ECHELON®
MASONRY

DESIGN GUIDE

SOUTH REGION



TX, OK, LA, TN, AR,
MS, AL, GA, FL



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 thin veneers, and high-performance wall systems.

ECHELON®
MASONRY



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 teams 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

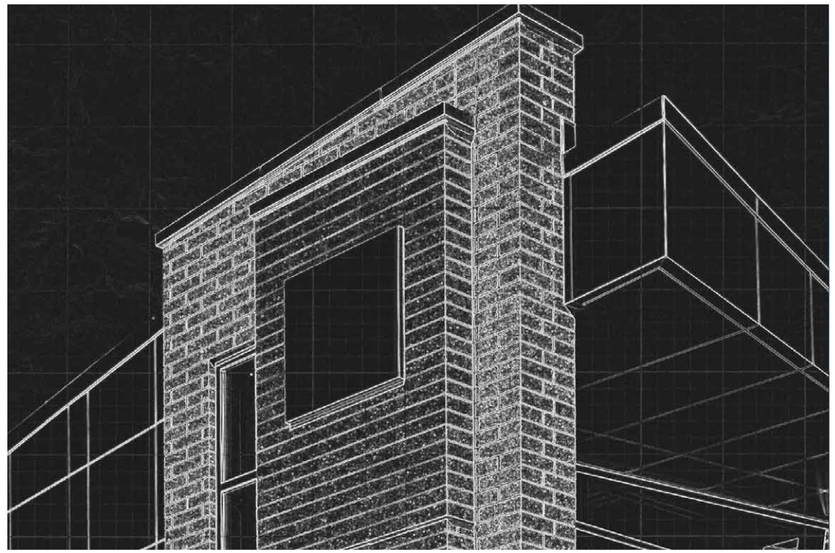
Echelon's patented Insultech System delivers R-16.2 performance, exceeding energy code requirements.

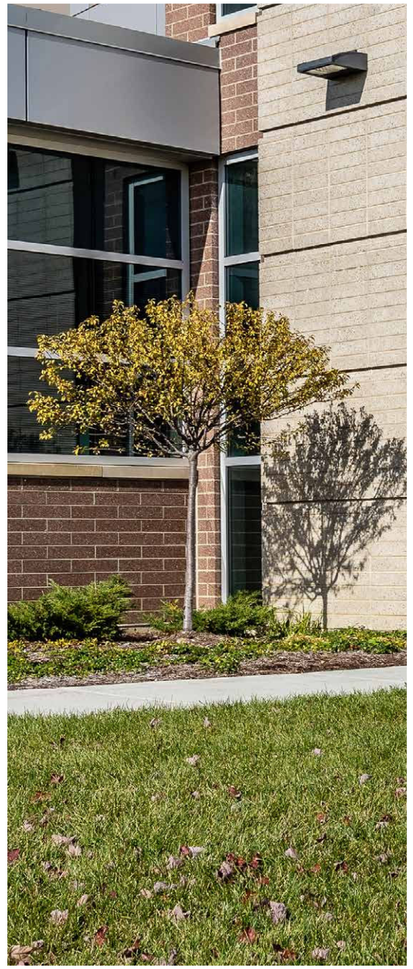
RESILIENCY

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.





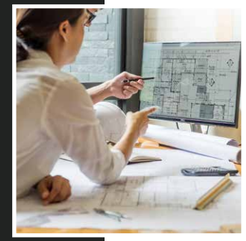
REALIZING YOUR
DESIGN INTENT

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.



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

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ARCHITECTURAL CMU

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

ECHELON MASONRY

MASONRY VENEERS

THIN VENEERS



CORDOVA STONE™

The sophistication of hand-cut natural stone

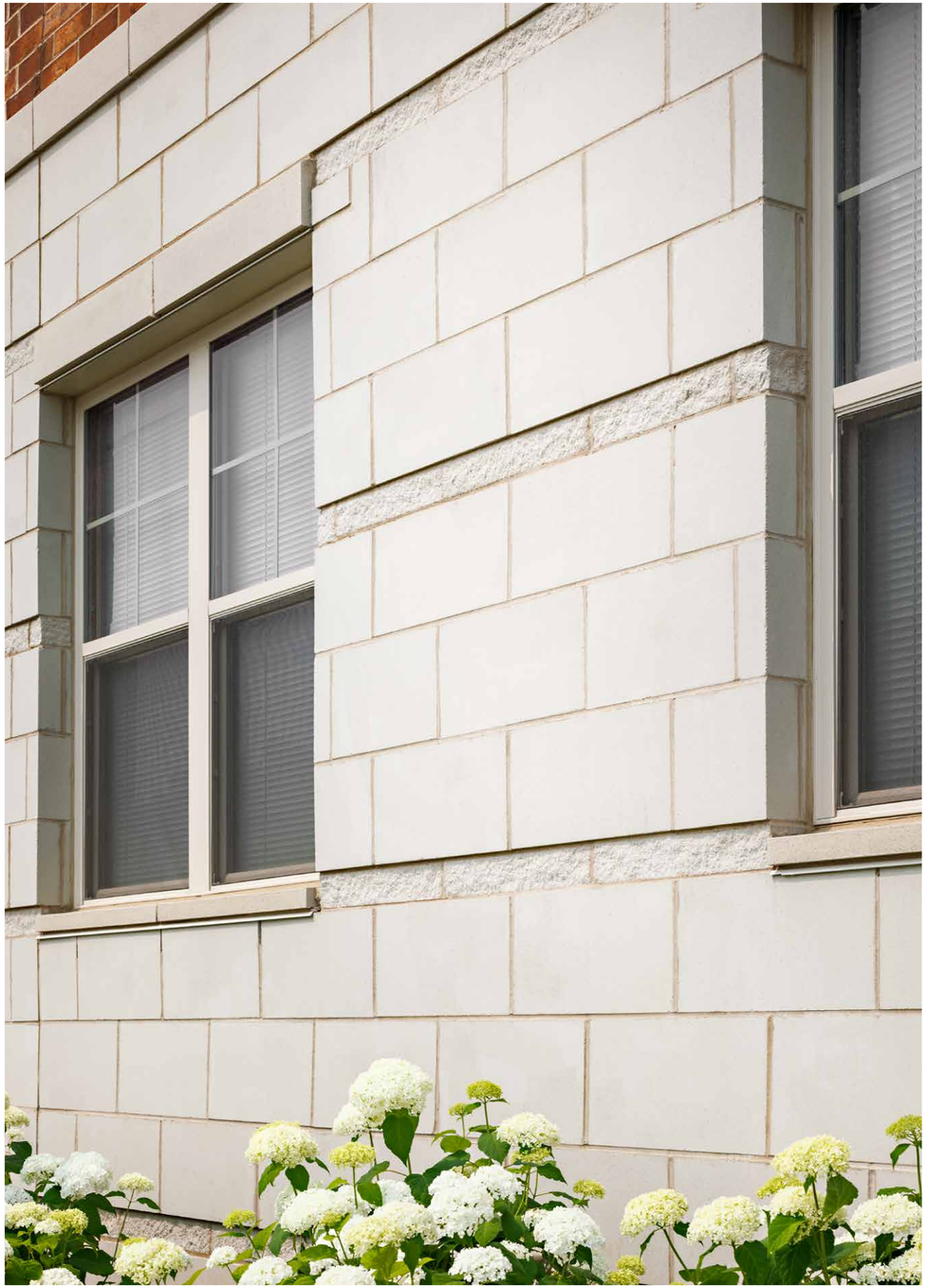
Cordova Stone™ is a high-density, pre-finished architectural stone cladding that achieves the prestigious look of natural limestone by incorporating all-natural aggregates, recycled content, and integral color throughout each unit. This timeless veneer offers the design flexibility of four texture options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

