



# DESIGN GUIDE

GREAT LAKES







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

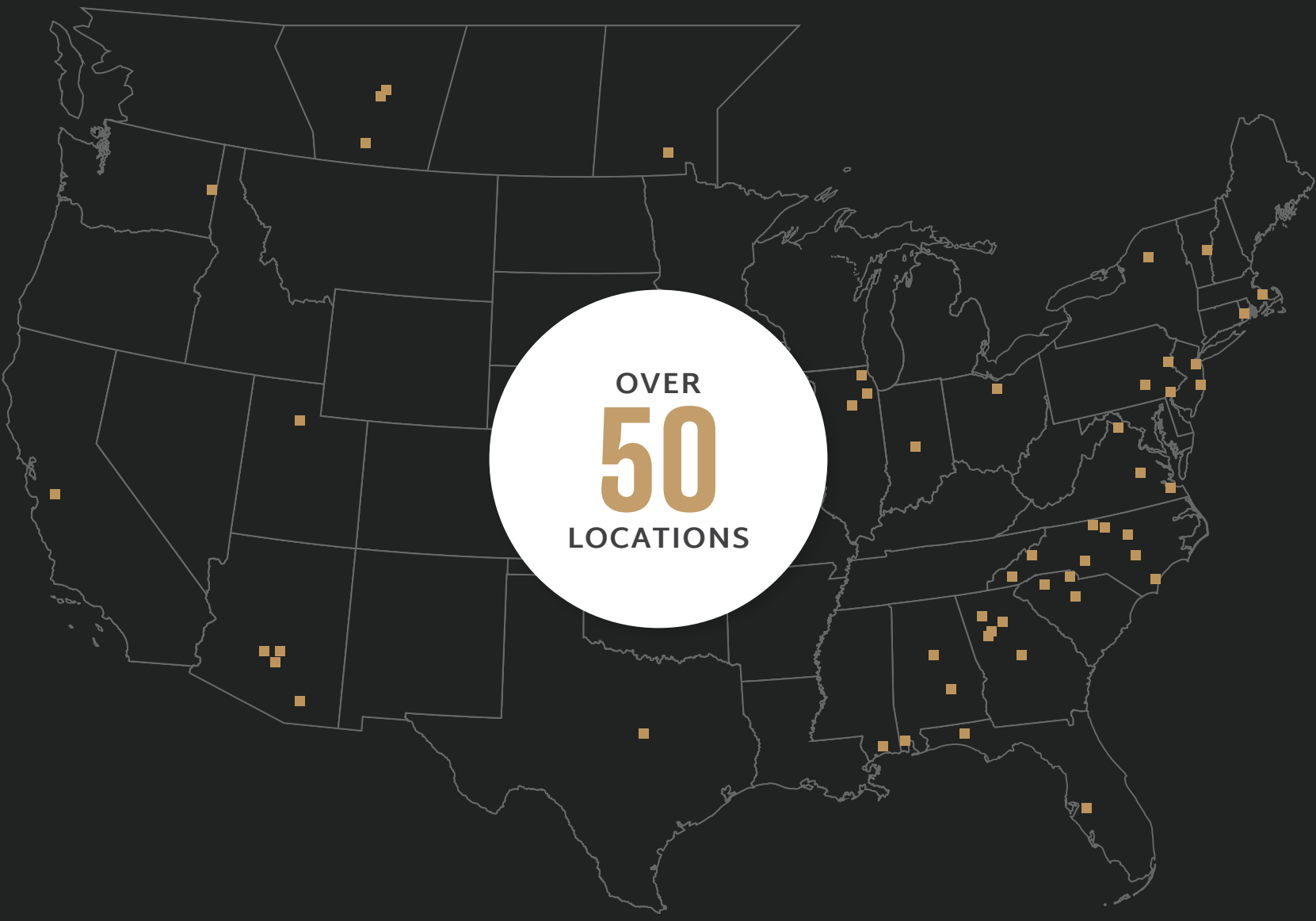
# WHY ECHELON?

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](https://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.



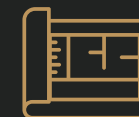
### ENERGY

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



### RESILIENCY

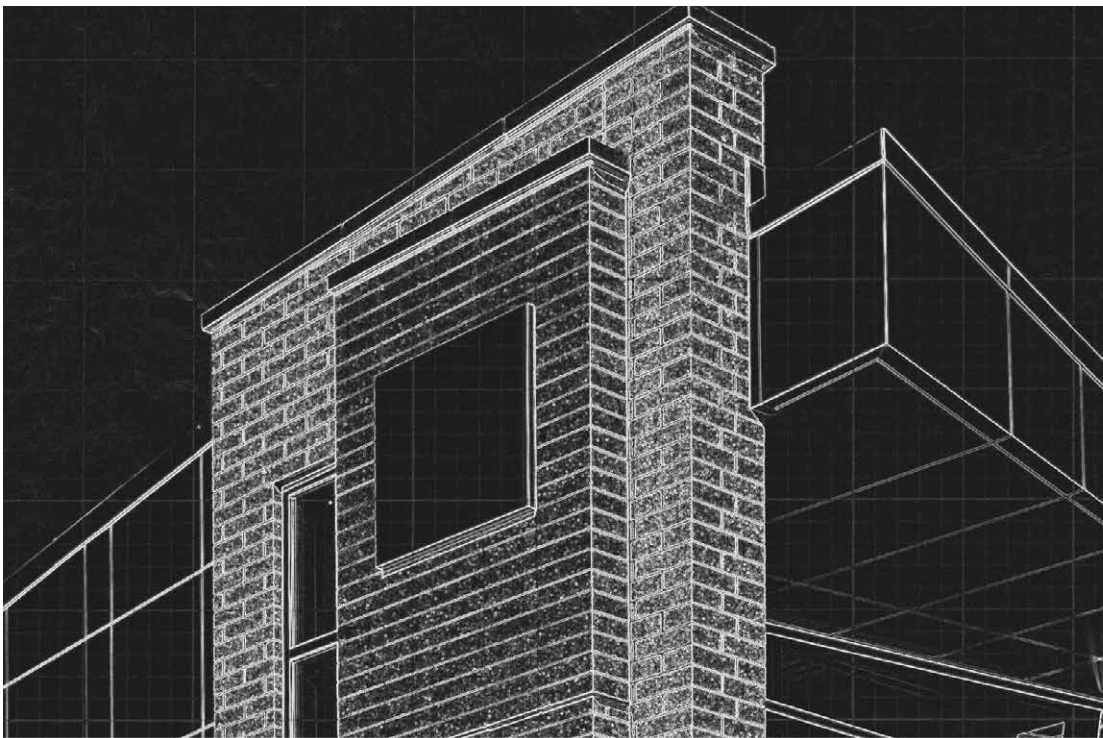
Annually, non-masonry structures under construction experience up to \$157M in fire damage. Specifying masonry construction can help prevent these losses.



