



DESIGN GUIDE

ASH GROVE





Institute of Black Culture at the University of Florida, DLR Group
Trendstone in Alamo (Gainesville, FL)

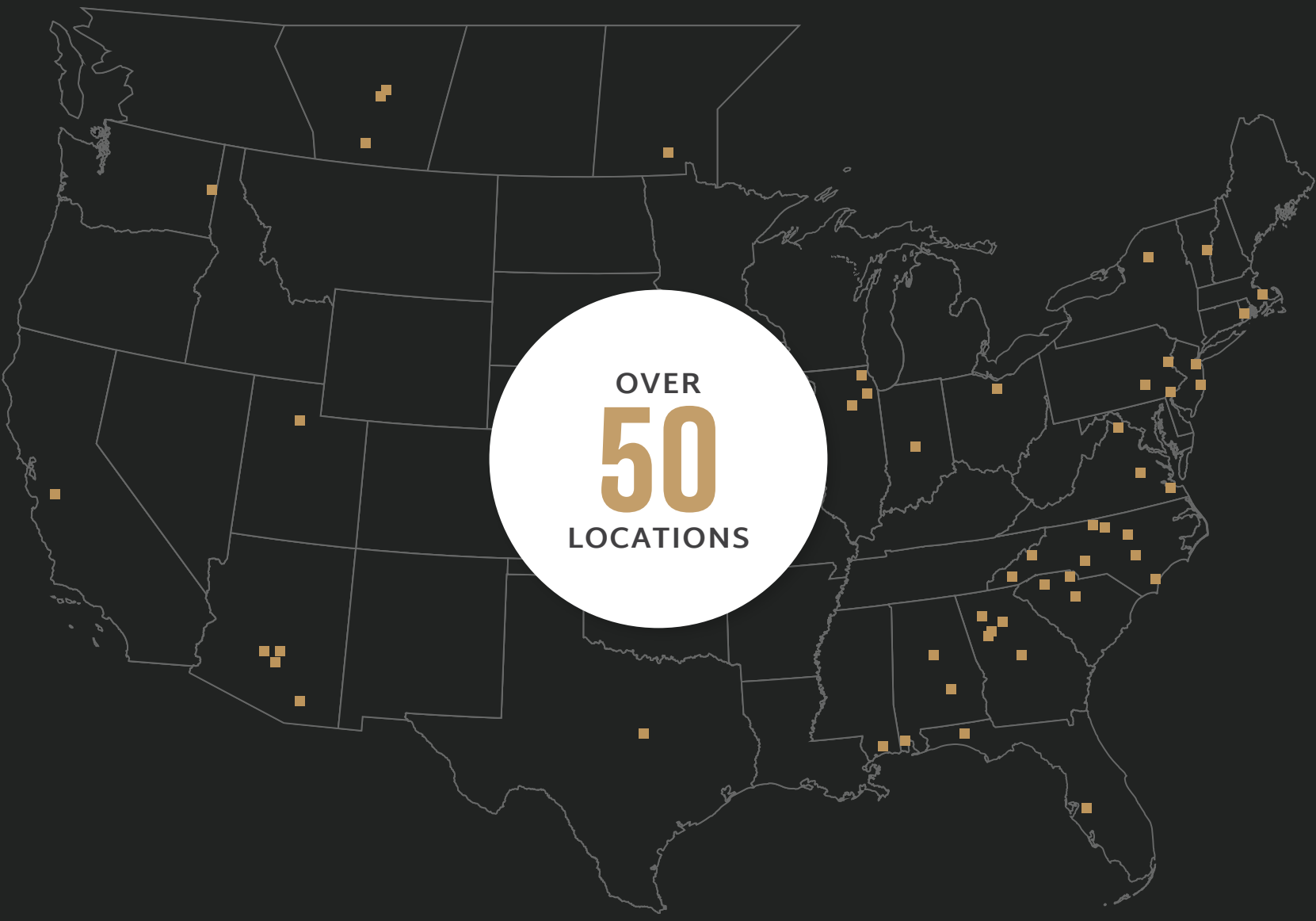
WHY ECHELON?

For generations, Oldcastle® APG has been North America's leading manufacturer of building products and materials, well-established as an industry leader dedicated to being a true partner from project concept to completion and beyond. Echelon Masonry is a consolidation of our many masonry products, services and industry knowledge into a single brand, providing a singular go-to source for high-performance products and reliable expertise.

INDUSTRY INNOVATORS

Echelon Masonry® 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 and lightweight veneers, and high-performance wall systems.





NATIONAL PRESENCE

With over 50 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 technologies, premium architectural building products, committed service and on-time deliveries. Regionalized operation allows us to be a dedicated and responsive partner to find the right solution for any project challenge.



WHY MASONRY?

Get more inspiration on how you can bring your next Echelon project to life.

EchelonMasonry.com



SUSTAINABILITY

Echelon Masonry is manufactured locally allowing you to achieve LEED credits for MRc2.



COST EFFICIENCY

Upfront construction costs don't tell the whole story. When all factors are taken into account, masonry is 5.6% more economical than building with wood.



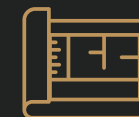
ENERGY

Echelon's patented Insultech System delivers R-16.2 performance, exceeding energy code requirements.



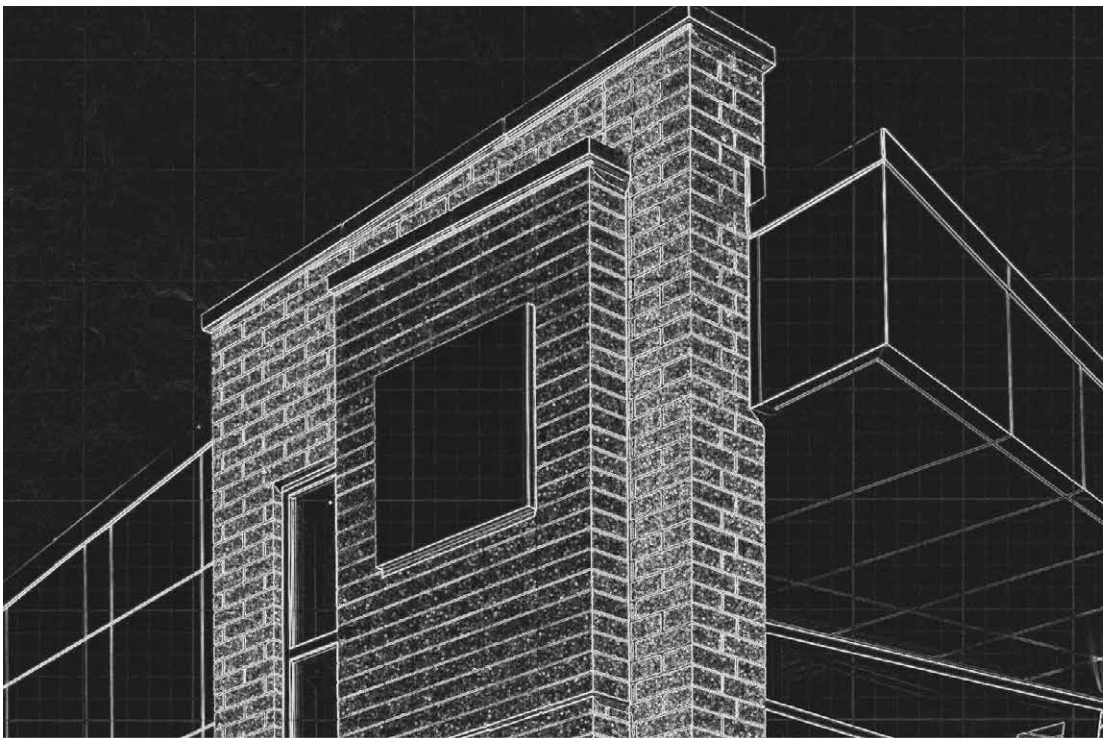
RESILIENCY

Annually, non-masonry structures under construction experience up to \$157M in fire damage. Specifying masonry construction can help prevent these losses.



DESIGN

No other material can replicate the masonry aesthetic or provide as much design flexibility in colors, textures and finishes.



**REALIZING YOUR
DESIGN INTENT**

Take your project from
concept to completion.



**WITH YOU AT
EVERY STAGE
OF THE PROCESS**



EXPERT SUPPORT

Echelon's team of industry experts are by your side to answer questions and provide job-specific solutions from project concept to completion.



ON-SITE TRAINING AND CEUS

We're glad to provide on-site training for complex projects and continuing education to make sure you're up-to-date on topics relevant to your work.