COLOR OPTIONS

	Alabaster	Buff	Graphite	Midnight
Ground Face				
Chisel Face				

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

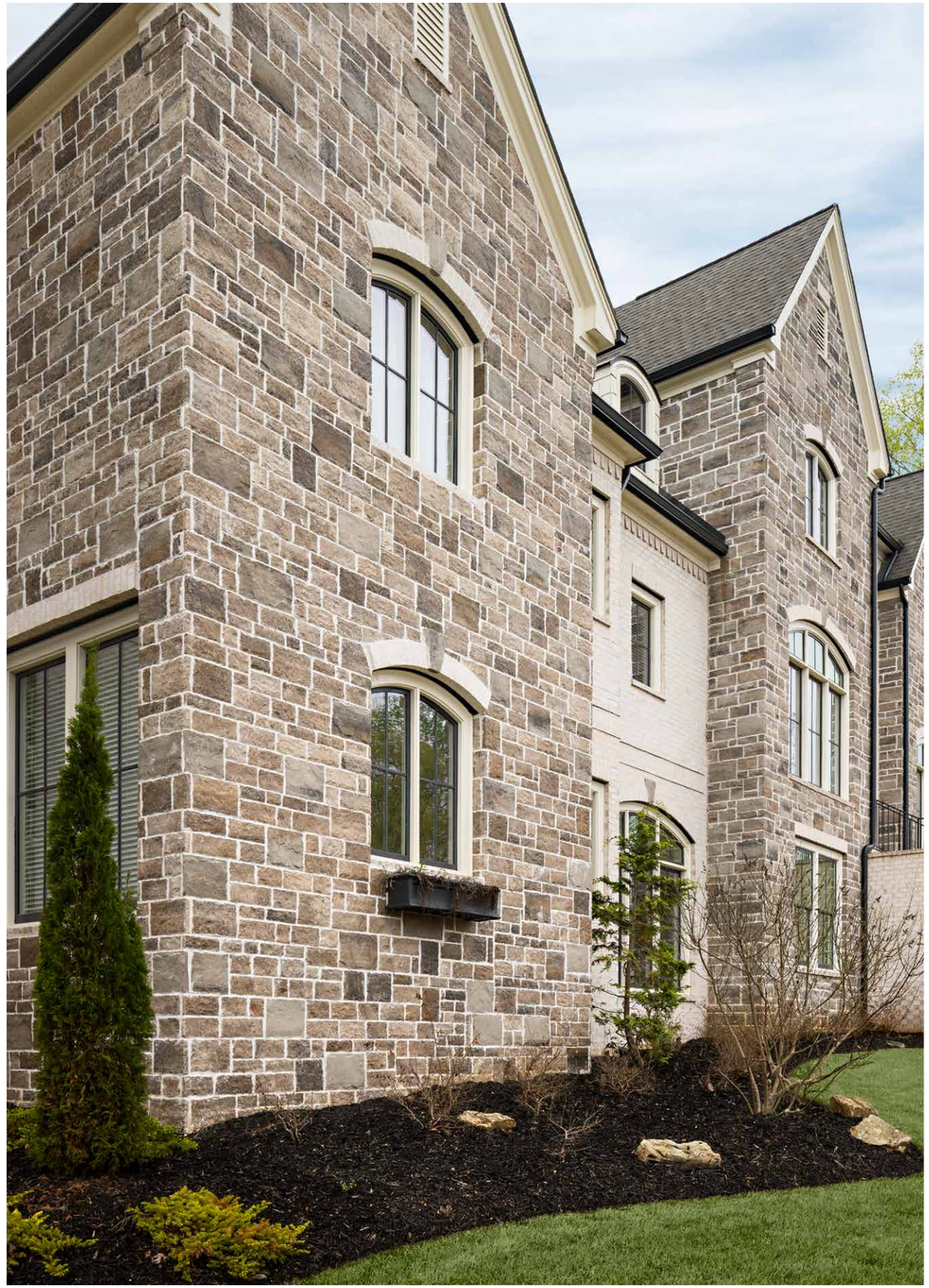
Whether seeking a smooth texture and clean lines or a bold chiseled face, Franklin Stone is the ideal alternative to limestone and other natural stone products. The mixture of white Portland cement combined with fine aggregates results in a highly dense product with a texture similar to that of natural limestone. Also available in full bed 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.



KENSLEY® STONE

The elegant look of chiseled stone

Kensley Stone Thin Veneer features a traditional ashlar pattern, a chiseled finish, and a 3/8" mortar joint. These manufactured stone veneers are designed to reflect the timeless aesthetics of natural chiseled limestone, offering an upscale look while minimizing install time and cost.