### 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

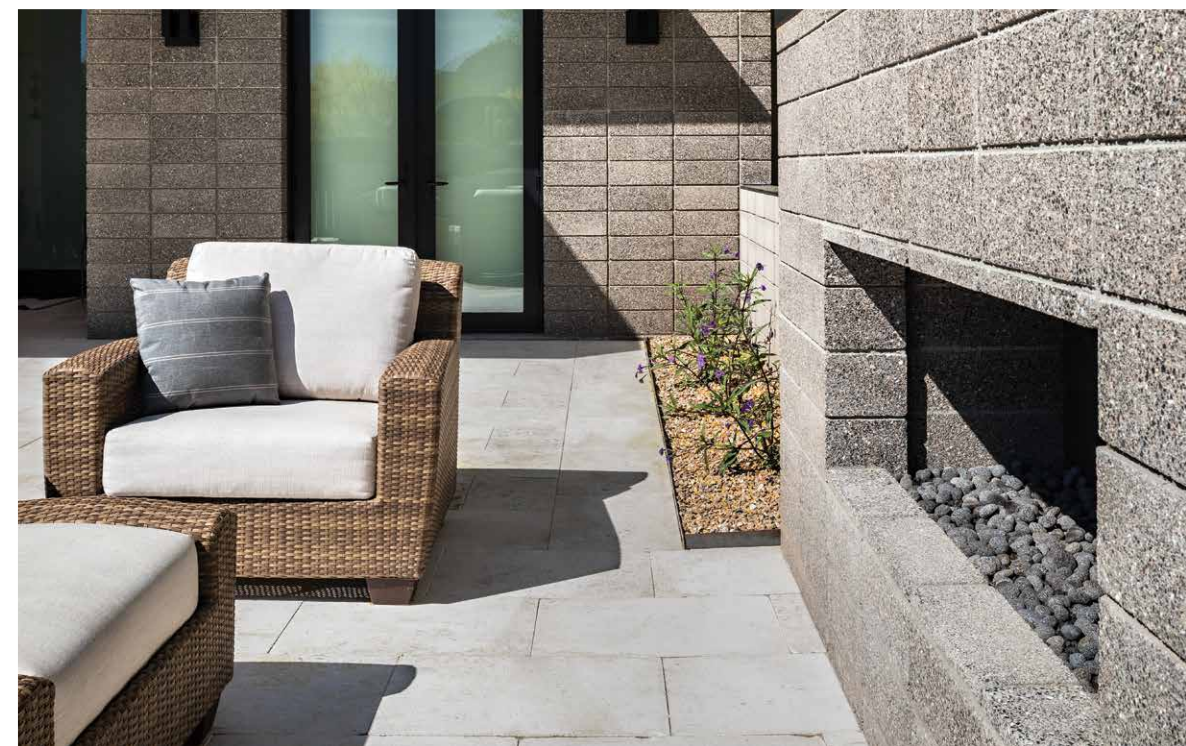
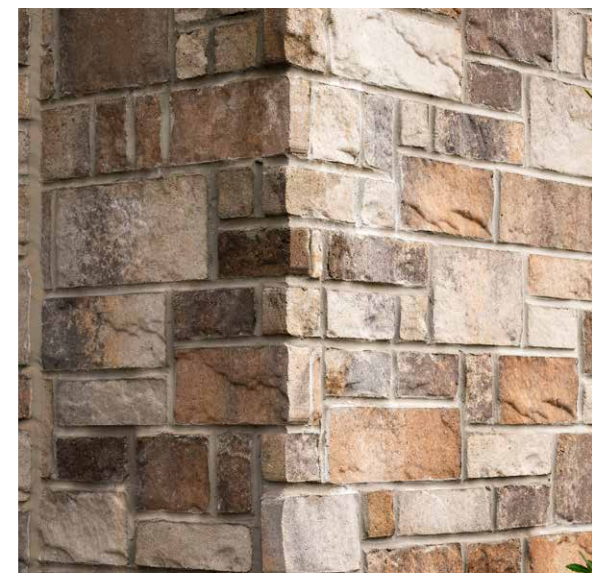
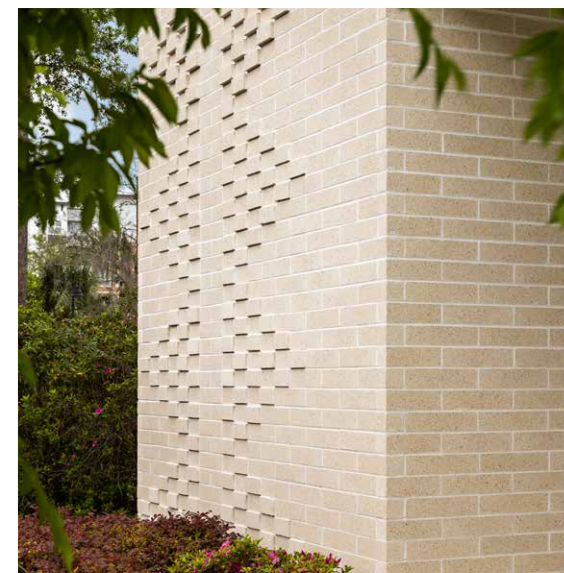
In partnership with Masonry IQ, Echelon provides free access to an advanced Revit plugin tool giving you the ability to model faster, estimate earlier and take advantage of all the benefits of masonry you've been missing.