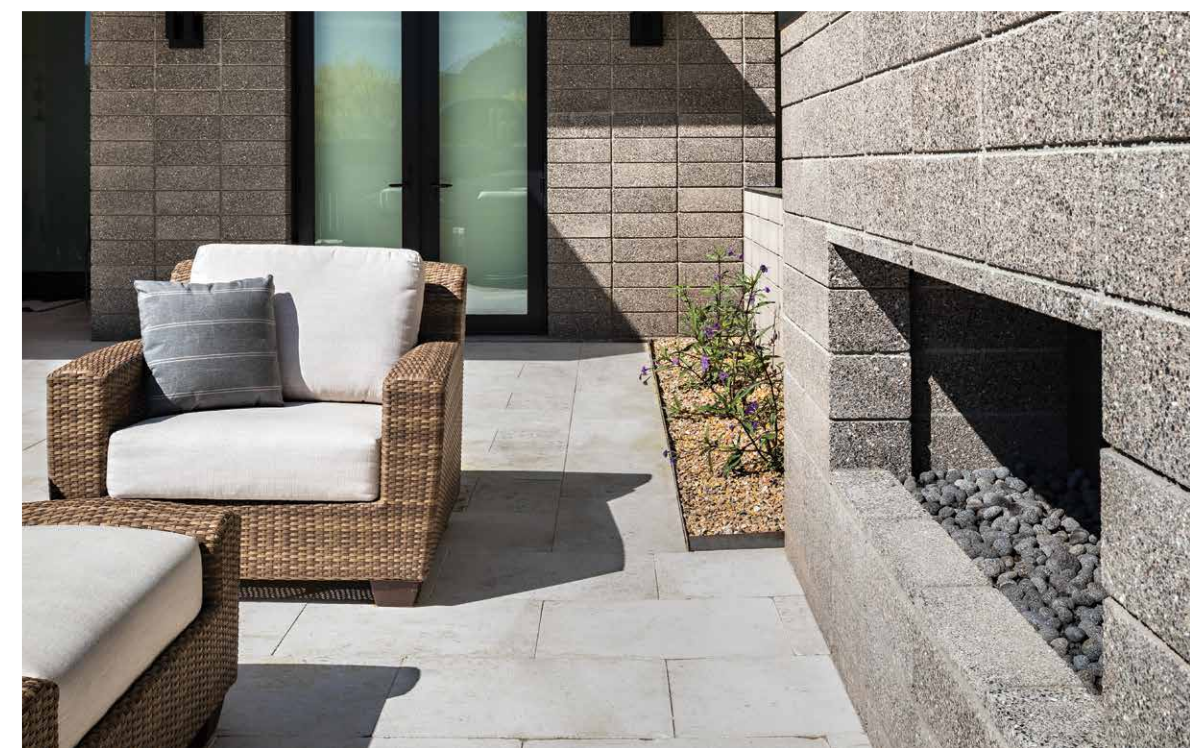
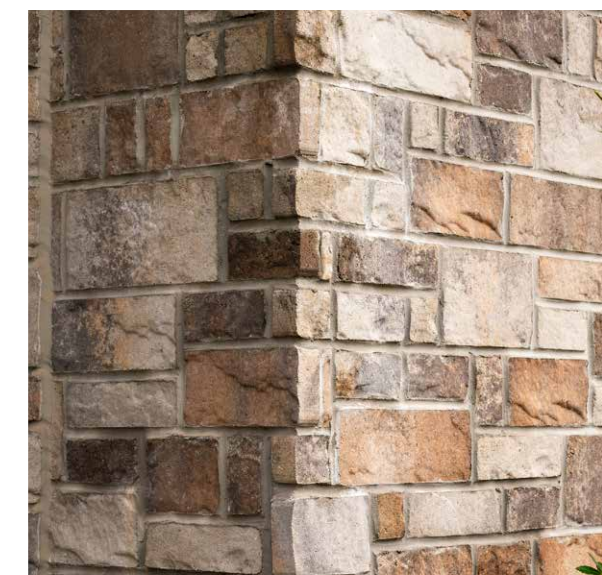
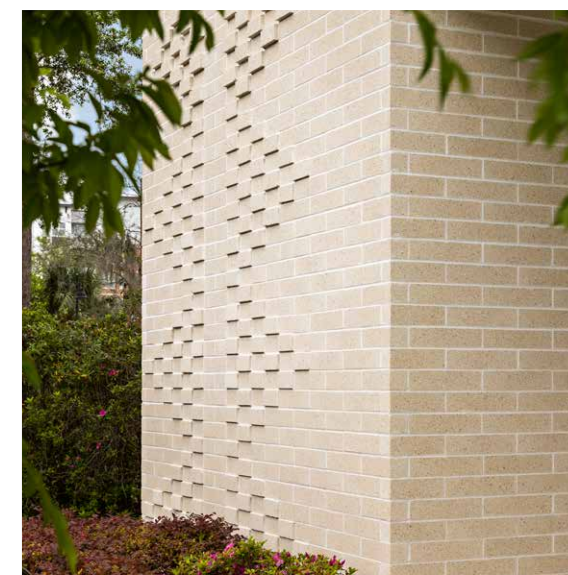
MASONRY MODELING

In partnership with Masonry IQ, Echelon provides free access to an advanced Revit plugin tool giving you the ability to model faster, estimate earlier and take advantage of all the benefits of masonry you've been missing.



FINISH THE JOB

Complete the job with Amerimix pre-blended mortar, designed to work with Echelon Masonry to deliver superior results.



Piney Woods Elementary, Quackenbush Architects
Lamina Stone in Wellington Blend (Chapin, SC)



TABLE OF CONTENTS

ARTISAN MASONRY VENEER

LIGHTWEIGHT VENEER

- 14 Hillcrest Stone
- 16 Kensley Stone
- 18 Cordova Stone
- 20 Franklin Stone

FULL DEPTH VENEER

- 24 Aria Slim
- 26 Cordova Stone
- 28 Franklin Stone
- 30 Lamina Stone
- 32 Waterford Stone
- 34 Allure

ARCHITECTURAL CMU

STANDARD MASONRY

- 38 Hand-Crafted
- 40 Split Face
- 42 Smooth Face

ARCHITECTURAL CMU

TRENWYTH MASONRY

- 46 Trattino
- 48 Mesastone
- 50 Trendstone
- 52 Trendstone Plus
- 54 Verastone
- 56 Verastone Plus

STRUCTURAL BRICK

- 60 Quik-Brik Traditional
- 62 Harvard Brik

MASONRY SYSTEMS

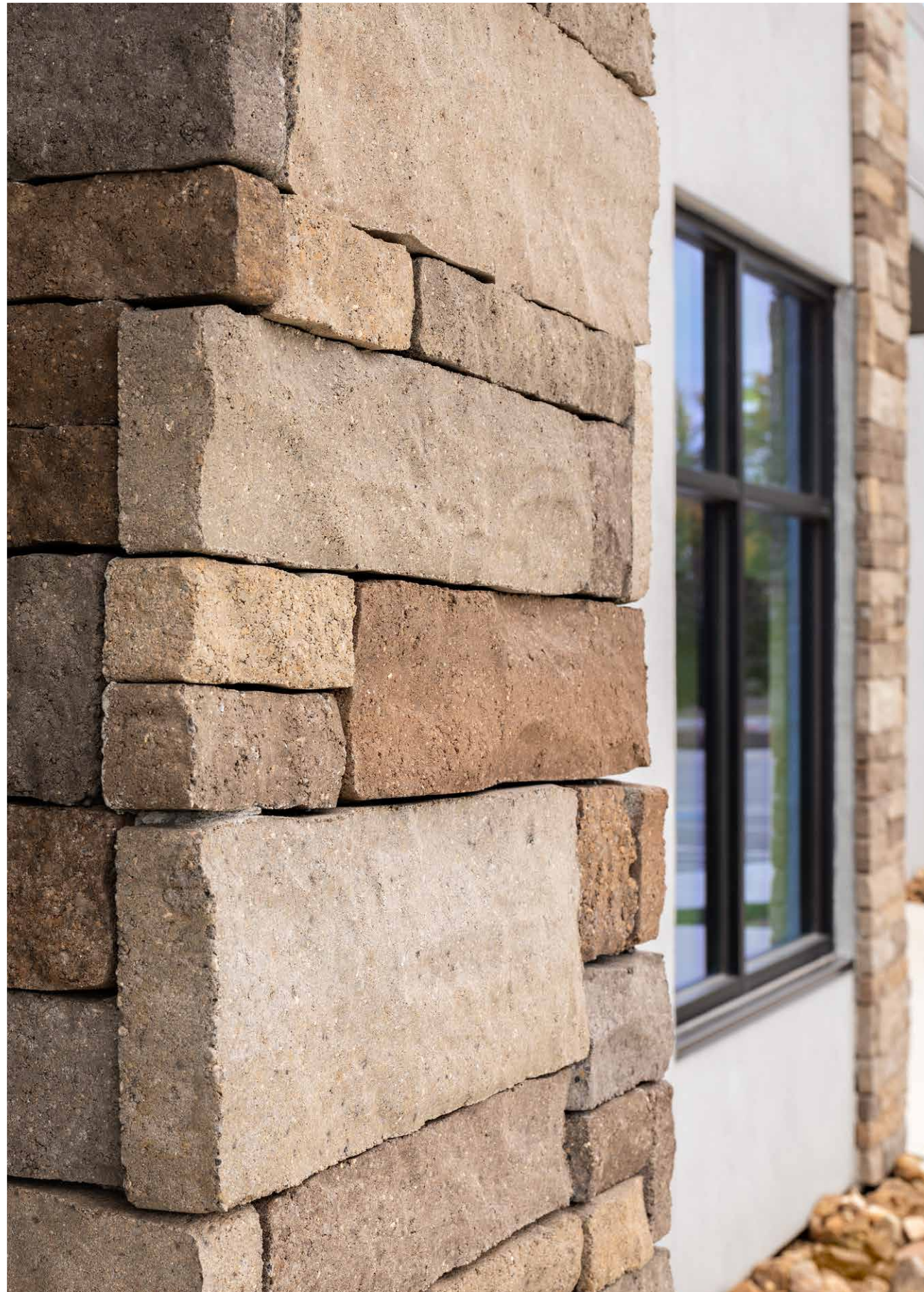
PERFORMANCE ENHANCEMENTS

- 66 Thermal Performance
- 68 Acoustic Performance
- 70 Moisture Performance



Dimitriopolous Residence, Bruns Architecture
Cordova Stone in Graphite (Fox Point, WI)

	ARTISAN MASONRY VENEER
	LIGHTWEIGHT VENEER



HILLCREST™ STONE

Beautifully emulates the look of natural stacked stone

Hillcrest Stone Thin Veneer features integral color throughout each unit and a tight dimensional tolerance that reduces installation time. Lightweight, with finished ends and the look of dry-stacked quarried stone, this architectural stone masonry maximizes aesthetics and performance while minimizing cost.