COLOR OPTIONS



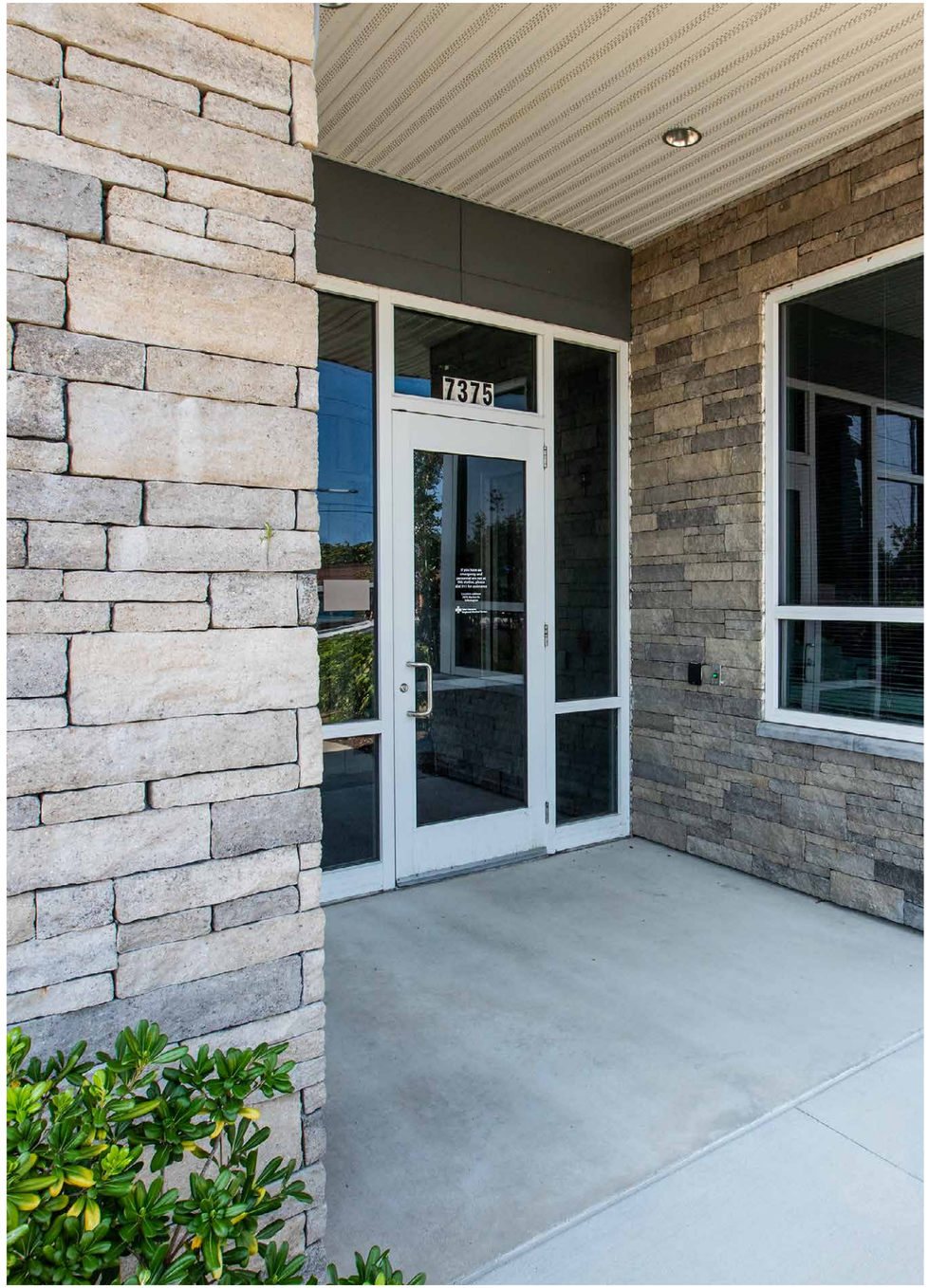
Pewter



Avondale

ADDITIONAL COLORS AVAILABLE

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



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. With finished ends and the look of dry-stacked quarried stone, this architectural stone masonry maximizes aesthetics and performance while minimizing cost.

COLOR OPTIONS



Pewter



Avondale

ADDITIONAL COLORS AVAILABLE

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



Outreach Community Health Center
Aria Slim (Milwaukee, WI)

ECHELON MASONRY

MASONRY VENEERS

FULL BED VENEERS



ARIA SLIM™

Contemporary elongated linear aesthetic

The simplicity and integrity of concrete takes center stage in the contemporary lines of Aria Slim. This unique 36 inch linear veneer 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

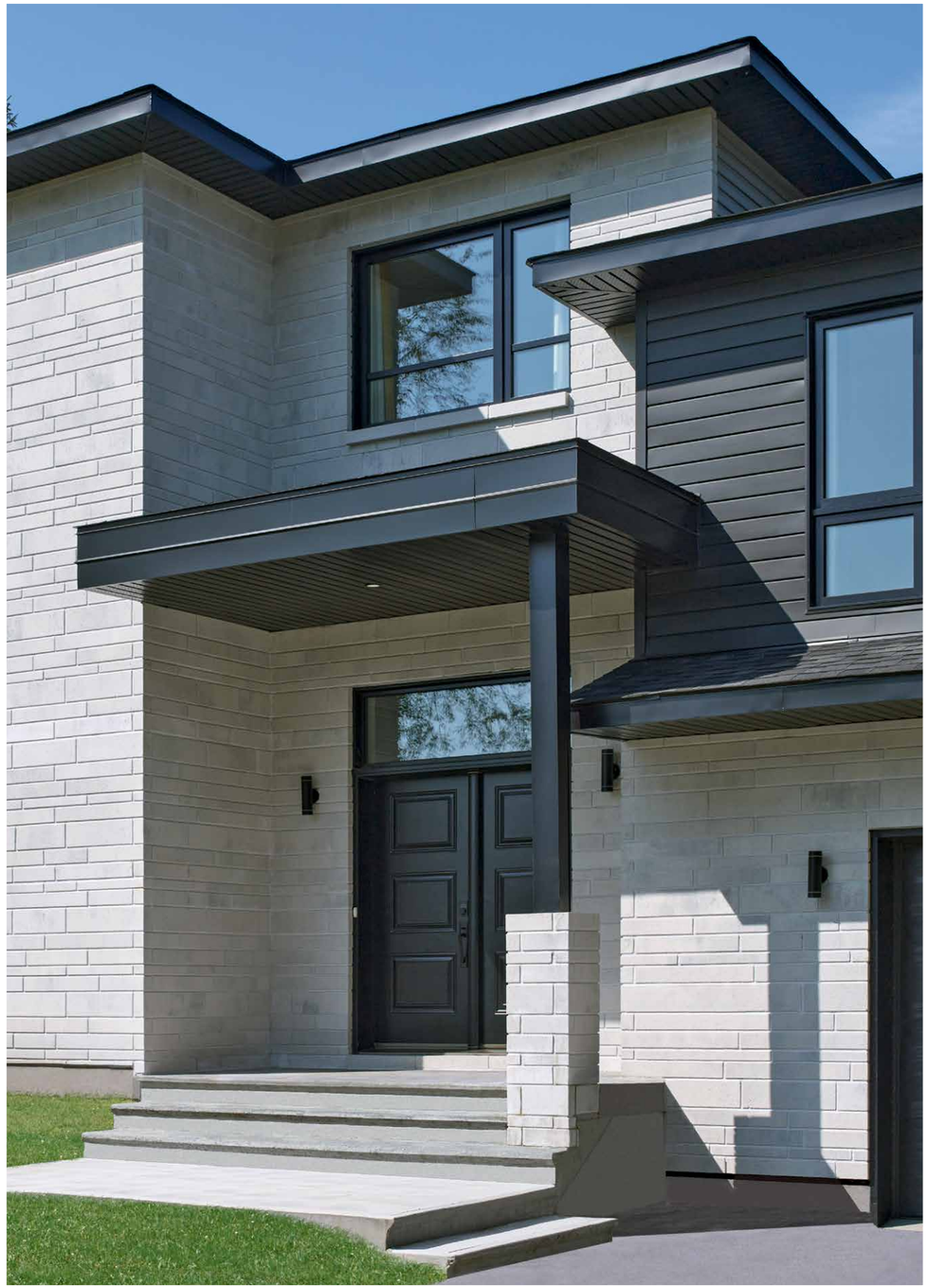
Smooth Face



Slate | Smoke | Pearl | Khaki

ADDITIONAL COLORS AVAILABLE

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



ARIA® STONE

An avant-garde approach to minimalist design

Simplicity takes shape through the fine lines and smooth surfaces of Aria Stone. Its avant-garde and minimalist design provides a modern canvas for timeless linear designs. Modular dimensions, integral color and fully finished corners reduce waste and simplify installation.