### 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)





The North Star School, Stantec  
Trendstone Plus and Mesastone in Ramapo White

# 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

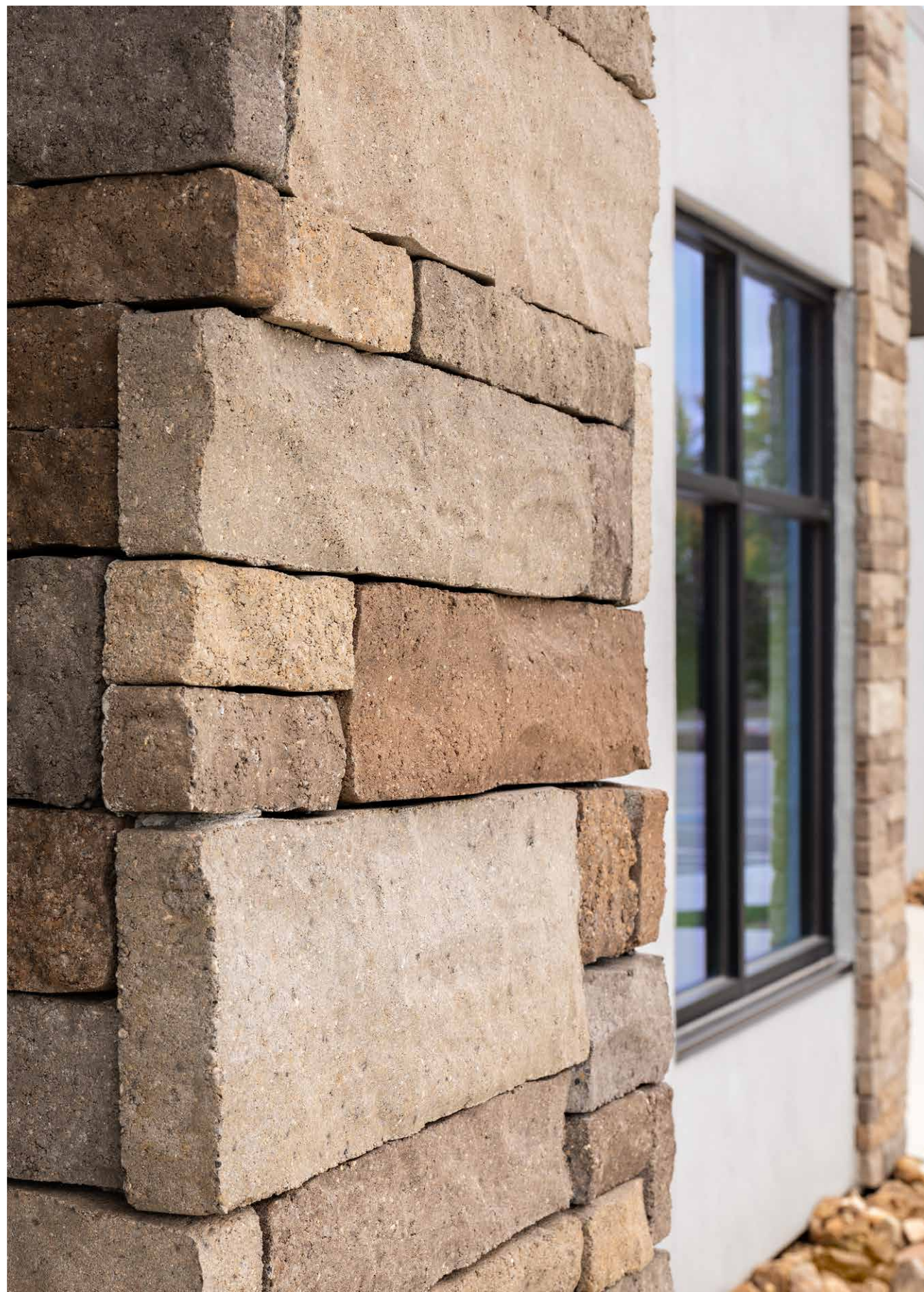




Dimitriopolous Residence, Bruns Architecture  
Cordova Stone in Graphite (Fox Point, WI)

 <b>ECHELON</b> MASONRY	ARTISAN MASONRY VENEER
	<b>LIGHTWEIGHT VENEER</b>





# 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 manufactured 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)

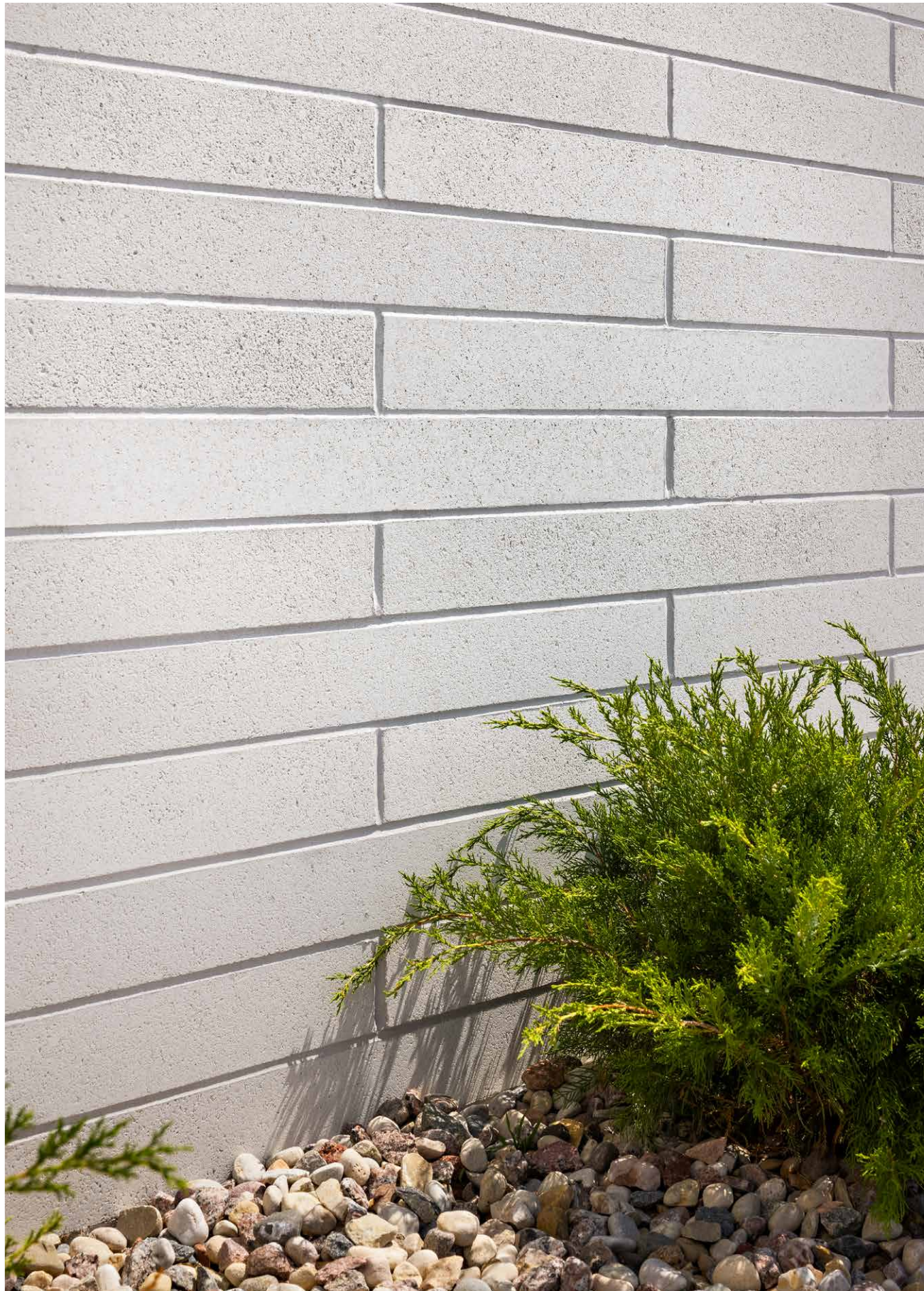


ECHELON  
MASONRY

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

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 as a lightweight thin veneer. **See page 18.**