COLOR OPTIONS



Timber



Pewter



Avondale



Alpine



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.



KENSLEY™ STONE

The elegant look of chiseled stone

Kensley Stone Thin Veneer features a traditional ashlar pattern, a chiseled finish, a 3/8" mortar joint, and integral color throughout each unit. Each architectural stone unit has finished ends to eliminate the need for corner units. Kensley Stone reflects the timeless aesthetics of chiseled limestone and offers an upscale look while minimizing installation time and cost.

COLOR OPTIONS



Cabernet



Dogwood



Wheat



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





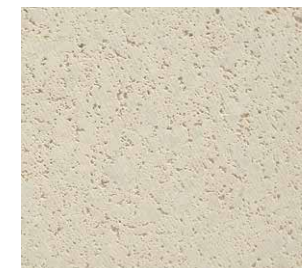
CORDOVA STONE™

The sophistication of hand-cut natural stone

Cordova Stone™ is a high-density, pre-finished architectural stone cladding that achieves the prestigious look of natural limestone by incorporating all-natural aggregates, recycled content, and integral color throughout each unit. This timeless veneer offers the design flexibility of four texture options and is also available in full-depth options. **See page 26.**

COLOR OPTIONS

Ground Face



Chisel



Alabaster

Buff

Granite

Midnight



**ADDITIONAL COLORS
& TEXTURES AVAILABLE**

Product colors vary by region. Scan the QR code to see your full regional color offering.





FRANKLIN STONE

Timeless elegance reminiscent of natural limestone

Made from a mixture of white Portland cement combined with fine aggregates and integral color throughout each unit, Franklin Stone Veneer achieves a highly dense finish texture that beautifully emulates natural limestone. This architectural stone veneer is available in smooth, rock or chiseled face and is also available in full-depth options. **See page 28.**

COLOR OPTIONS

Smooth Face



Rock Face



Senate Sage

Liberty Gray

Congress Tan

Monument White



ADDITIONAL COLORS & TEXTURES AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





The Chiswick at Dunwood, HGA Architects
Waterford Stone in London Grey (Fox Point, WI)

	ARTISAN MASONRY VENEER
	FULL DEPTH VENEER



ARIA SLIM™

Contemporary elongated linear aesthetic

The simplicity and integrity of concrete takes center stage in the contemporary lines of Aria Slim. Its avant-garde and minimalist design offers a modern touch to any architectural project, features integral color throughout each unit, and can be used to create stunning linear or modular patterns.

COLOR OPTIONS

Smooth Face



Shot Blast



Alabaster

Buff

Graphite

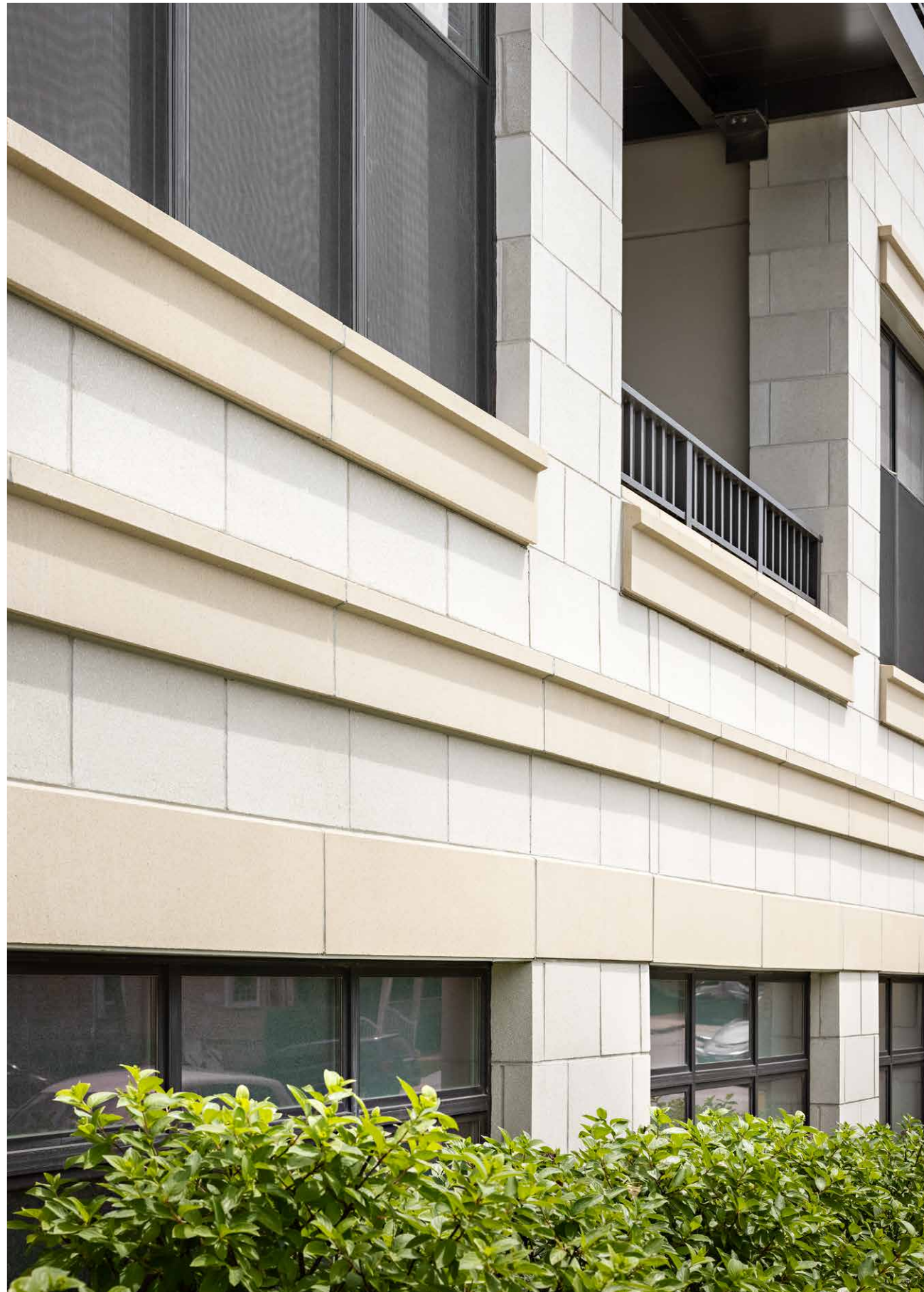
Midnight



ADDITIONAL COLORS AVAILABLE

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CORDOVA STONE™

The sophistication of hand-cut natural stone

Cordova Stone™ is a high-density, pre-finished architectural stone cladding that achieves the prestigious look of natural limestone by incorporating all-natural aggregates, recycled content, and integral color throughout each unit. This timeless veneer offers the design flexibility of four texture options and is also available as a lightweight thin veneer. **See page 18.**