COLOR OPTIONS



Slate



Smoke



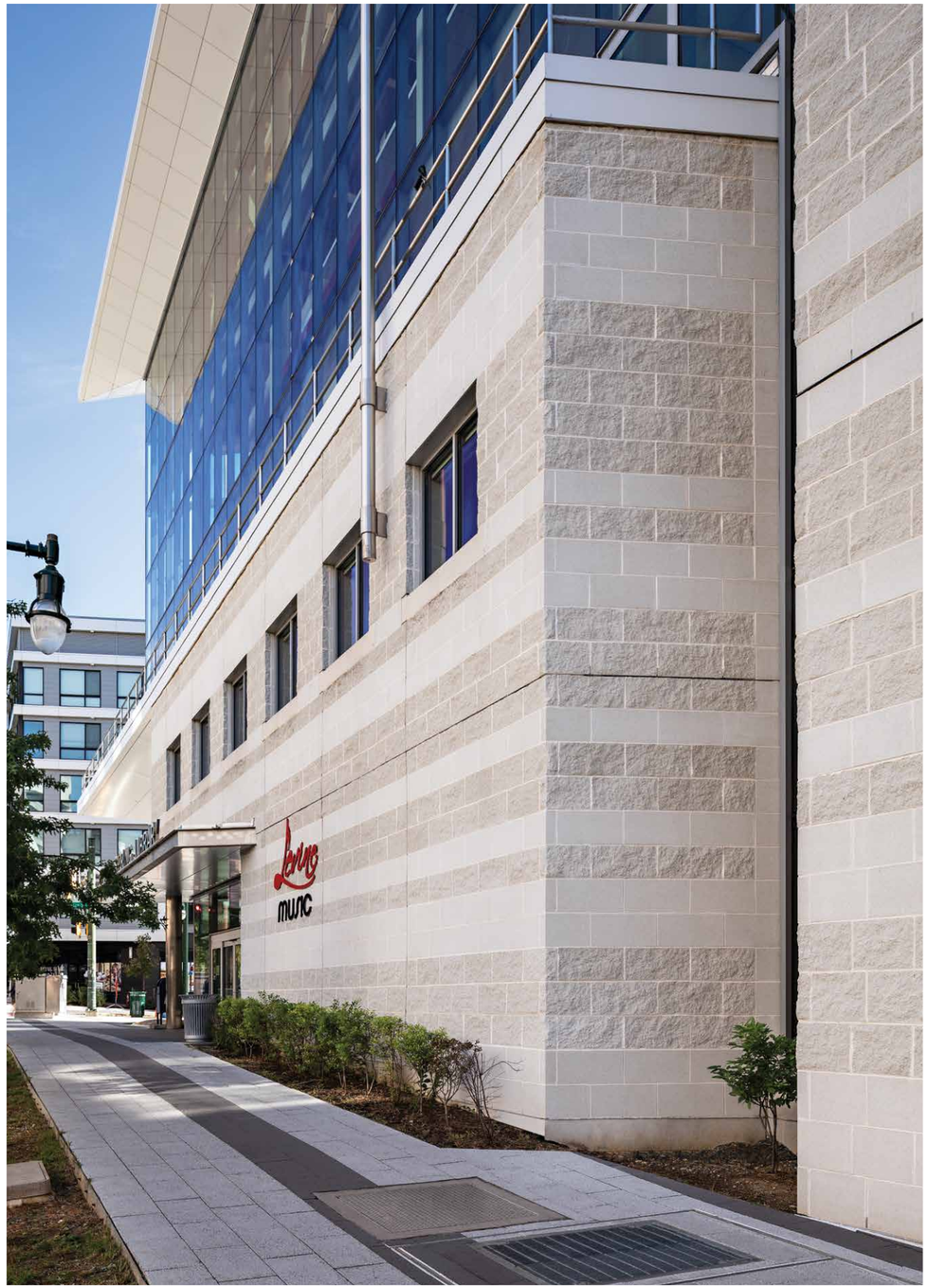
Pearl



Khaki

ADDITIONAL COLORS AVAILABLE

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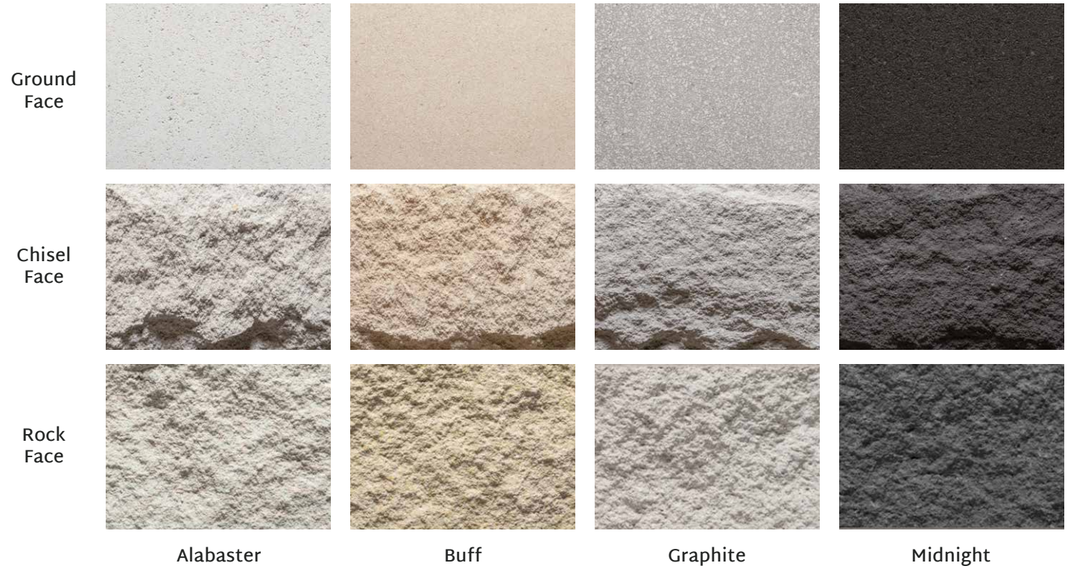