## COLOR OPTIONS

Ground  
Face



Chisel



Alabaster

Buff

Granite

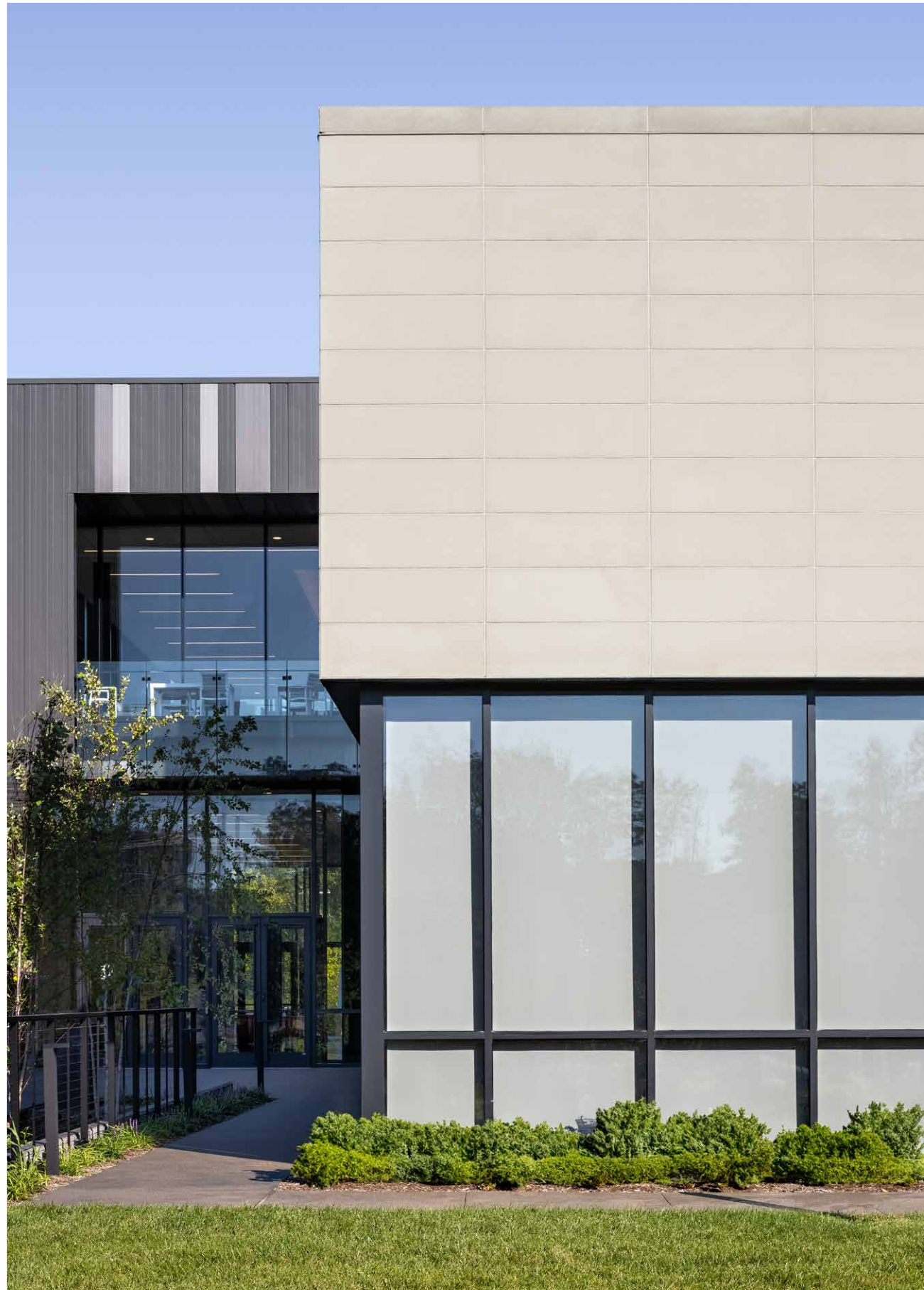
Midnight



### 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 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 ½" 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