COLOR OPTIONS

Ground Face



Chisel



Alabaster

Buff

Granite

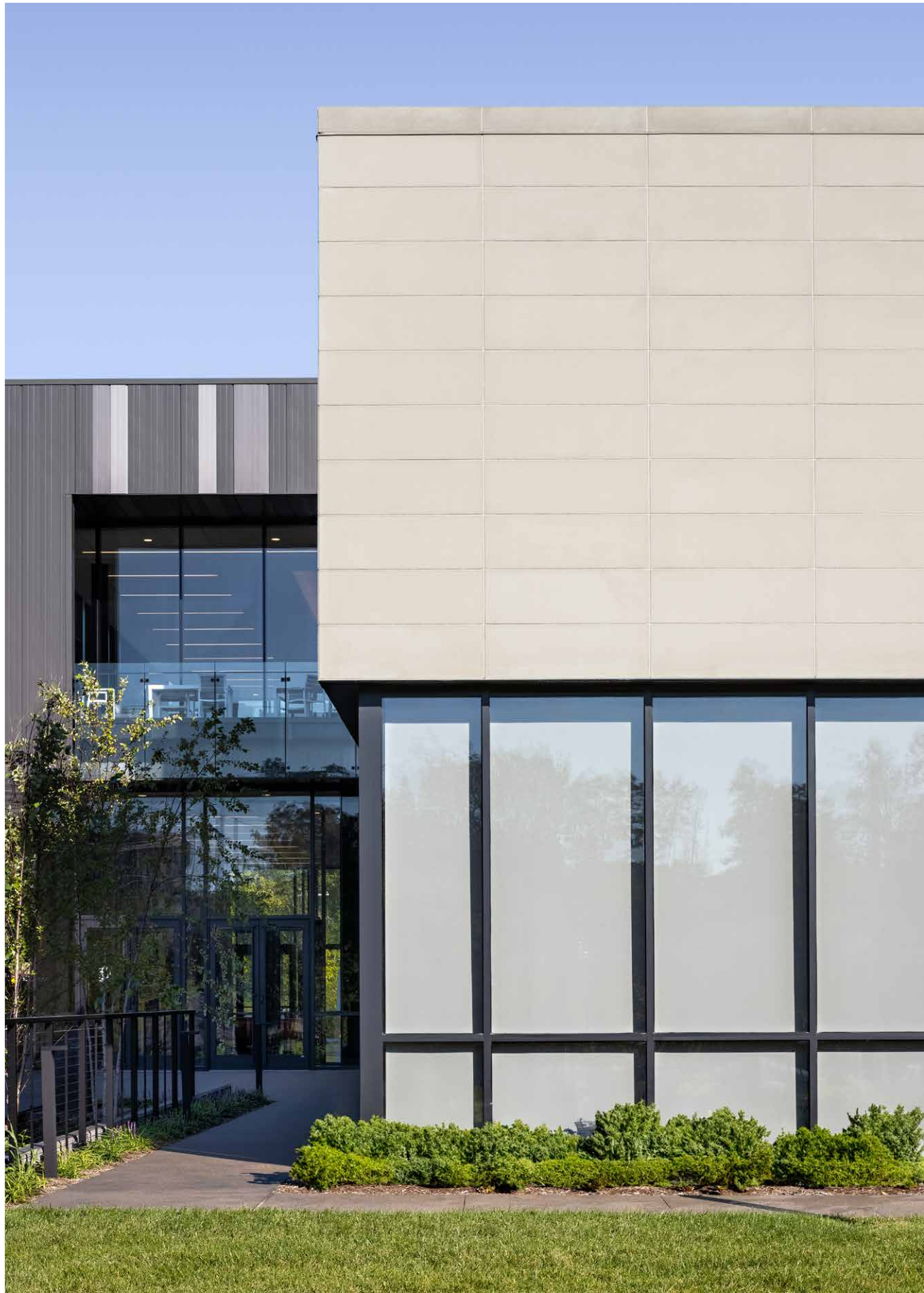
Midnight



**ADDITIONAL COLORS
& TEXTURES AVAILABLE**

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FRANKLIN STONE

Timeless elegance reminiscent of natural limestone

Made from a mixture of white Portland cement combined with fine aggregates and integral color throughout each unit, Franklin Stone Veneer achieves a highly dense finish texture that beautifully emulates natural limestone. This architectural stone veneer is available in smooth, rock or chiseled face and is also available as a lightweight thin veneer. **See page 20.**

COLOR OPTIONS

Smooth Face



Rock Face



Senate Sage

Liberty Gray

Congress Tan

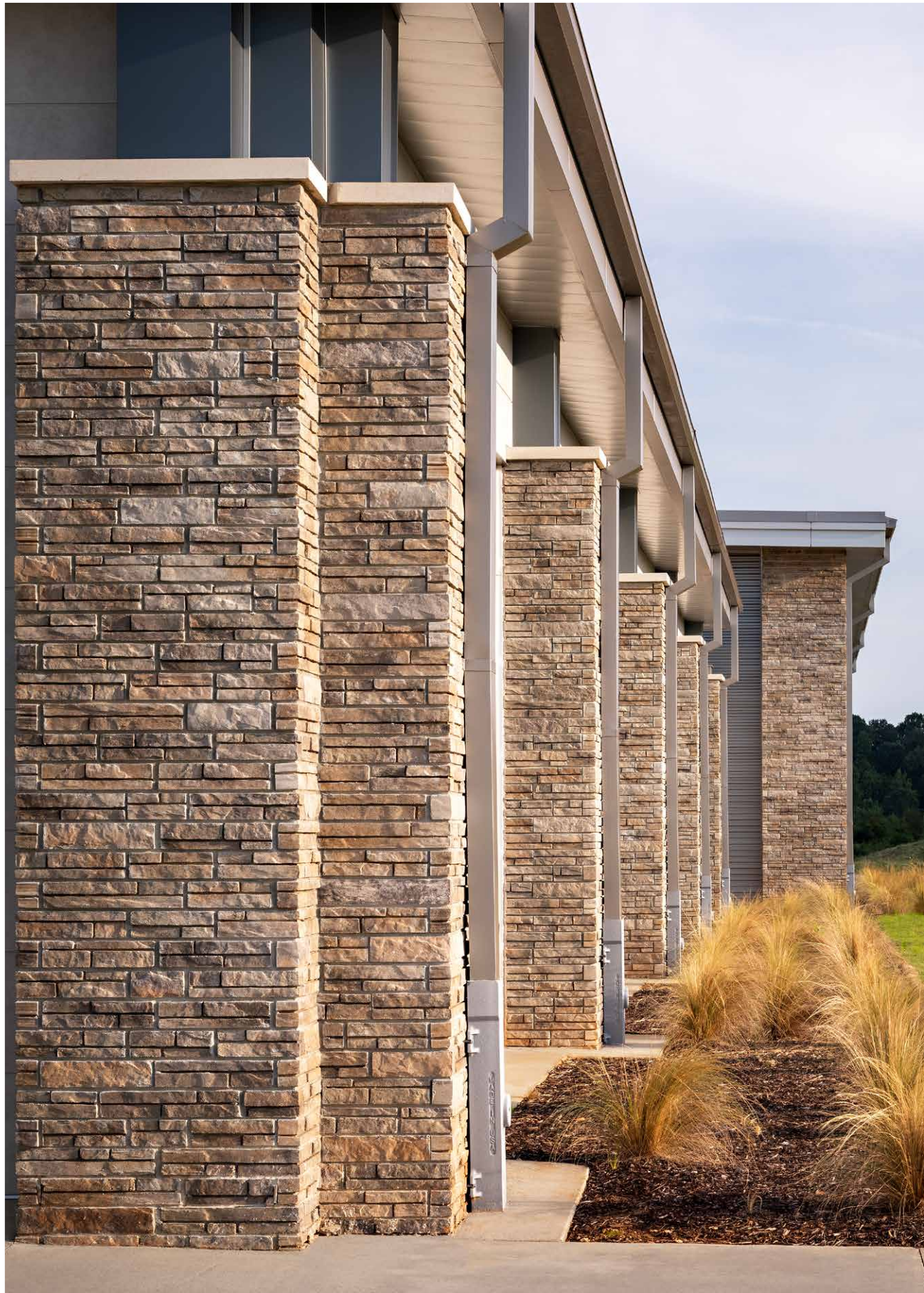
Monument White



ADDITIONAL COLORS & TEXTURES AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





LAMINA[®] STONE

A thin stacked stone aesthetic with endless installation flexibility

Lamina Stone lays in the same plane as conventional veneer masonry with no need to build a transition — it is the transition. This architectural stone veneer emulates a stacked stone appearance and features integral color and water repellent throughout each unit. Lamina makes a bold statement when used on the entire façade or can accentuate certain architectural elements, such as wall sections or skirting.

COLOR OPTIONS



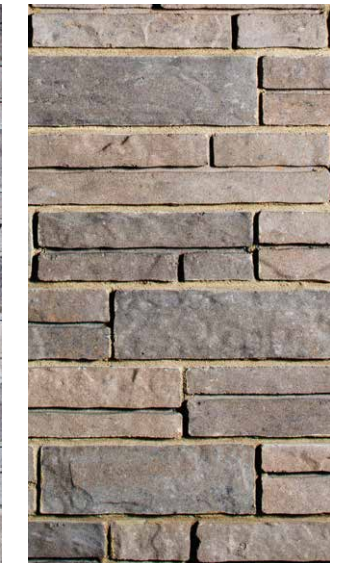
Ivory



Avondale



Pewter



Highlands



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.



WATERFORD STONE

The time-honored look of hand-cut stone

Waterford Stone masonry veneers evoke the natural, time-honored look of hand-cut stone with antiqued edges, a dimensional face, authentic color blends, and water repellent integrated throughout each unit. Available in a wide range of sizes, including large format veneers up to 20 1/2" in length, Waterford veneers grant unparalleled design flexibility, including the option of custom blends for truly unique designs.

COLOR OPTIONS



Cottonwood



Aspen



Avondale



Pewter



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





ALLURE™

The next evolution of timeless design

The elongated shape of Allure creates a distinctive look that is on trend with contemporary design, while holding true to the timeless aesthetic of brick architecture. Allure's innovative design features integral color throughout each unit to provide stylish aesthetics and superior performance at a competitive price point.

COLOR OPTIONS



Bourbon



Charcoal



Foundry



Alabaster



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





ECHELON
MASONRY

ARCHITECTURAL CMU

STANDARD MASONRY



HAND-CRAFTED

The old-world charm of rough-hewn rock

Our Hand-Crafted standard concrete masonry units are reminiscent of the rock-faced Richardsonian-Romanesque style of masonry which gained popularity in the late 1800's. The textured face allows sunlight and shadows to dance across the building façade to create a timeless architectural aesthetic that is still in demand today. Also available as a full depth veneer.

COLOR OPTIONS



Locust



Oak



White



Ironwood



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





SPLIT FACE

Classic design that never goes out of style

Split Face concrete masonry units are molded with two concrete units attached face to face. The units are cured and then mechanically split apart, leaving the split face with a rough texture that emulates natural quarried stone and a distinctive appearance unique to every unit.

COLOR OPTIONS



Regional Color Offerings



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.