CORDOVA STONE™

The sophistication of hand-cut natural stone

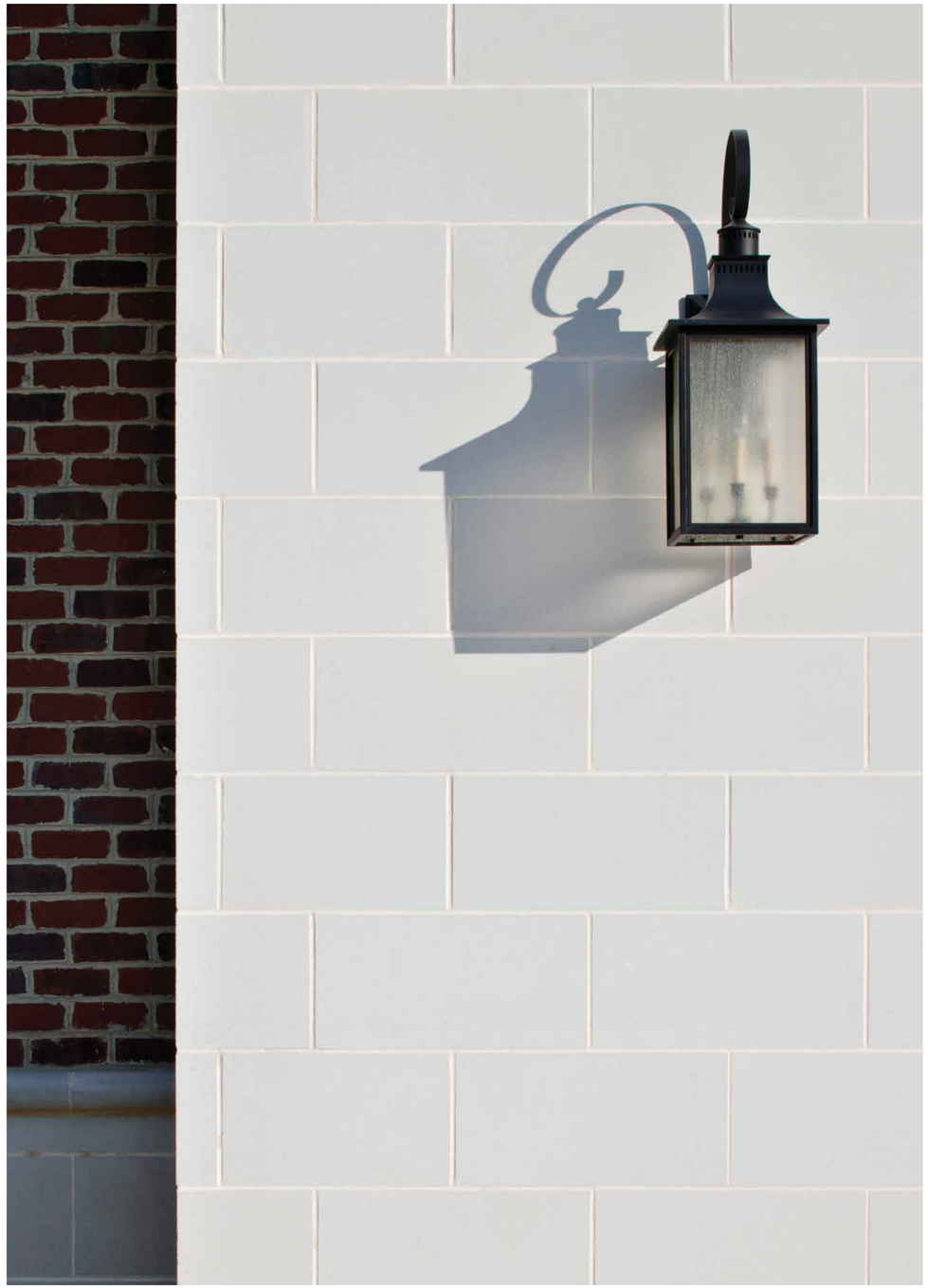
Cordova Stone™ is a high-density, pre-finished architectural stone cladding that achieves the prestigious look of natural limestone by incorporating all-natural aggregates, recycled content, and integral color throughout each unit. This timeless veneer offers the design flexibility of four texture options and is also available in full-depth options. **See page 12.**

COLOR OPTIONS



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

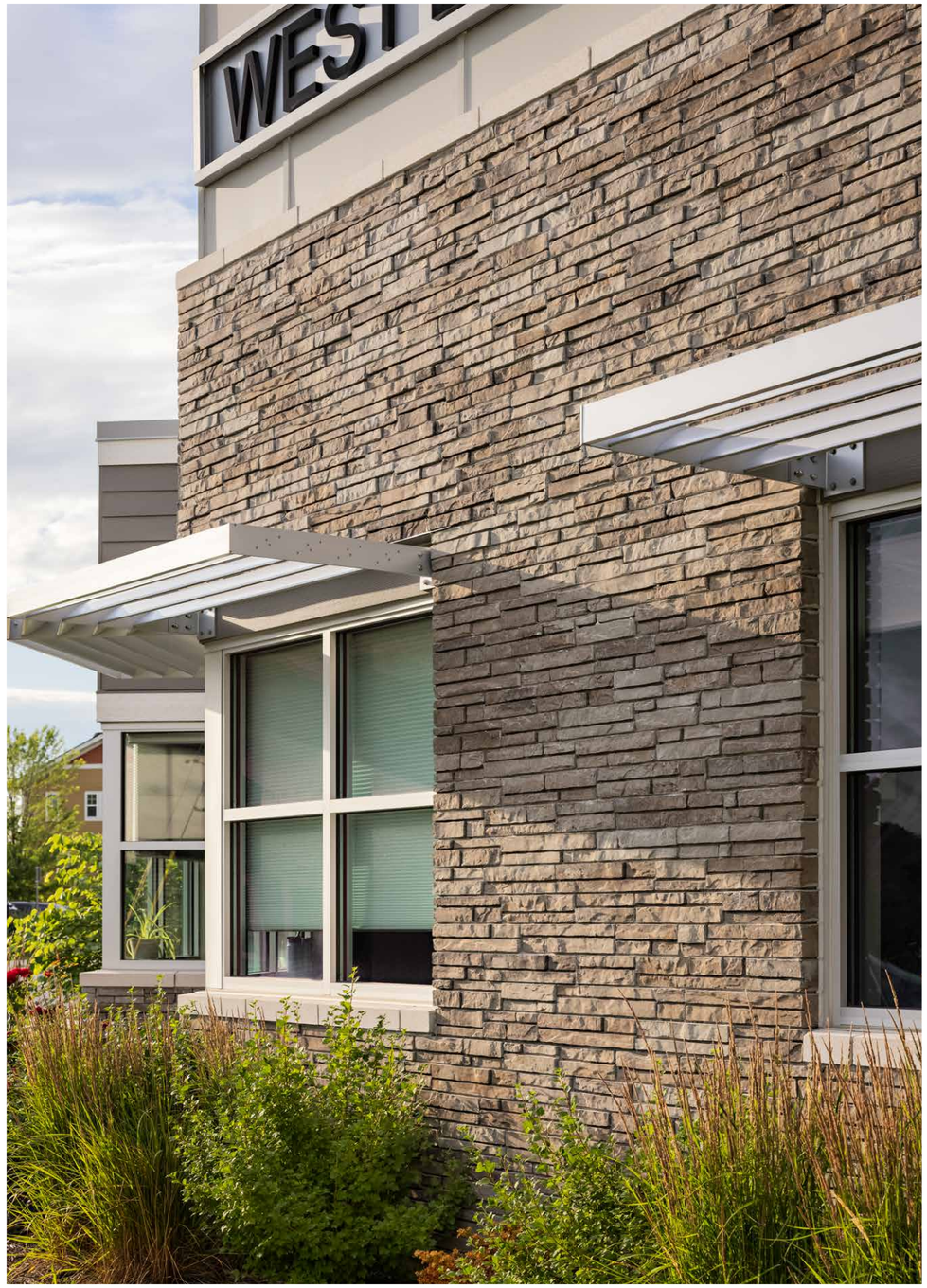
Whether seeking a smooth texture and clean lines or a bold chiseled face, Franklin Stone is the ideal alternative to limestone and other natural stone products. The mixture of white Portland cement combined with fine aggregates results in a highly dense product with a texture similar to that of natural limestone. Also available in full bed options. **See page 14**.