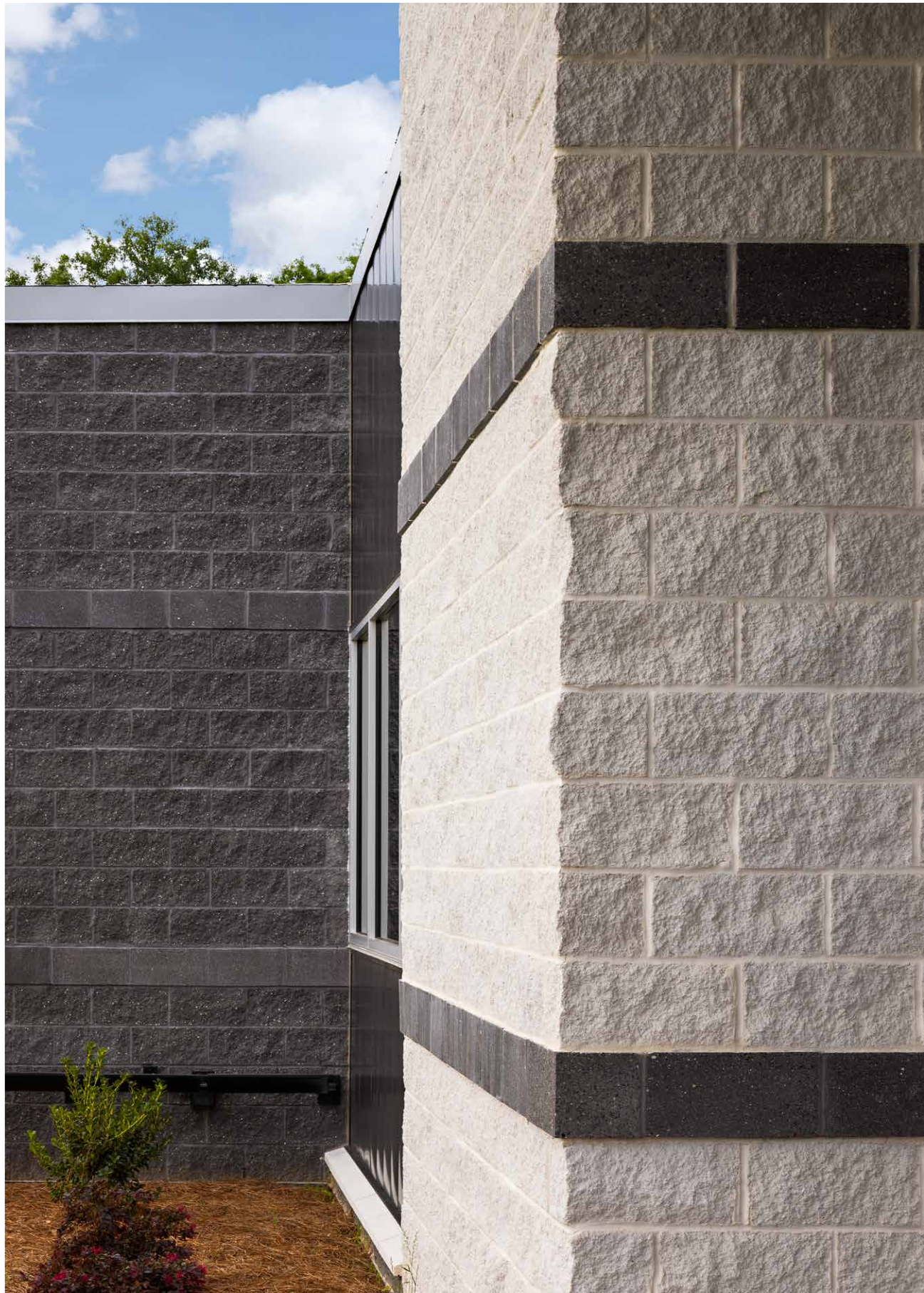
Ironwood



### 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.





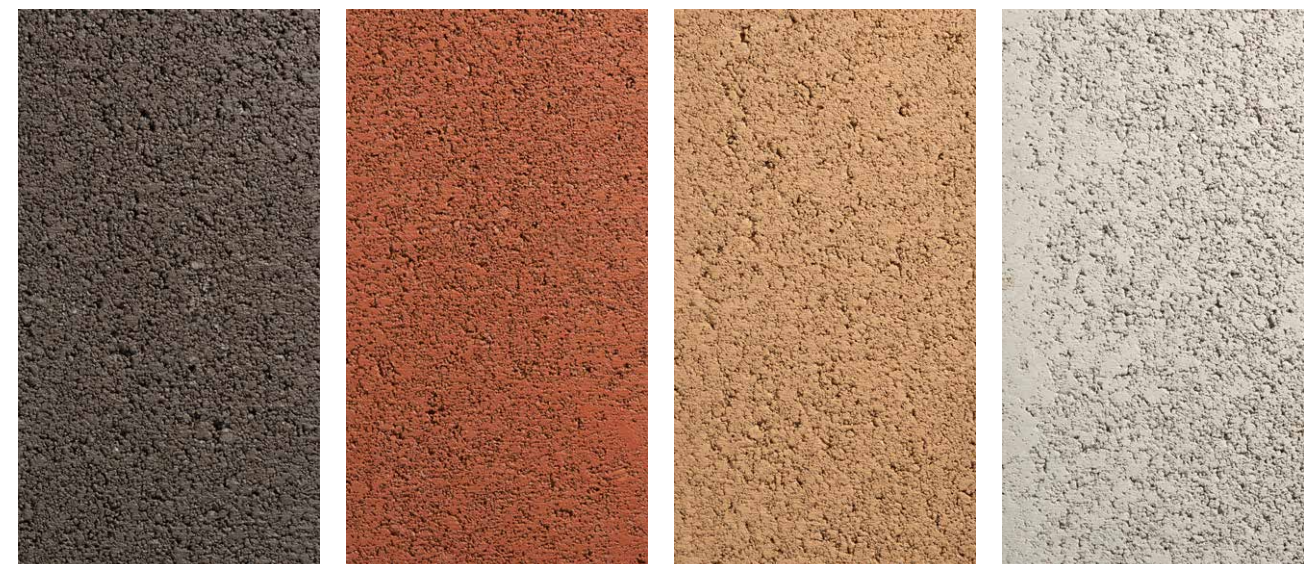


# SMOOTH FACE

## 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)

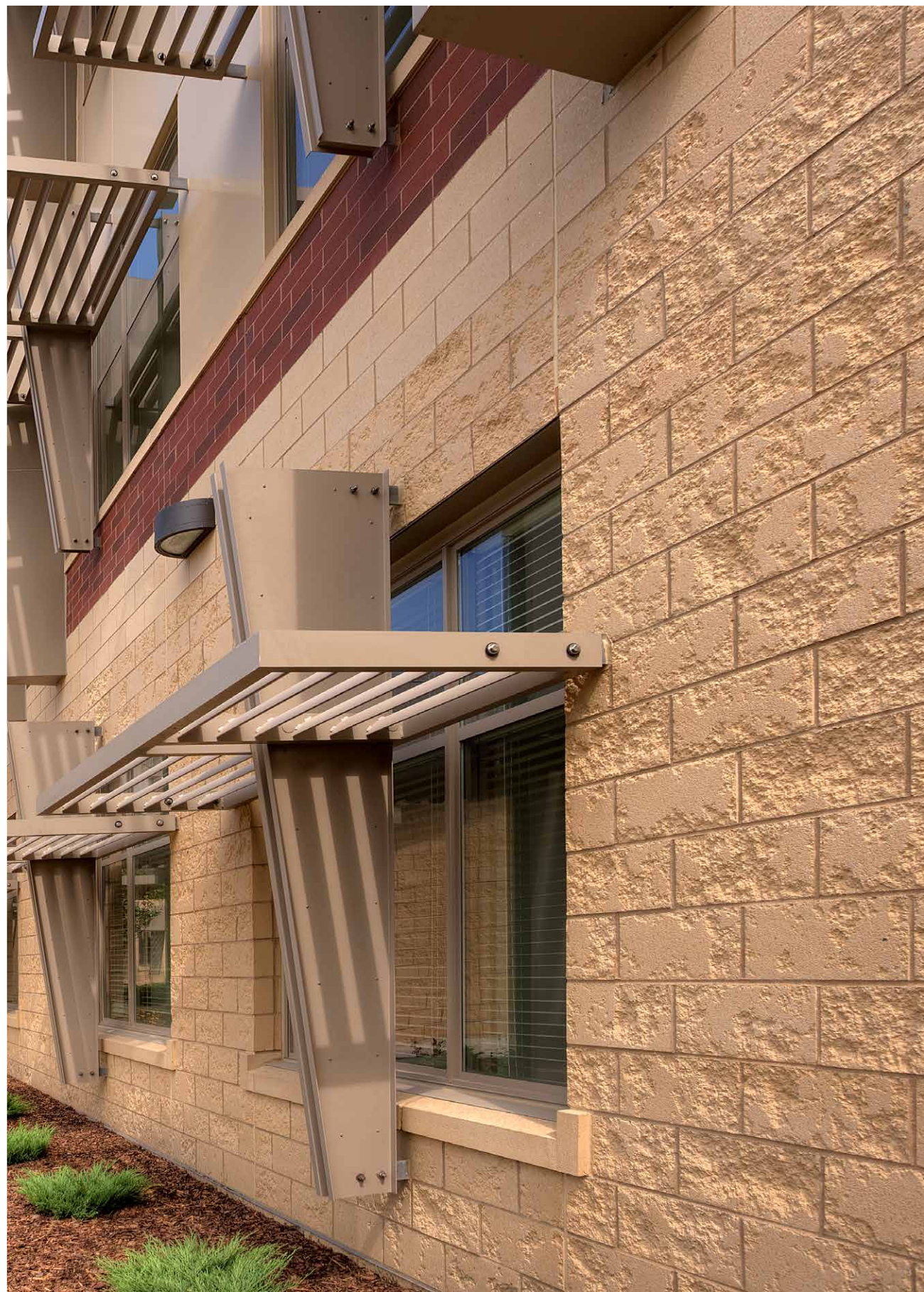


**ECHELON**  
MASONRY

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



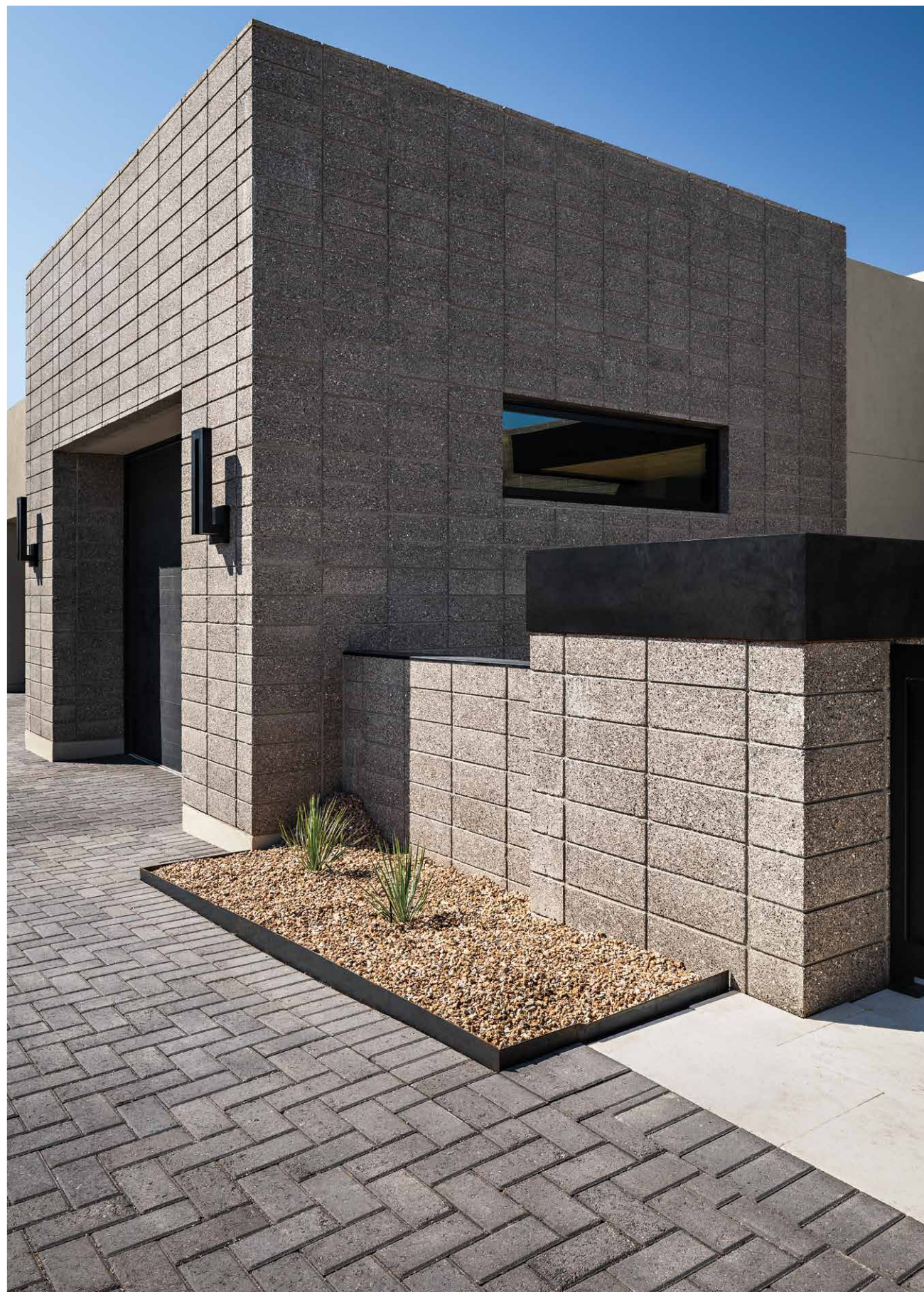
