Installation Panels
   - Polystyrene insulation panels include premolded cells on the outside face, which form the pattern for installing masonry units.
   - Drainage channels in the front and back of each panel allow any water that infiltrates the wall to escape.

2. Masonry Units
   - Masonry units insert easily into the cells of the foam panels for quick installation.
   - Stone, clay and concrete brick options offer endless unique aesthetically pleasing designs.

3. EnduraMax Mortar
   - A modified Type-S mortar with additives enhances pumpability, bond strength, adhesion, flexibility, and dimensional stability.

Moisture Management

As a total cladding solution, EnduraMax integrates all components necessary to achieve superior moisture management*. Channels in the front and back drain any water that may infiltrate the wall, protecting the structure.

Sound Proofing

The foam panels have an STC rating of 51* – meaning even extremely loud sounds such as a stereo, lawn mower or traffic are only faintly heard.

Wind Rating

EnduraMax is tough enough to withstand the harshest environments. It’s been proven to resist wind speeds of more than 110 mph (ASTM E330) with no lasting deformation.

Fire Resistance

EnduraMax meets NFPA 285 and ASTM E119 fire resistance criteria. Tested walls successfully withstood one hour of exposure to temperatures of more than 1,700°F.

*based on independent tests

IAPMO Building Evaluation Report #315
www.iapmo.org
Exceeding Tomorrow’s Codes
As codes continue to move toward tougher building envelope standards, this superior thermal performance enables you to exceed increasingly stringent R-Value requirements, without having to add additional exterior insulation or build larger wall cavities. Without EnduraMax®, wood frame buildings in certain regions may have to utilize 2x6 wall construction to accommodate increasing insulation demands. But EnduraMax’s continuous insulation barrier allows continued use of 2x4 wall construction while still surpassing tougher codes.¹

A Smarter Masonry
A high-performance exterior is critical to a building’s overall efficiency. According to the U.S. Department of Energy, heating and cooling systems account for nearly 28% of total energy use in commercial buildings. The EnduraMax system helps significantly reduce this energy loss. It outperforms other cladding options with unmatched R13.6 thermal barrier¹ – saving energy and operating costs, while enhancing interior comfort.

EnduraMax Performance Upgrade Options
The EnduraMax Wall System is a performance upgrade option that may be paired with a number of Echelon™ Masonry products to provide the aesthetics desired. Pair EnduraMax with the following Echelon product lines as well as Morency Stone Veneers.

Sources: ASHRAE Handbook of Fundamentals, ColoradoENERGY.org and Vinyl Siding Institute, Inc.
¹ An independently conducted ASTM C1363-05 Thermal Performance Test determined the Effective R-Value of the EnduraMax System as R13.6 (R9.1 steady state), taking into consideration the thermal mass benefits of all system components.
² Assumes R-Value of .08 per inch.
³ Assumes R-Value of .11 per inch.
⁴ Assumes R-Value of 0.44 per inch.
⁵ U.S. Department of Energy Residential provisions of the 2012 IECC.
Colors & Textures

ENDURAMAX® MORENCY STONE

Light Granite

Mossy Grove

Oldtowne

Piedmont

Note: All color samples are representative only. For accurate color selection, ask your sales representative for samples.
High quality, single-wythe masonry with color options.

When national retailers require a quality product that meets their time and budget constraints without sacrificing aesthetics or durability, they turn to Quik Brik. Architects & builders choose Quik Brik time and time again for it’s first rate appearance and history of dependability.

**STANDARD SIZES**

- 4”D x 4”H x 16”L
- 8”D x 4”H x 16”L
- 12”D x 4”H x 16”L

**SIZES COMPATIBLE WITH ENDURAMAX® SYSTEM**

- 1¾”D x 2¾”H x 16”L
- 1¾”D x 4”H x 16”L

Note: Engineered with score.
Colors & Textures

TRADITIONAL - NATIONAL FLASHED COLORS

Autumn Flashed
Marous Flashed
Earthtone Flashed
Wilkesboro Flashed
Heritage Flashed
Sandalwood Flashed
Promenade Flashed
Richfield Flashed

Note: All color samples are representative only. For accurate color selection, ask your sales representative for samples.
Roughly $2,000 loss on a 100,000 block job on a typical job.

15% Loss of sand piles due to weather erosion.

30% more mortar from an Amerimix pre-blended bulk bag than an average sand pile.

1 bulk bag vs 1 field batch.

*30% is for the full job, based on a 100,000 block job.

Cement lime cut mixing time in half for major labor savings.

*Based on national average wage and a 100,000 block building.

Stop wasting time. Mix 50% faster with pre/blended mortar.

Amerimix has been producing high quality products for almost 20 years. Our driving principal, to manufacture high-performing products that take the risk and guesswork out of jobsite mixing, is based on a process that combines formula development in our state-of-the-art laboratory with hands-on feedback from masons on the job. This process combined with high quality raw materials and factory controlled blending guarantees top quality preblended products on every job.

Pre-blended Mortar, Grout & Stucco

Amerimix has been producing high quality products for almost 20 years. Our driving principal, to manufacture high-performing products that take the risk and guesswork out of jobsite mixing, is based on a process that combines formula development in our state-of-the-art laboratory with hands-on feedback from masons on the job. This process combined with high quality raw materials and factory controlled blending guarantees top quality preblended products on every job.
30% MORE MORTAR FROM AN AMERIMIX PRE-BLENDED BULK BAG THAN AN AVERAGE SAND PILE

1 BULK BAG VS 1 FIELD BATCH

*30% is for the full job, based on a 100,000 block job.