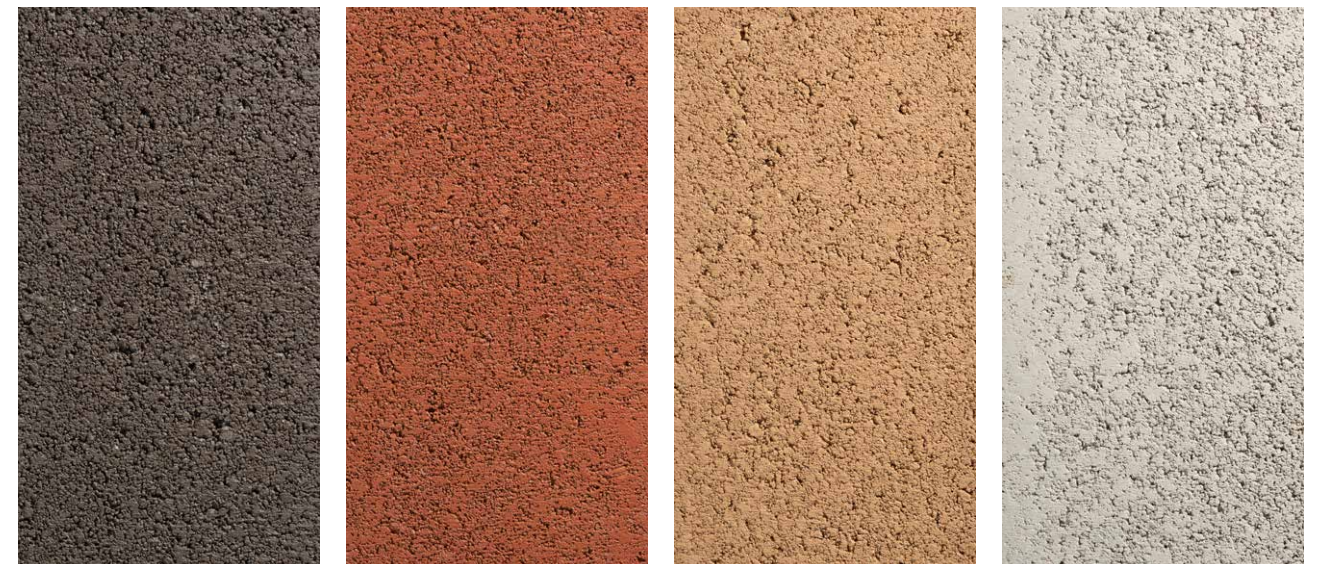


SMOOTH FACE

A natural, unpretentious masonry aesthetic

Smooth Face concrete units exhibit a natural finish without showing the aggregate. These architectural concrete units are available in a wide array of integrally colored hues. If desired, units can also include pre-consumer recycled content and integral water repellent admixture to repel moisture and resist mold. Also available as a full depth veneer.

COLOR OPTIONS



Regional Color Offerings




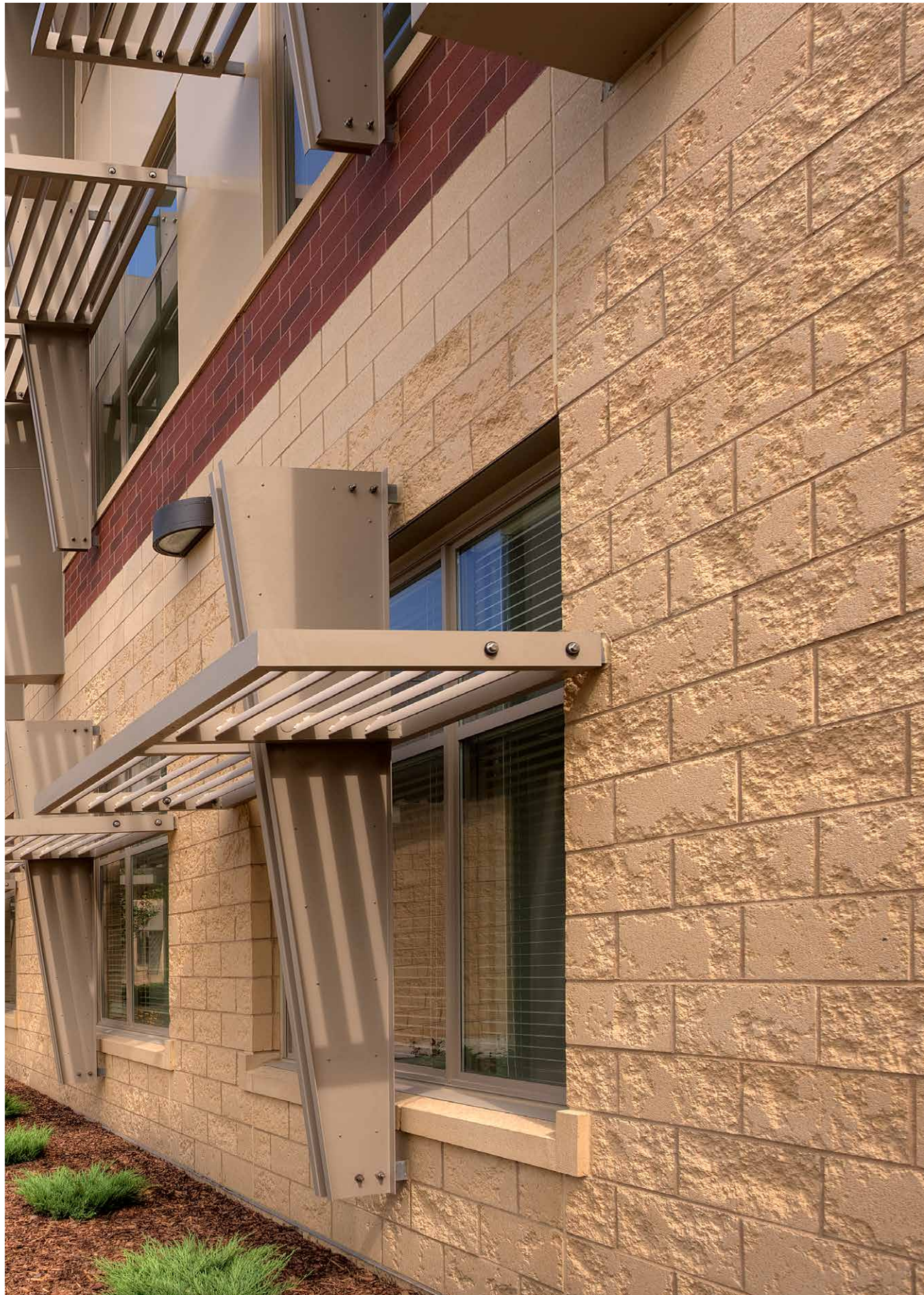
ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.



Alpena County Regional Airport, RS&H
Trendstone and Mesastone in Midwest White, Landers Bay and Saddle Tan (Alpena, MI)

	ARCHITECTURAL CMU
	TRENWYTH MASONRY



TRATTINO™

Unique textural aesthetic of travertine

Trattino is pre-finished architectural masonry that offers a natural travertine aesthetic with the added benefits of manufactured stone. Available in both full-depth veneer and structural units, the subtle irregular organic texture adds charm and visual interest to any project.

COLOR OPTIONS



Coral



Parchment



Rocky Road



Shadow Gray



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.



MESASTONE®

Enduring natural color and uniform texture

Mesastone pre-finished concrete masonry units are made with specially colored aggregates and pigment. The face of each architectural unit is finished to expose the aggregate and create a uniform textured surface that resembles split face masonry, but without the characteristic divots, making it easier to lay up and providing a straighter sight line. Also available as a full depth veneer.

COLOR OPTIONS



Knight Gold



Cookies & Cream



Rocky Road



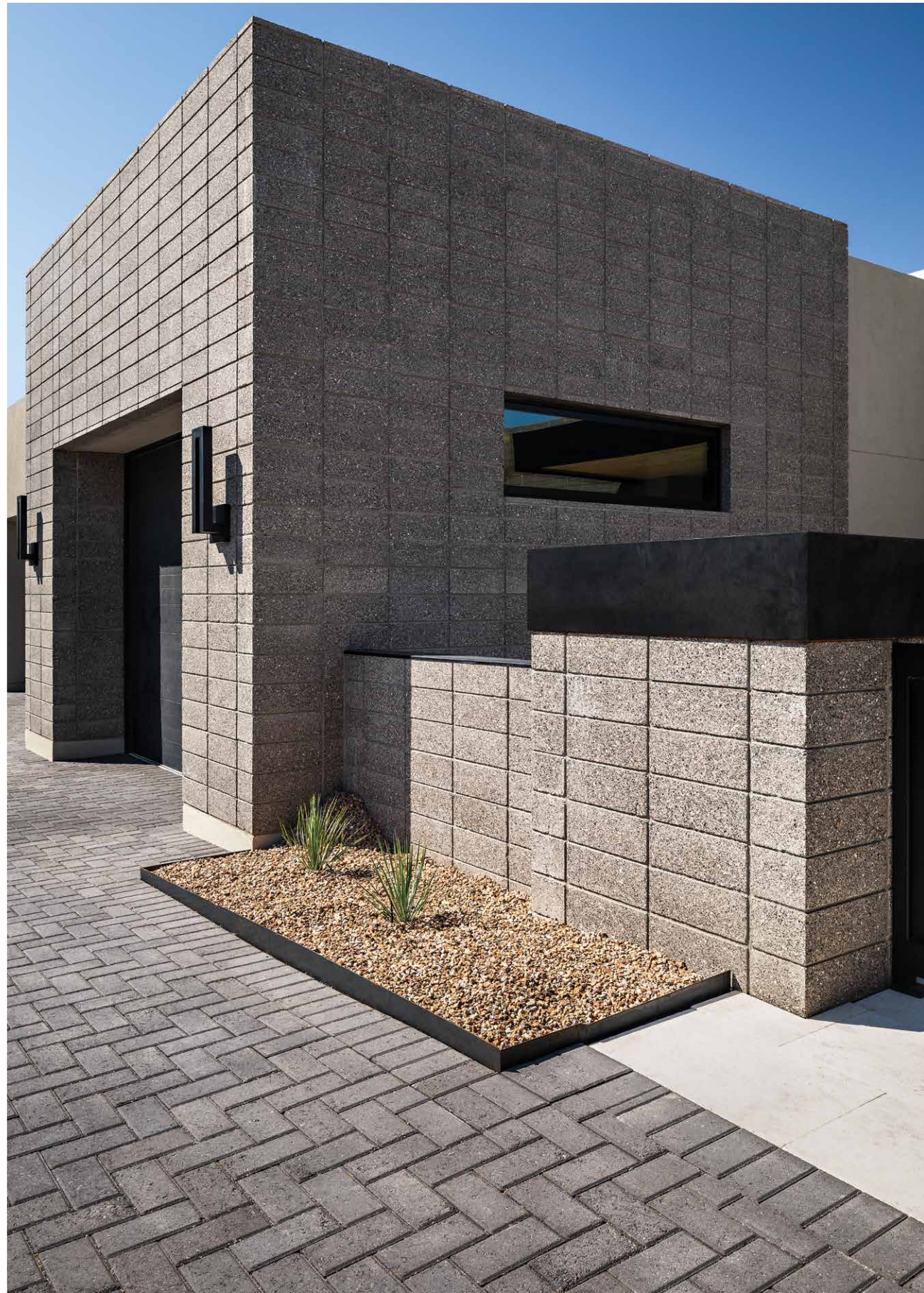
Shadow Grey



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





TRENDSTONE®

Durability, with a vibrant ground stone look

Trendstone goes beyond standard ground face concrete masonry by applying a clear satin gloss acrylic to the exposed face of each concrete masonry unit.