Shadow Grey



### 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



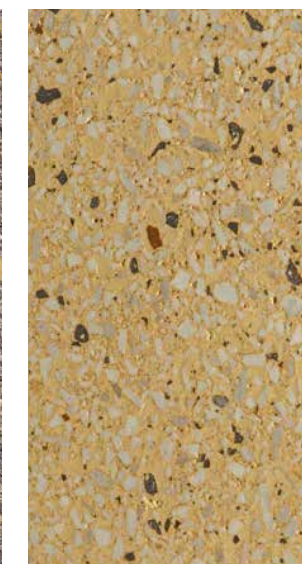
Springfield



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



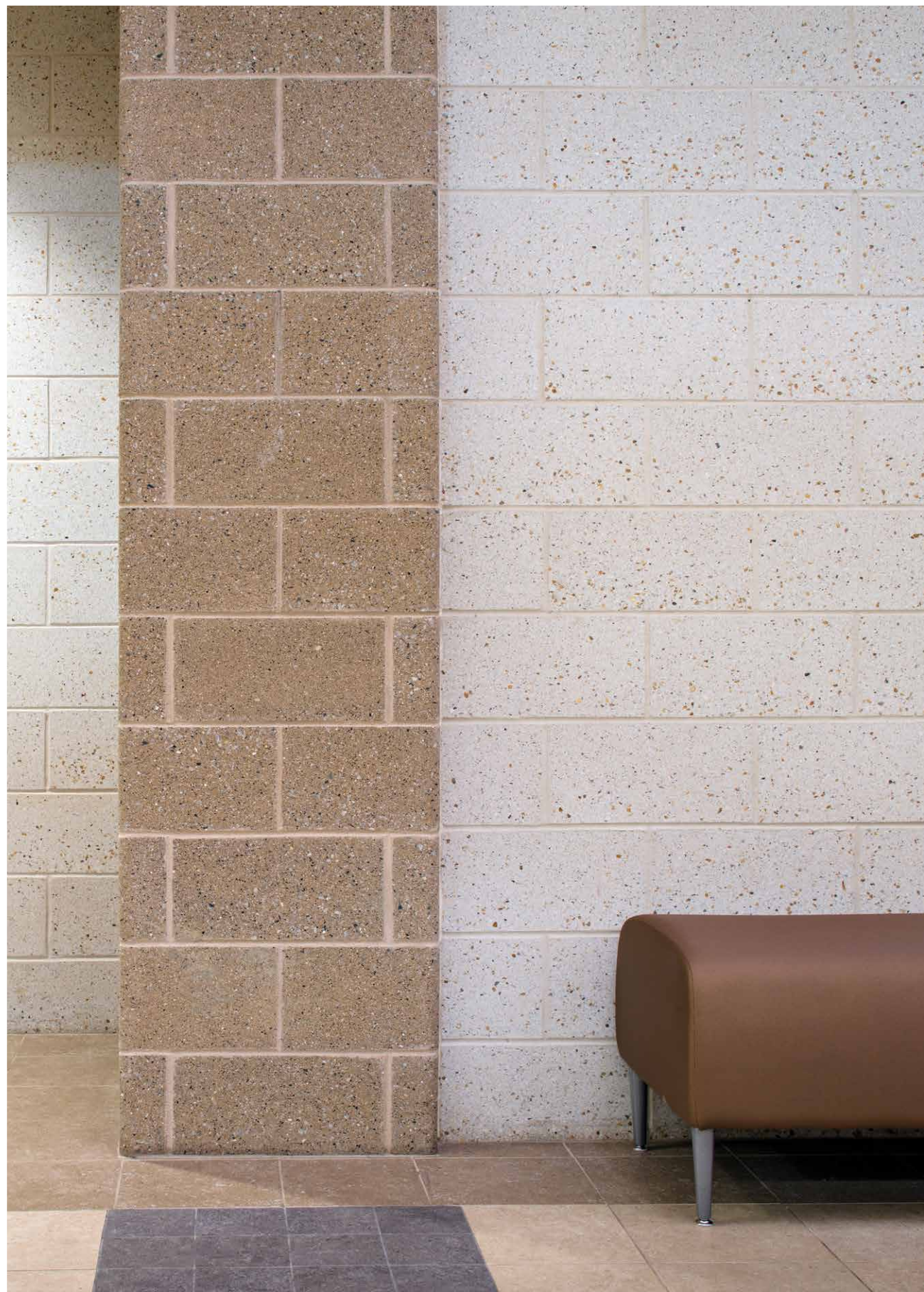
Austin



### 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><b>ECHELON</b> MASONRY</p>	<p>ARCHITECTURAL CMU</p> <hr/> <p><b>STRUCTURAL BRICK</b></p>
---	---





