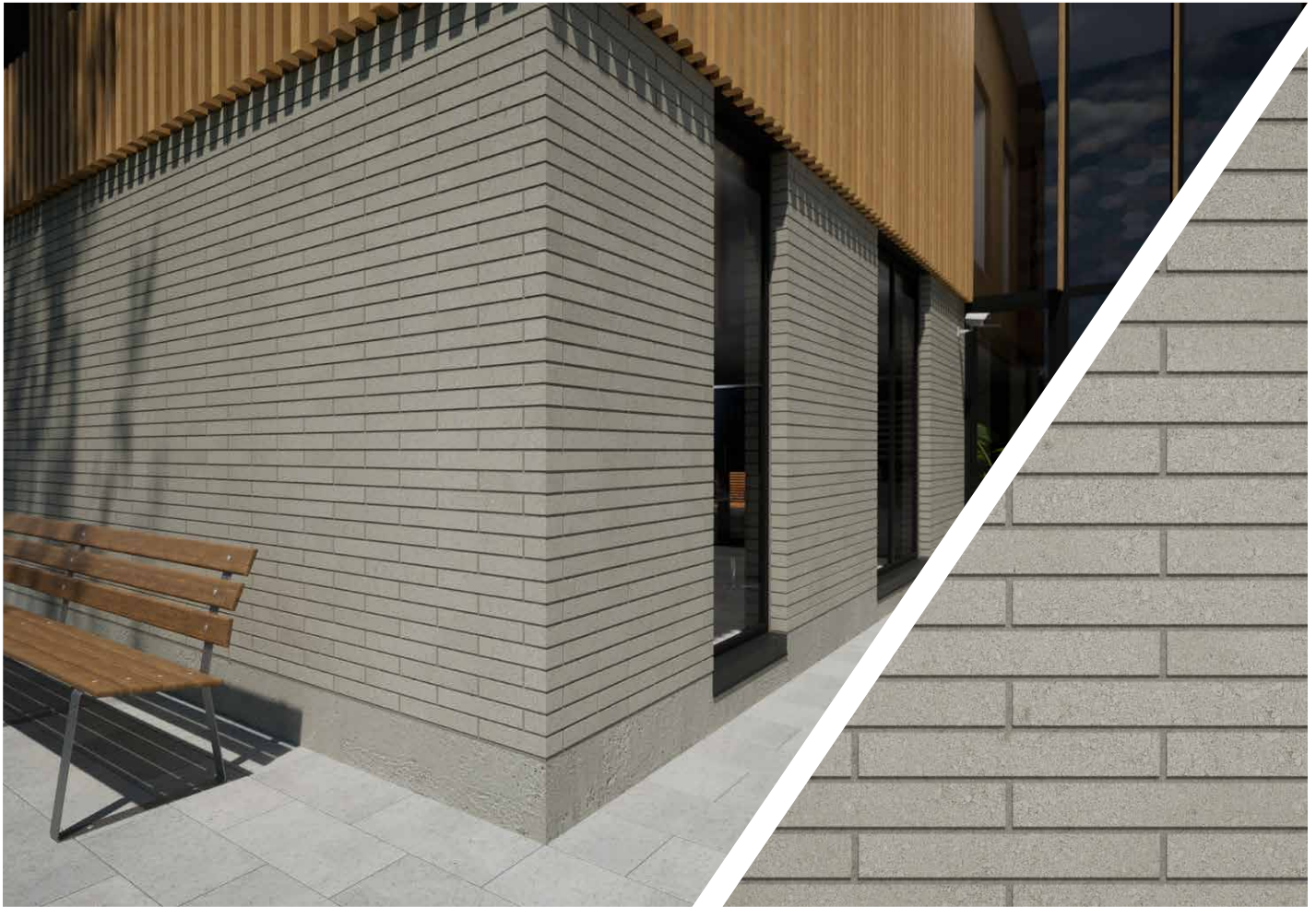


Allure™

THE NEXT EVOLUTION OF TIMELESS DESIGN



ECHELON™



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 provides stylish aesthetics and superior performance at a competitive price point.

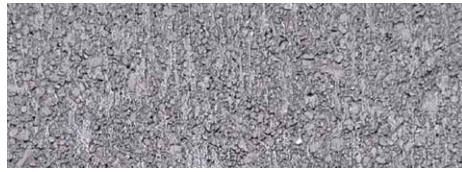
Features & Benefits

- Elongated brick shape
- Smooth finish
- Dimensionally stable
- Fewer deformations than clay brick
- Efficient installation
- Embedded frogs improve shear resistance and prevent unit slippage

Colors & Textures



Bourbon



Charcoal



Foundry



Liberty Gray

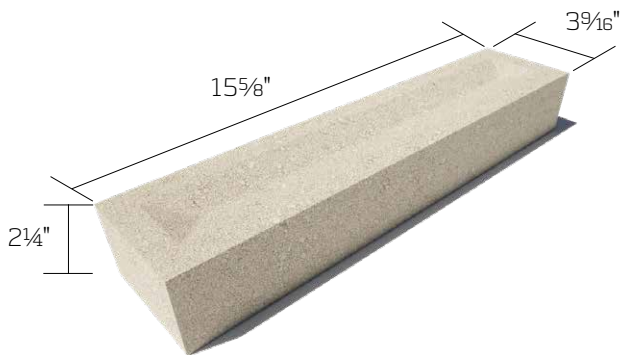


Linen



Monument White

Shapes & Sizes



Technical Information

Meets ASTM C1634 Standard for Concrete Facing Brick and Other Concrete Masonry Facing Units. All tests performed in accordance with ASTM C140.

Packaging Information

| | |
|------------------------------|-----------------|
| Pallet size | 33 x 49 x 24" H |
| Pallet weight | ~ 1980 lbs |
| Units/pallet | 192 pieces |
| Surface coverage with mortar | 83.6 sq. ft. |