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**Oldcastle® Architectural Introduces Westpeak™ Stone Lightweight Veneer as Part of the Newly Launched Echelon® Brand at the AIA Convention, Booth #4129**

**Atlanta** (May 2016) – Oldcastle Architectural, the leading national manufacturer of masonry products and integrated performance systems, announces the new Westpeak texture to the Artisan Lightweight Veneer family, debuting at the AIA Convention, May 19 -21, 2016, in Philadelphia, PA at Booth #4129. Echelon’s latest WestPeak offering, as well as the recently launched Kensley™ Stone, and Hillcrest Stone Lightweight Veneers, underscores the brand’s focus on continuous innovation.

The new Westpeak series, available in color choices of Onyx (a dark grey hue), Magnolia (a lighter white), or Wheat (a medium tan) is the latest addition to Echelon’s Artisan Lightweight Veneer portfolio. Debuting to the public for the first time during the AIA show, Westpeak joins Kensley™ Stone Lightweight Veneer, which debuted in January 2016 and Hillcrest Stone Lightweight Veneer™, which launched in early 2015. All three styles are manufactured with Echelon’s patented, revolutionary dry-cast system, which creates a natural stone look with integrated color throughout the entire depth of each masonry unit.

“Westpeak is a versatile new addition to the Artisan Lightweight Veneer line,” said Ken O’Neill, EVP, Sales, Marketing & Product Development, Oldcastle Architectural. “As with all Artisan products, WestPeak is designed for tight space applications and non-load bearing uses, allowing installers and design professionals the freedom to explore bold designs that accentuate both exterior and interior surfaces.”

In addition to Artisan® Lightweight Veneers, the Echelon brand’s extensive product lines will be displayed at the AIA booth, such as Trenwyth®, Quik-Brik® masonry units, and Amerimix® bagged blends, as well as award-winning Performance Upgrade wall system solutions, including InsulTech, EnduraMax and Rainbloc. This breadth of masonry products demonstrates Echelon’s commitment as a single-source for architects, designers and masonry professionals.



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For more information about Westpeak and other Artisan lightweight veneers, visit [EchelonMasonry.com](http://EchelonMasonry.com).

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### **About Echelon Masonry**

Echelon is the consolidated brand for all masonry products and services of Oldcastle Architectural including Trenwyth® Architectural Masonry, Artisan Masonry Stone Veneers®, Quik-Brik® Concrete Masonry Units, Amerimix® Bagged Goods and a complete portfolio of Performance Upgrades. As a single source masonry portfolio solution, Echelon delivers consistent, reliable product manufactured locally at more than 150 locations and delivered by an unrivaled logistics network. For more information, visit [EchelonMasonry.com](http://EchelonMasonry.com).

### **About Oldcastle® Architectural**

Oldcastle Architectural is the largest concrete products manufacturer in North America. With more than 150 locations and a company culture characterized by a commitment to customer satisfaction, Oldcastle adheres to a level of service and consistency that no other supplier 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. Learn more at [EchelonMasonry.com](http://EchelonMasonry.com)