# 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



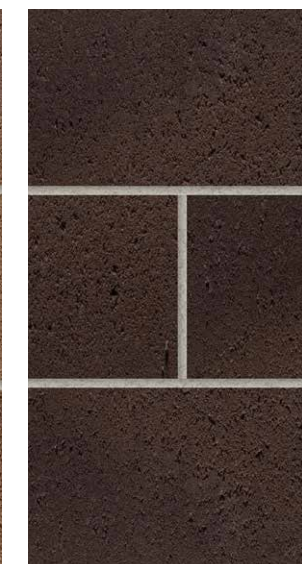
Autumn



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



Monument White



### ADDITIONAL COLORS AVAILABLE

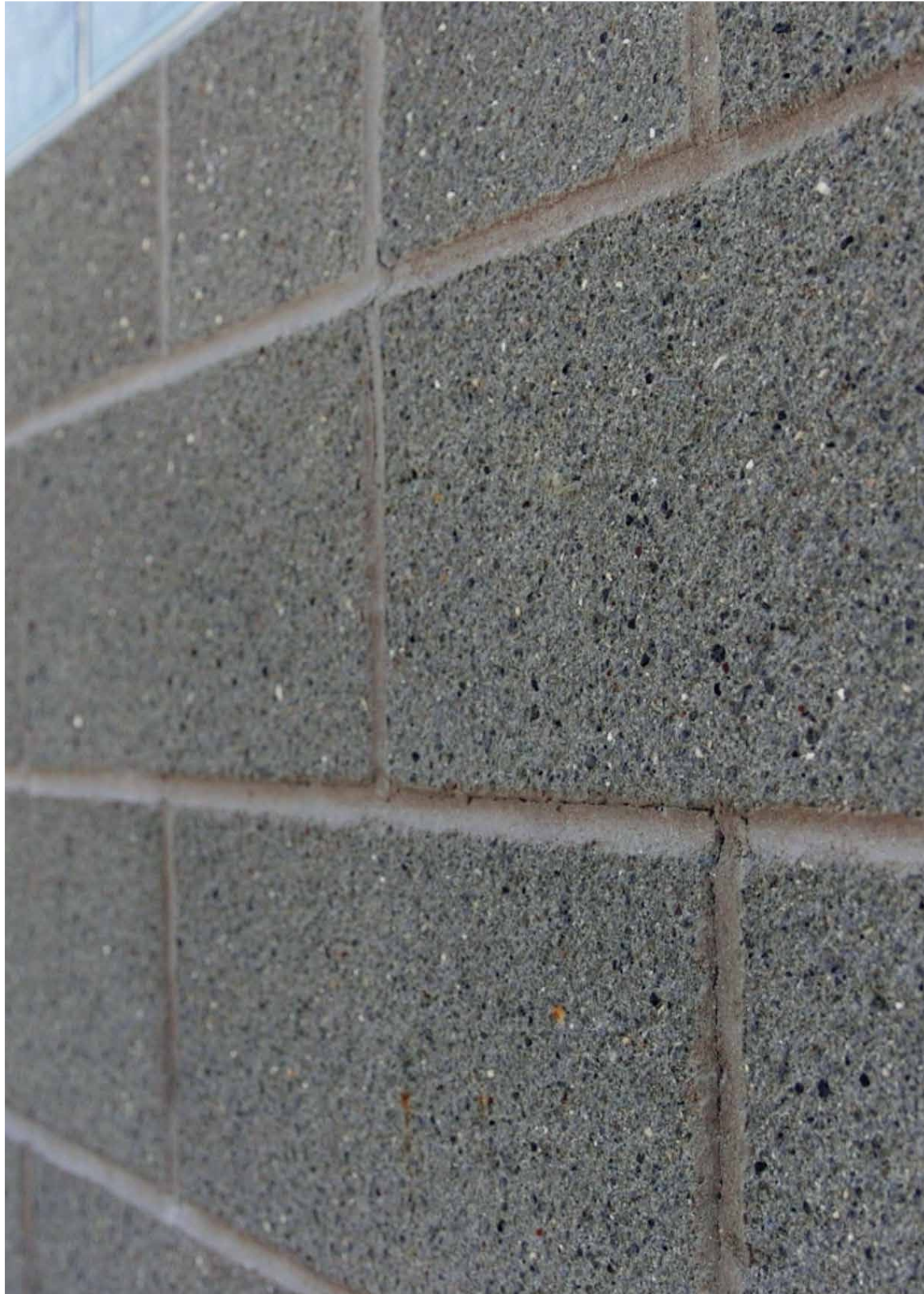
Product colors vary by region. Scan the QR code to see your full regional color offering.