COLOR OPTIONS

	Senate Sage	Liberty Gray	Congress Tan	Monument White
Smooth Face				
Rock Face				

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 manufactured stone veneer emulates a stacked stone appearance and makes a bold statement when used on the entire façade or can accentuate certain architectural elements, such as wall sections or skirting.

COLOR OPTIONS



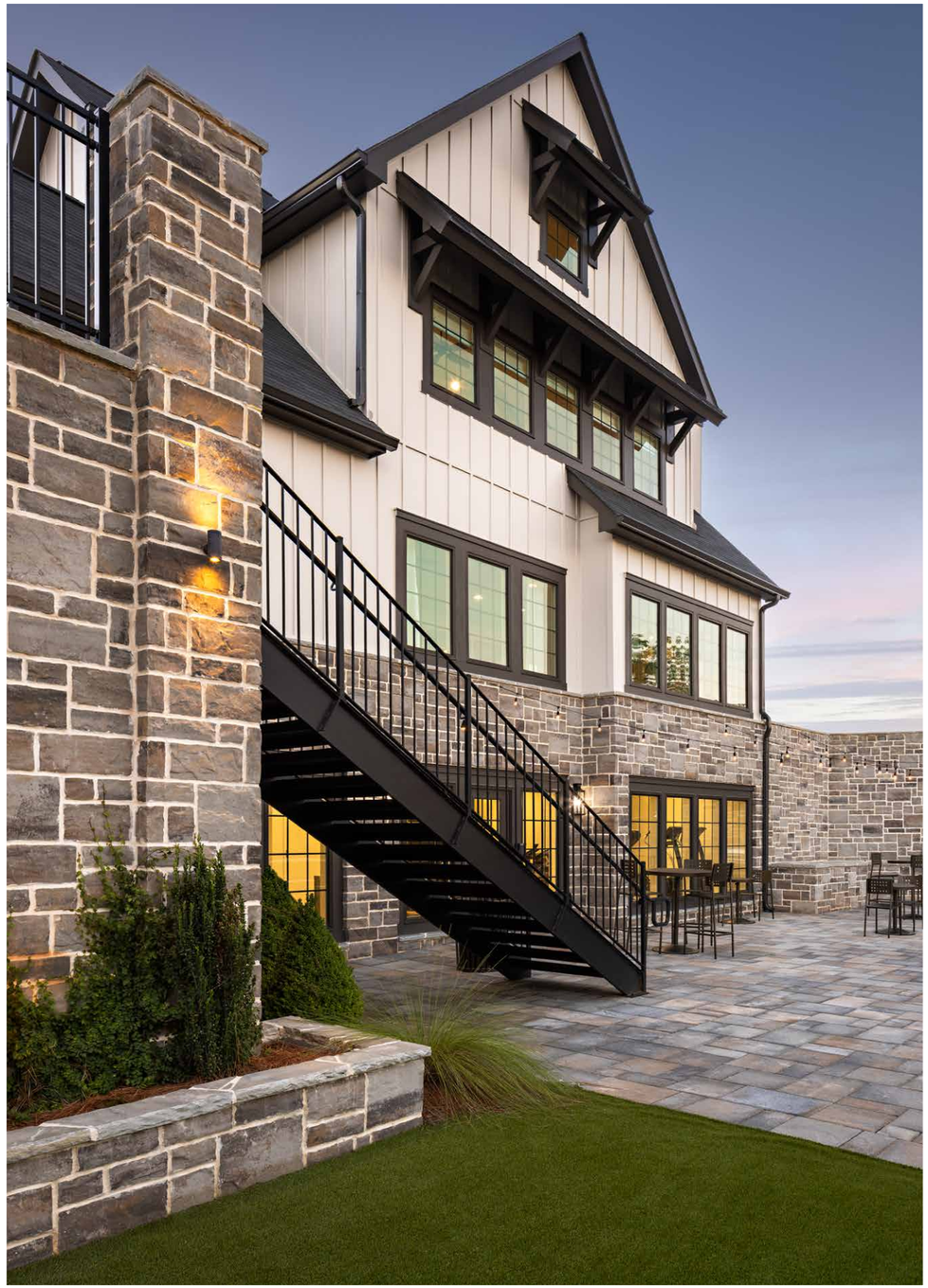
Pewter



Avondale

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 repellant integrated throughout each unit.