This process accentuates the natural beauty of the aggregates and provide moisture resistance for added durability. Also available as a full depth veneer.

COLOR OPTIONS



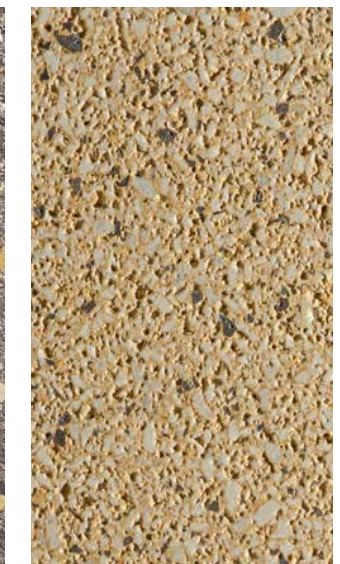
Springfield



Almond Bark



Ash Charcoal



Knight Gold



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





TRENDSTONE PLUS®

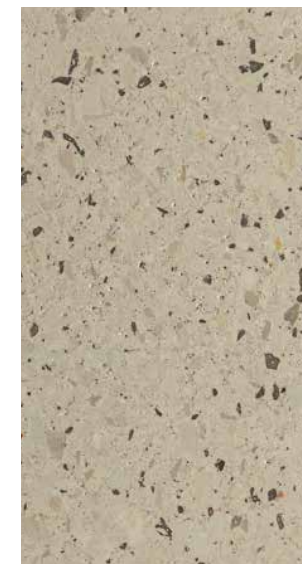
Taking the ground face aesthetic to greater heights

Trendstone Plus ground face masonry units take our Trendstone line to the next level by filling and polishing the exposed faces to a smooth terrazzo finish. Pre-finished and integrally colored, these concrete masonry units offer stunning aesthetics, one-step installation, and a maintenance-free finish that is easy to clean. Also available as a full depth veneer.

COLOR OPTIONS



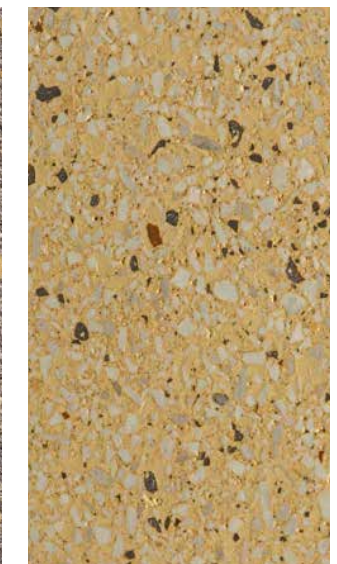
Springfield



Almond Bark



Ash Charcoal



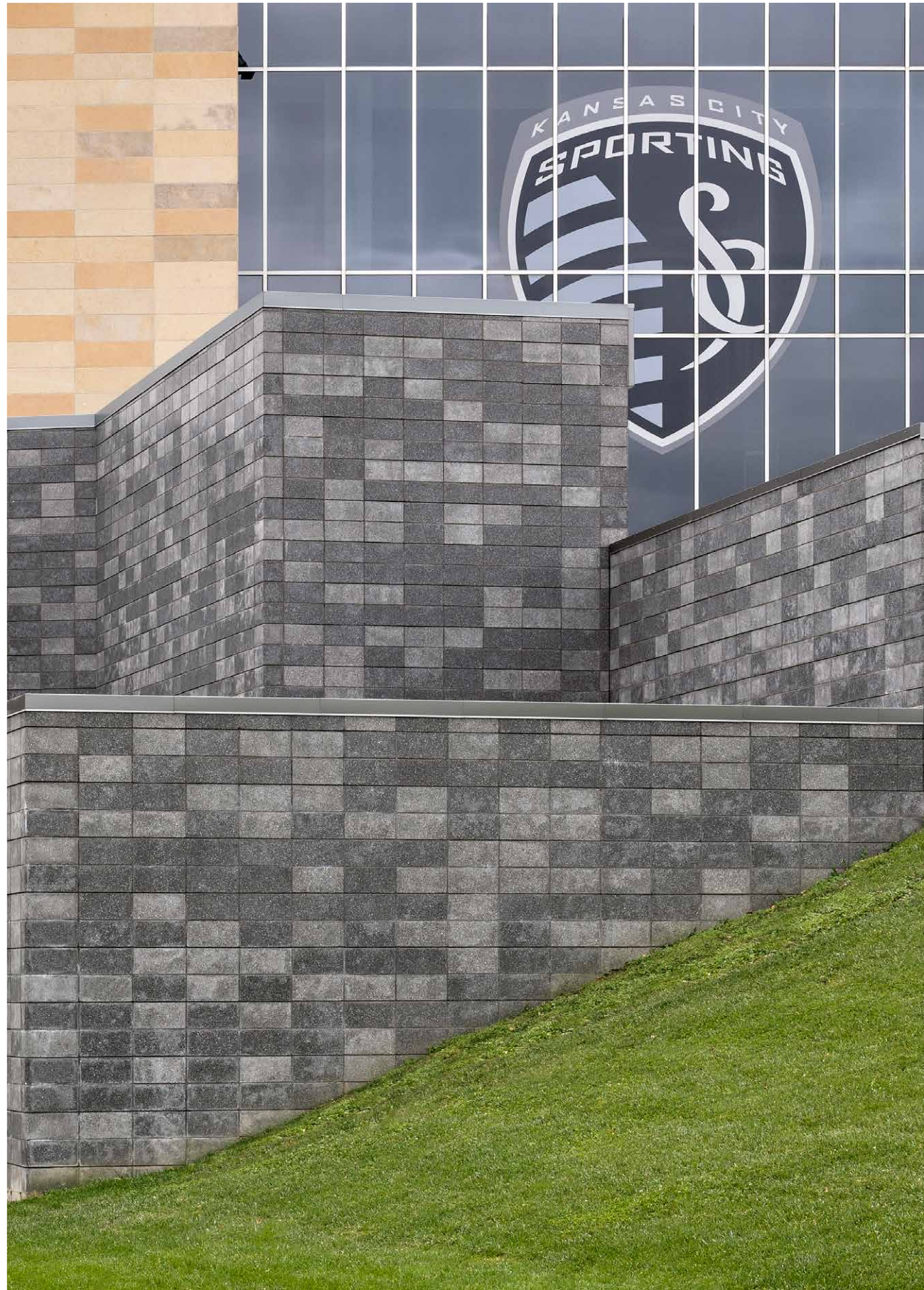
Knight Gold



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.





VERASTONE®

Textural ground-face aesthetics paired with peak sustainability

Verastone recycled concrete blocks are colored, pre-finished architectural blocks with one or more faces ground to show the varied colors of the natural aggregates. During production, a clear satin gloss acrylic is applied to the exposed faces to accentuate the natural beauty of the aggregates and enhance moisture resistance. Also available as a full depth veneer.

