ALLURE™

FULL BED VENEER

With elongated proportions and a refined finish, Allure gives traditional brick masonry a distinctly modern point of view. Its clean lines and precise geometry support crisp architectural detailing, creating façades that feel contemporary yet enduring.

ECHELON® MASONRY





FEATURES & BENEFITS

- Architectural full bed veneer in an elongated 16" long brick format
- Smooth, consistent finish with fewer deformations than traditional clay brick
- Embedded frogs improve shear resistance and prevent unit slippage
- Manufacturing process provides tight, dimensional stability for its size vs. clay brick
- Integral color and water-repellent admixture provide consistent through-body color and enhanced moisture mitigation

AMERIMIX®

For dependable performance and efficient installation, use Amerimix® pre-blended mortars and grouts.

TECHNICAL INFORMATION

ASTM C90 - Standard specification for loadbering and nonloadbearing concrete masonry units.

SHAPES & SIZES

	2¼W x 3⁹⁄₁₆H x 15⅝L

Please reach out to your sales representative for a complete list of available shapes and sizes.

SCAN TO LEARN MORE

Visit the product page on EchelonMasonry.com

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