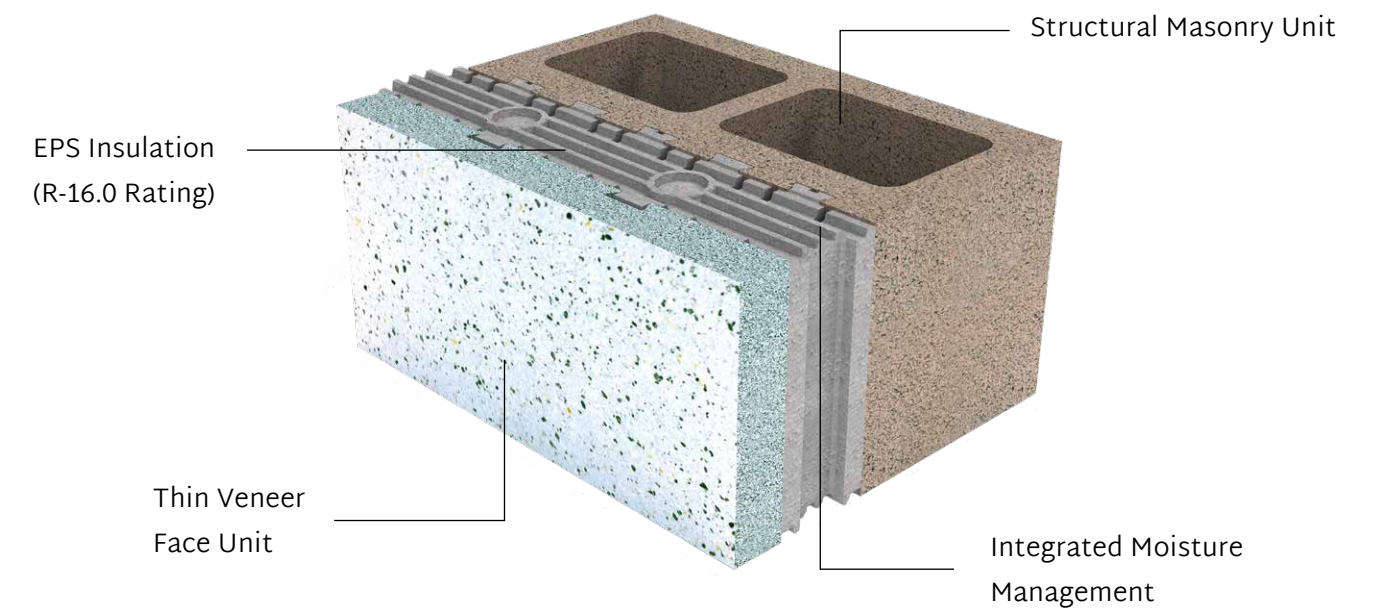
 <b>ECHELON</b> MASONRY	MASONRY SYSTEMS
	<b>PERFORMANCE ENHANCEMENTS</b>





# 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.





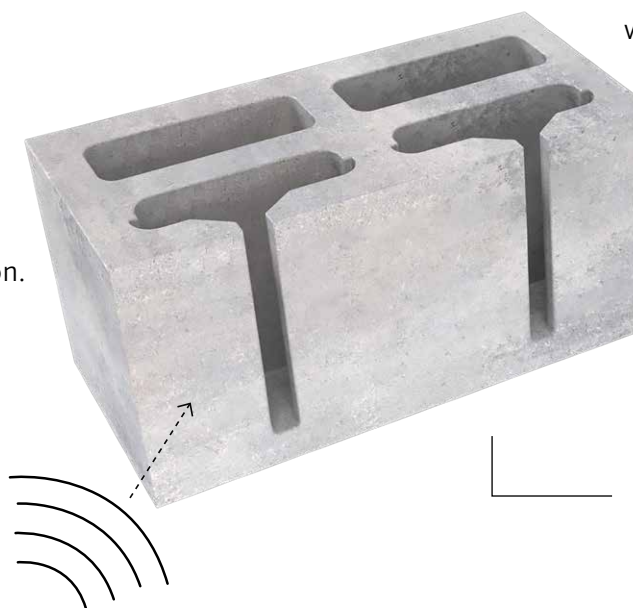
## ACOUSTIC PERFORMANCE

### 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 and the technologically advanced MoistureShield® wood composite decking.



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.



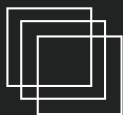
BACKYARD FEATURES

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, MoistureShield® composite cladding, 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





**Oldcastle<sup>®</sup>APG**  
A CRH COMPANY

**GREAT LAKES SHEFFIELD**

5190 Oster Rd.  
Sheffield, OH 44054  
440.949.1167

**GREAT LAKES INDIANAPOLIS**

901 E Troy Ave  
Indianapolis, IN 46203  
317.787.3201

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

All Products, logos and/or tag lines that contain a service mark, trademark or registered trademark notice referenced herein are trademarks or registered trademarks of Oldcastle<sup>®</sup> APG Architectural, Oldcastle<sup>®</sup> APG, Inc. or its subsidiaries unless specifically noted. Registered trademarks of Oldcastle APG include, but may not be limited to: Trenwyth<sup>®</sup>, Amerimix<sup>®</sup>, Quik Brik<sup>®</sup>, Artisan Masonry Stone Veneers<sup>®</sup> and Belgard<sup>®</sup>.

RainBloc<sup>®</sup> and RainBloc GP<sup>®</sup> are registered trademarks of ACM Chemistries. RainBloc GP US Patent No. 8,747,550.

© Copyright 2023 Oldcastle. All Rights Reserved. ECH23-D-83802