COLOR OPTIONS



Cambria



Superior



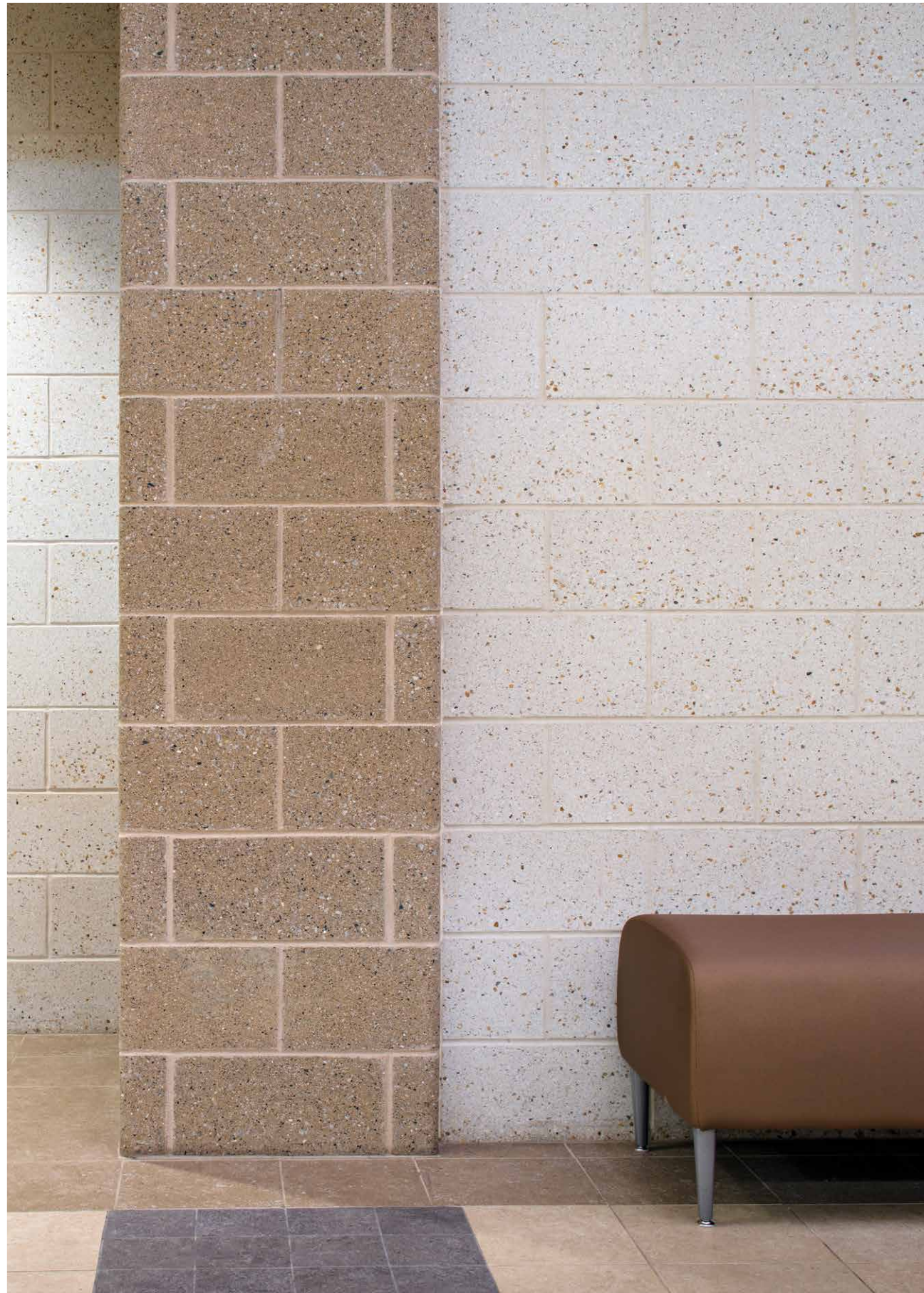
Chardonnay



Austin



ADDITIONAL COLORS AVAILABLE
Product colors vary by region. Scan the QR code to see your full regional color offering.



VERASTONE® PLUS

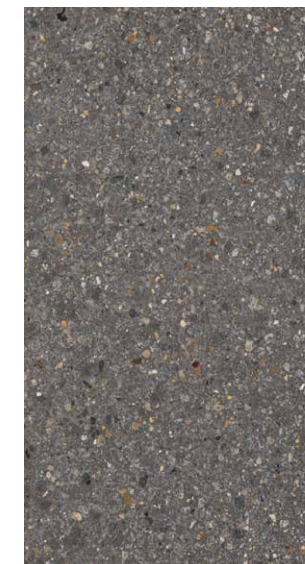
Taking sustainable design to a polished level

Verastone Plus is a high-performance masonry containing recycled material that can contribute toward LEED goals. These concrete masonry units feature a distinctive ground face with a filled and polished terrazzo finish that showcases the beauty of the natural aggregates. Also available as a full depth veneer.

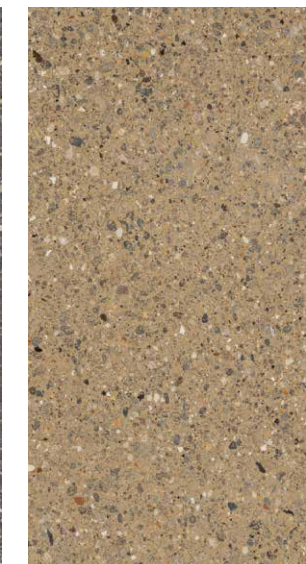
COLOR OPTIONS



Cambria



Superior



Chardonnay




Austin



ADDITIONAL COLORS AVAILABLE
 Product colors vary by region. Scan the QR code to see your full regional color offering.



 <p>ECHELON MASONRY</p>	<p>ARCHITECTURAL CMU</p> <hr/> <p>STRUCTURAL BRICK</p>
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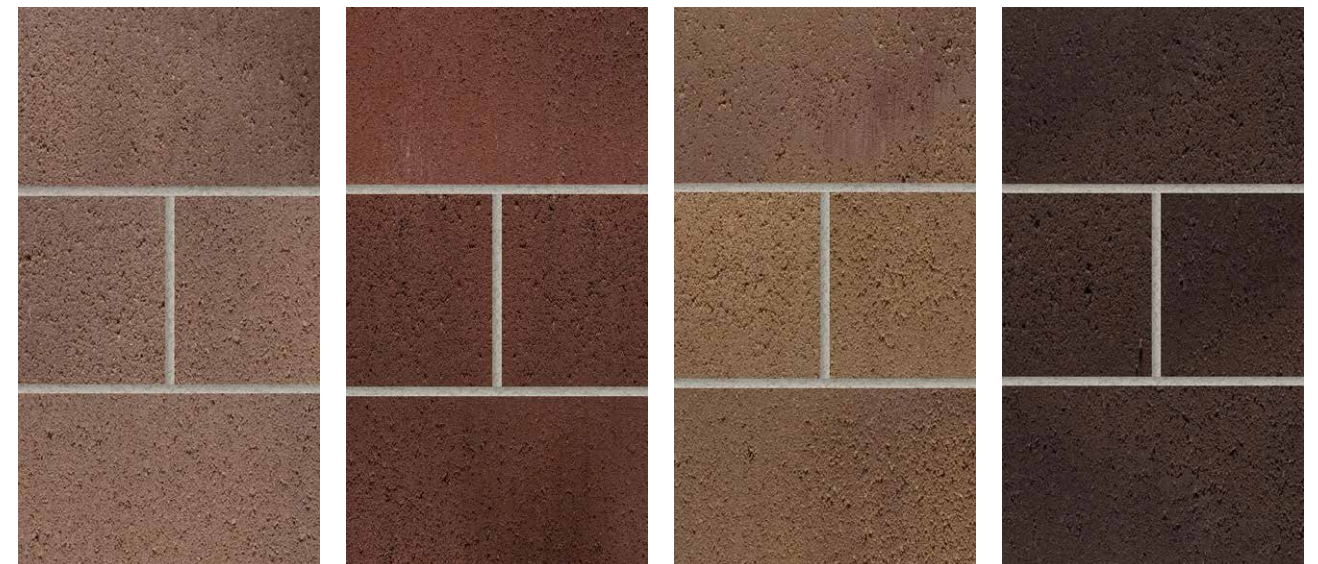


QUIK-BRIK® TRADITIONAL

Classic brick aesthetics in a single-wythe package

Quik-Brik is a durable and efficient structural masonry option that offers the rich look of brick in a variety of shades. With nationally available color options, Quik-Brik is the ideal choice for retailers who demand consistency nationwide. Physical performance, usability, and cost effectiveness have earned Quik-Brik its unrivaled reputation among architects and contractors alike.

COLOR OPTIONS



Autumn

Heritage

Earthtone

Wilkesboro



ADDITIONAL COLORS AVAILABLE

Product colors vary by region. Scan the QR code to see your full regional color offering.



HARVARD BRIK®

Rich color blends for the look of craftsman-era brick

Harvard Brik provides a blended finish so authentic, brick masons of the past are smiling. It offers all of the benefits and efficiencies of Quik-Brik with a unique blended color palette and an integral color process that accentuates architecture with durable color fastness.