STOP WASTING TIME
MIX 50% FASTER
WITH PRE-BLENDED MORTAR

CUT MIXING TIME IN HALF FOR MAJOR LABOR SAVINGS

SAVE 14 HOURS AND $2,500 ON AN AVERAGE JOB

Why is it considered completely normal and expected to lose at least 15% of the sand pile (on a typical job) from weather erosion?

IT’S NOT ONLY WASTEFUL. IT’S UNNECESSARY.

15% LOSS OF SAND PILES DUE TO WEATHER EROSION = $2,000 LOSS

ROUGHLY $2,000 LOSS ON A 100,000 BLOCK JOB
Architectural CMU & Masonry Products

Architectural Masonry is the evolution of standard gray concrete block into an aesthetically pleasing masonry unit. These products can be used as a stand alone or in conjunction with other masonry materials. Our Architectural CMUs are combined with an integral water repellent, and come in a variety of colors and textures.

PRODUCTS
Smooth Face, Split Face & Ground Face
Concrete Masonry
Durable building blocks manufactured regionally and serviced locally.

Architectural CMUs provide a durable foundation and solution to commercial projects. Our CMUs are available in numerous finishes and colors to give architects and builders design versatility. Specific styles, colors and finishes are dependent on local availability. Most architectural CMUs are produced with integral water admixture to repel moisture and resist mold and pre-consumer recycled content may be added to help meet sustainable goals.

Smooth Face
Gray as well as integrally colored pre-finished architectural concrete units are available in numerous colors which may include pre-consumer recycled content and integral water admixture to repel moisture and resist mold.

Split Face
Split Face masonry units are integrally colored pre-finished architectural concrete blocks with a beautiful, rough-hewn texture on one or more faces. Units are molded with two units attached face to face. The units are then mechanically split apart after having been cured, leaving the split face with a rough texture, similar to natural stone. The splitting process reveals the aggregates used in the block, so different aggregates will give different appearances and no two units are exactly alike.

Ground Face or Marble Face
Ground Face units are manufactured using a unique combination of colored, tightly mixed aggregate to create a smooth ground face finish.

Note: All color samples are representative only. For accurate color selection, ask your sales representative for samples.
Technical Information
### Cordova Stone™ 1-Inch

<table>
<thead>
<tr>
<th>Building Code</th>
<th>ASTM Standard</th>
<th>Cordova Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum compressive strength</td>
<td>2000 psi</td>
<td>4170 psi</td>
</tr>
<tr>
<td>Maximum absorption by weight</td>
<td>13 lbs./cu. ft.</td>
<td>8.26 lbs./cu. ft.</td>
</tr>
<tr>
<td>Minimum density (medium weight)</td>
<td>125 lbs./cu. ft. or more</td>
<td>133 lbs./cu. ft.</td>
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</tbody>
</table>

*ASTM C1670 - Standard Specifications for Adhered Manufactured Stone - Tests in accordance with ASTM C140

### Waterford Stone®

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Minimum compressive strength</td>
<td>4000 psi</td>
<td></td>
</tr>
<tr>
<td>Absorption rate average</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Minimum density</td>
<td>120 lbs./cu. ft.</td>
<td></td>
</tr>
<tr>
<td>4” &amp; 7” piece pallet weight</td>
<td>3,564 lbs./104.8 sqft</td>
<td></td>
</tr>
<tr>
<td>11 1/2” piece pallet weight</td>
<td>3,496 lbs./92 sqft</td>
<td></td>
</tr>
<tr>
<td>11 1/2” chiseled piece pallet weight</td>
<td>4,048 lbs./92 sqft</td>
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</tbody>
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*ASTM C1634 - Specification for Solid Dry-cast, Concrete Facing Units - Tests in accordance to ASTM C140

### Hillcrest™ Stone

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<thead>
<tr>
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<tbody>
<tr>
<td>ASTM C1670 Compressive Strength</td>
<td>Average 2800 PSI</td>
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</tr>
<tr>
<td>ASTM C1670 Absorption Rate</td>
<td>Average 6%</td>
<td></td>
</tr>
<tr>
<td>ASTM C1666 Freeze Thaw Resistance</td>
<td>Mass loss less than 1%</td>
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</tr>
<tr>
<td>ASTM C67 Freeze Thaw Resistance</td>
<td>Mass loss less than 1%</td>
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</tr>
</tbody>
</table>

*ASTM C1670 - Standard Specifications for Adhered Manufactured Stone
ASTM C482 - Shear Bond Strength, Type S mortar
ASTM C482 - Shear Bond Strength, Stone veneer mortar
ASTM E84 - Surface Burning Characteristics of Building Materials
Pallet: 105 sqft/pallet | 10 layers/pallet | 10.5 sqft/layer

### Lamina® Stone

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<tbody>
<tr>
<td>Minimum compressive strength</td>
<td>4000 psi</td>
<td></td>
</tr>
<tr>
<td>Absorption Rate Average</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Minimum Density</td>
<td>120 lbs./cu. ft.</td>
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</tr>
<tr>
<td>Solid units</td>
<td>3,150 lbs./90 sqft</td>
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</tr>
<tr>
<td>False joint units</td>
<td>3,040 lbs./90 sqft</td>
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</tr>
</tbody>
</table>

*ASTM C1634 - Specification for Solid Dry-cast, Concrete Facing Units - Tests in accordance to ASTM C140