COLOR OPTIONS



Avondale



Gray Granite



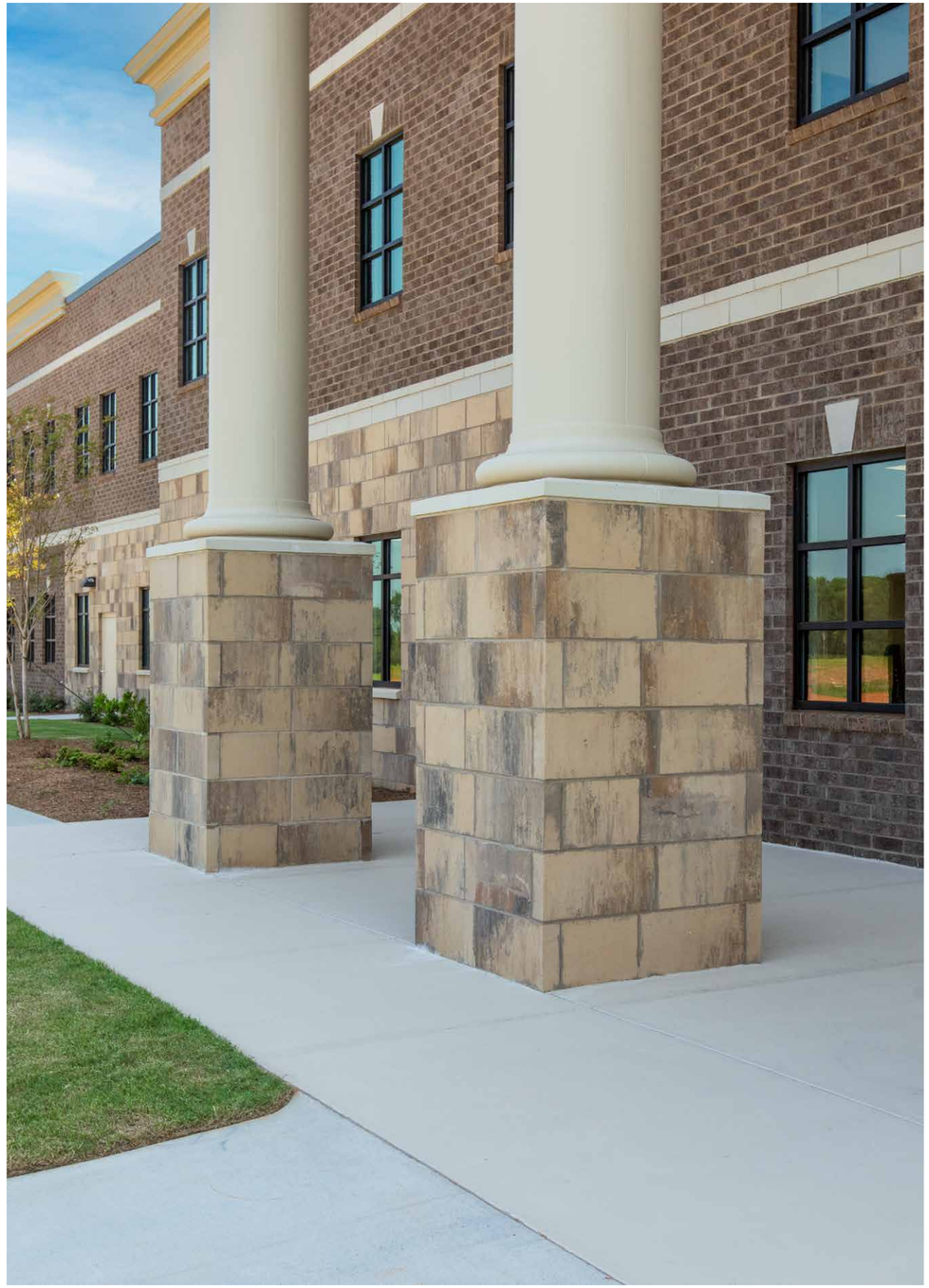
Pewter



Charleston

ADDITIONAL COLORS AVAILABLE

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



MONDRIAN® STONE

Gentle chiseled appearance with modular design flexibility

Mondrian Stone is a design-forward, large-format veneer option that adds modernity and scale to any structure. Choose from a chiseled or smooth finish in a linear or modular pattern to achieve any desired aesthetic.

COLOR OPTIONS

Smooth Face



Mountain Sand



Onyx



Foundry

Chisel Face



Avondale



Highlands



Pewter

ADDITIONAL COLORS & TEXTURES AVAILABLE

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

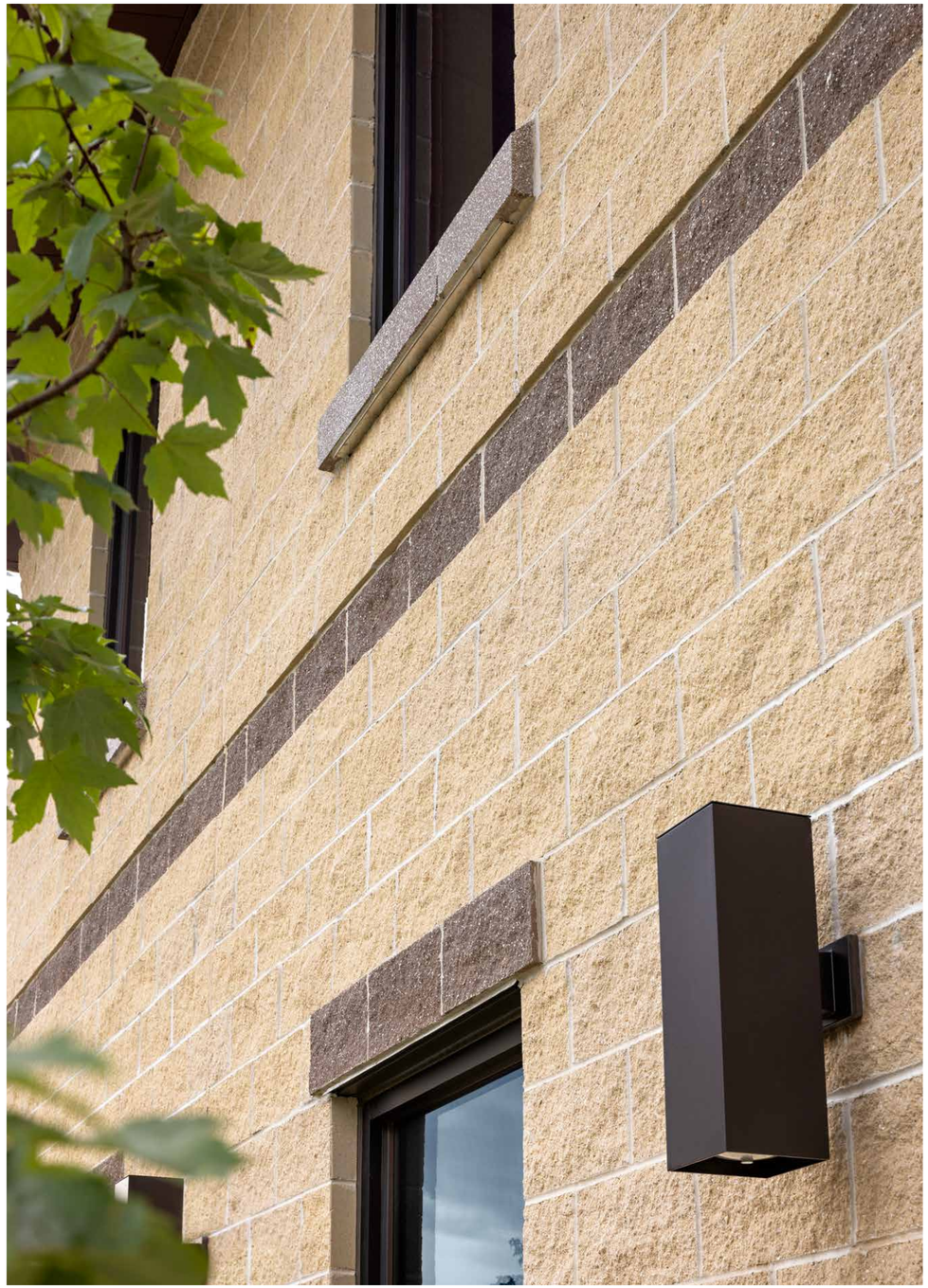


Severna Park High School, GWWO Architects
Trendstone Plus in Ramapo White & Greystone Seven Park, MD