COLOR OPTIONS



Ash Blend



Cherokee



Deer Creek



White

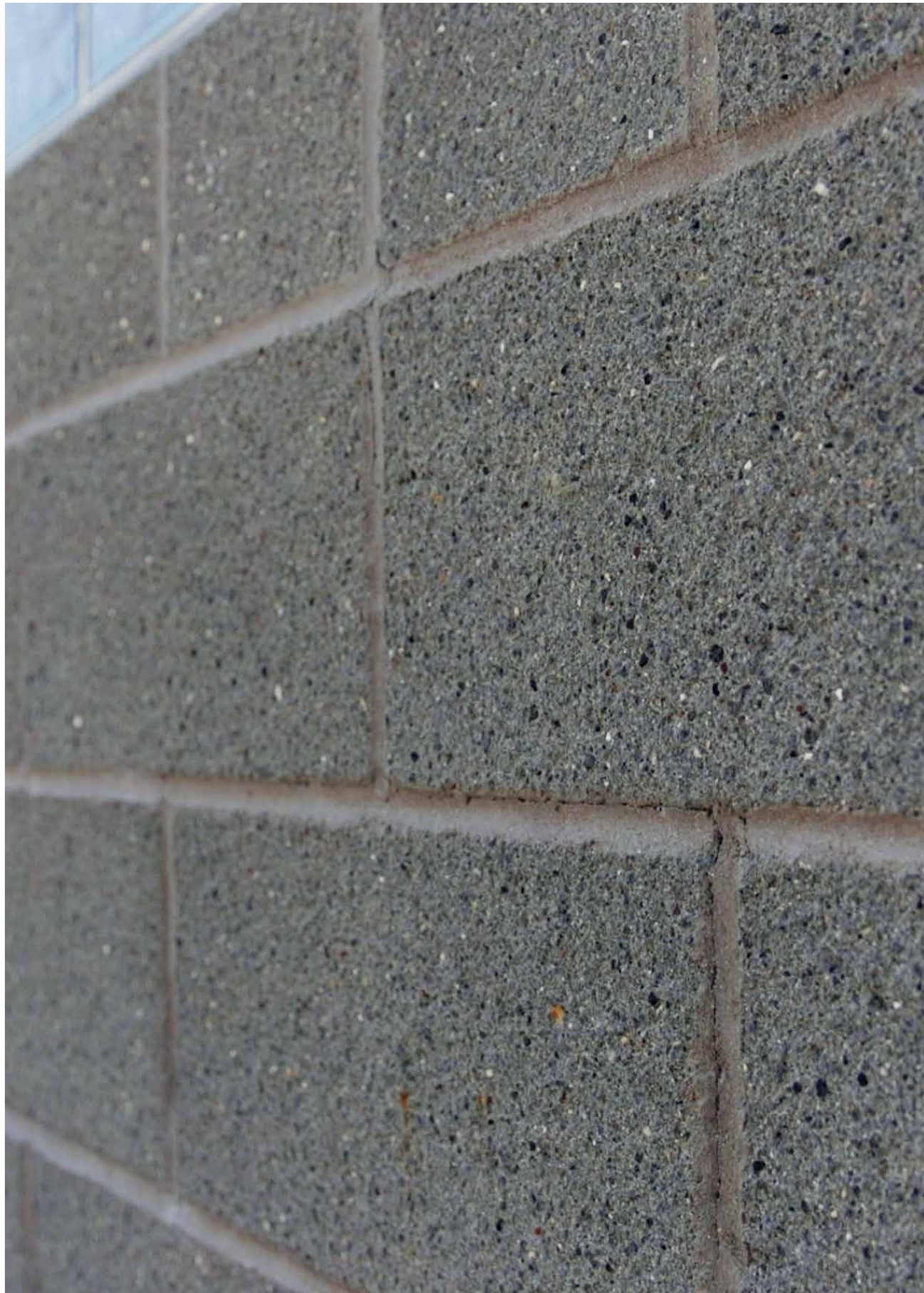


ADDITIONAL COLORS AVAILABLE

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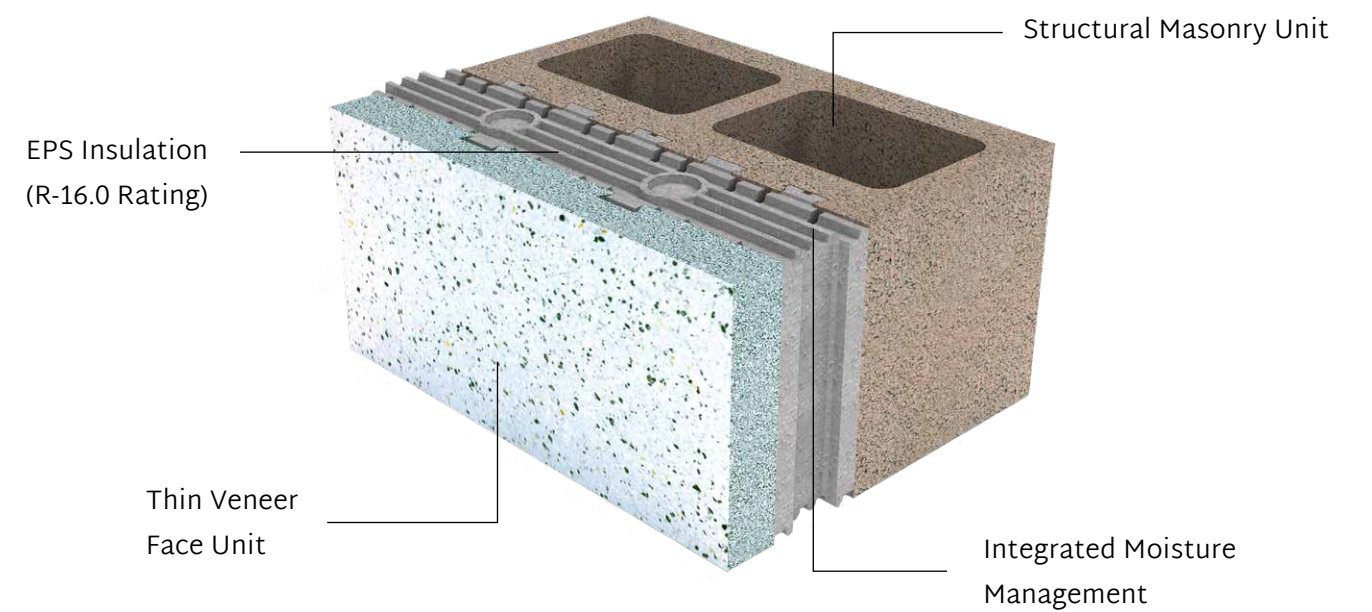


 ECHELON MASONRY	MASONRY SYSTEMS
	PERFORMANCE ENHANCEMENTS



THERMAL PERFORMANCE

The patented InsulTech™ Insulated Concrete Masonry System (ICMS)
 The InsulTech system is a thermally-broken, continuous-insulated system that delivers unmatched R-16.0 performance. Each single, preassembled unit includes structural CMU, EPS insulation with drainage channels, and a veneer face. Both the structural block and exterior veneer are available in either standard finishes or Trenwyth architectural finishes for design flexibility.



MORE INFORMATION

Scan the QR code for more information on Echelon's Thermal Performance.



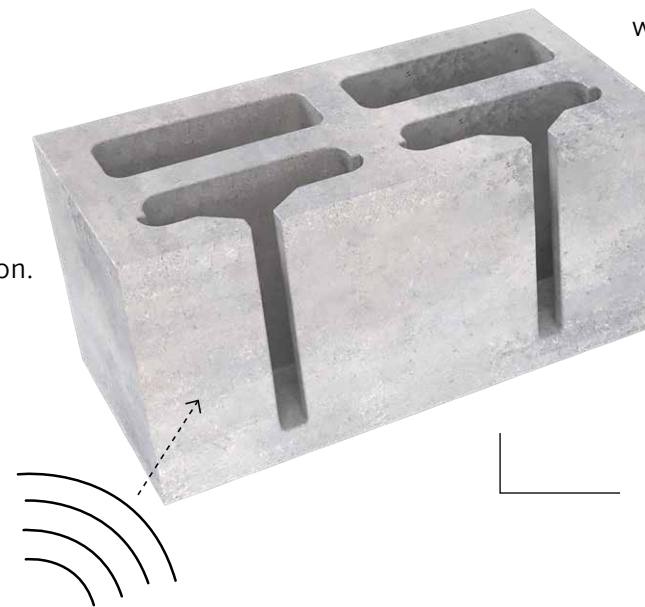


ACOUSTIC PERFORMANCE

The combined acoustic and aesthetic power of Acousta-Wal®
 Acousta-Wal sound-absorbing masonry units provide an indoor or outdoor solution for sound control, achieving NRCs of up to .85. The unique design absorbs sound waves of all frequency, even the difficult-to-control low frequencies. With a closed top and vertical slots that expose the inner cavity, Acousta-Wal is an upgrade option for many Echelon masonry units, providing a great deal of design flexibility.

Single trade installation of finished load-bearing or non-load-bearing walls saves time and money.

Designed to absorb all sound frequencies and control sound transmission.



A single unit provides the surface color and texture along with sound control.



MORE INFORMATION
 Scan the QR code for more information on Echelon's Acoustic Performance.



MOISTURE PERFORMANCE

The protection of the Rainbloc® Integrated Water Repellent System

All Echelon Masonry units can be manufactured with RainBloc GP integral water repellent. When specified for masonry in conjunction with Amerimix mortars, RainBloc achieves best-in-class protection against moisture intrusion.



RainBloc patented water repellent technology is a two-part system that is integrated into both the block and mortar, creating a continuous protection system that's delivered to your site, ready to go.

RainBloc bonds to the capillary pores of the CMU and mortar inhibiting water from migrating through the block.



MORE INFORMATION

Scan the QR code for more information on Echelon's Moisture Performance.



OLDCASTLE APG,
BRANDS THAT TRANSFORM.



OUTDOOR FLOORING

Best-in-class underfoot surfaces that are exceptional on every level, like the durable beauty of Belgard® pavers.



SHADE, SECURITY & PRIVACY

Stylish and functional solutions for keeping your space covered, safe and secure, like ActiveYards® vinyl fencing, innovative RDI™ railing, and Barrette Outdoor Living® pergolas and privacy screens.



LANDSCAPING

Creation and maintenance of healthy, integrated exterior spaces with edging, coping and steps from Belgard® and soil, mulch, and decorative stone from our numerous lawn & garden brands.



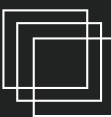
BACKYARD FEATURES

Adding fun, function and focal points with features like PebbleTec® fire bowls, water features and decorative fixtures; Belgard® outdoor fire features and kitchens; and Elements™ kitchen appliances and accessories.



SET, SEAL & REPAIR

Everything needed to connect, protect and repair outdoor building materials with products like Sakrete® concrete mixes, Amerimix® mortars and grouts, and Techniseal® paver sealants, cleaners and jointing materials.



WALL SURFACES

Finishes and exterior construction elements designed to endure, like Echelon® veneers and wall systems, Belgard® retaining walls, and PebbleTec® pool finishes.



OLDCASTLEAPG.COM/OUR-BRANDS



WHY AMERIMIX?

It's Time to Ditch the Sand Pile. For construction professionals who want the most out of their mortar, Amerimix is a better, more efficient way to build. Our pre-blended mortar, grout and stucco mixes are developed by contractors for contractors — providing consistency backed by proven results.



MORTAR • STUCCO • GROUT



ASH GROVE

2405 East 85th Street
Kansas City, MO 64132
816.444.2244

[EchelonMasonry.com](https://www.EchelonMasonry.com)

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