ECHELON MASONRY

ARCHITECTURAL CMU

STANDARD MASONRY



SPLIT FACE

Classic design that never goes out of style

Split Face Block standard CMUs are integrally colored and pre-finished with a rough-hewn texture on one or more faces. They are molded with two concrete units attached face to face, cured and then mechanically split apart, leaving the split face with the rough texture of natural quarried stone. No two units are exactly alike and are available in both single-sided and double-sided split face texture for multiple architectural masonry needs. **Split Face Block is not available in Minnesota.*

COLOR OPTIONS



Clay Path



Ebony



Foggy Grey



Jared Tan

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 blocks exhibit a “natural” finish, without showing the aggregate and can be used for both interior and exterior applications. Echelon Smooth Face prefinished architectural concrete blocks are available in gray as well as numerous integrally colored hues and texture finishes. If desired, these units can also include pre-consumer recycled content and integral water repellent admixture to repel moisture and resist mold.

COLOR OPTIONS



Salt & Pepper



Onyx



Mocha



Cinnamon

ADDITIONAL COLORS AVAILABLE

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



GROUND FACE

Timeless textural aesthetics for enduring designs

Ground Face concrete masonry units are manufactured using a unique combination of colored and tightly mixed aggregates. In a multi-stage finishing process, each unit is ground to expose the beauty of the aggregate and integral color and includes an integral water repellant that allows for use at or below grade.

COLOR OPTIONS



Creamy Praline



Dim Gray



Pearl Mist



Williamsburg Red

ADDITIONAL COLORS AVAILABLE

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

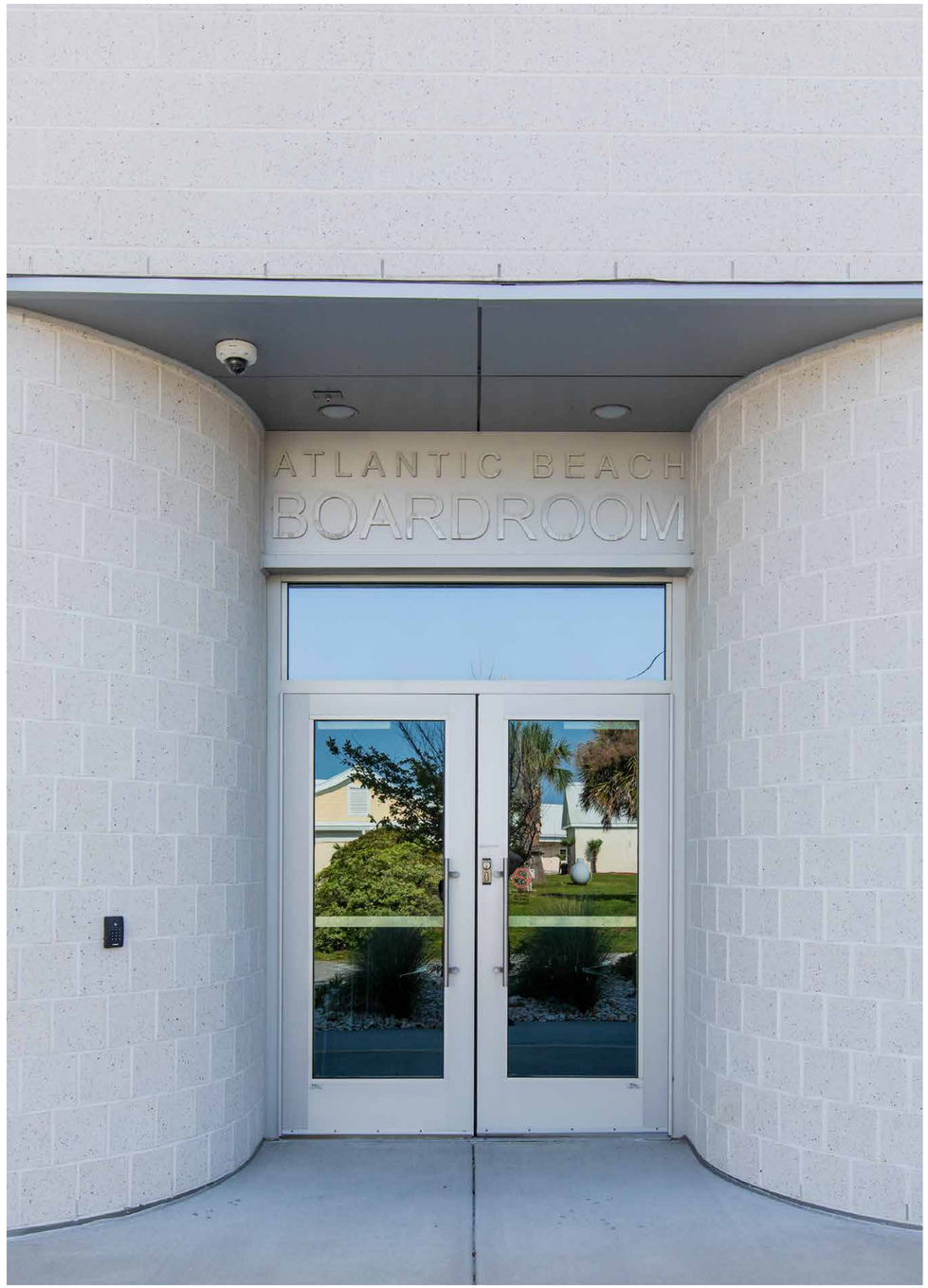


Alpena County Regional Airport, RS&H
Trendstone and Mesastone in Midwest White, Landers Bay and Saddle Tan (Alpena, MI)

ECHELON MASONRY

ARCHITECTURAL CMU

TRENWYTH MASONRY



HIGH POLISH

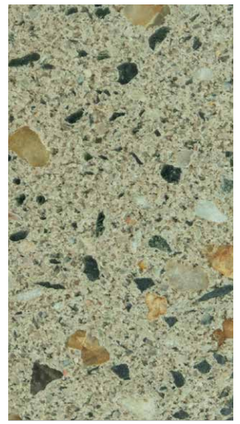
A natural, unpretentious masonry aesthetic

Trenwyth High Polish features a polished marble finish that emulates terrazzo for the ultimate in aesthetics. Each unit is filled, ground and polished for an enhanced look and features integral water repellant admixtures for peak in-field performance.

COLOR OPTIONS



5106



5203



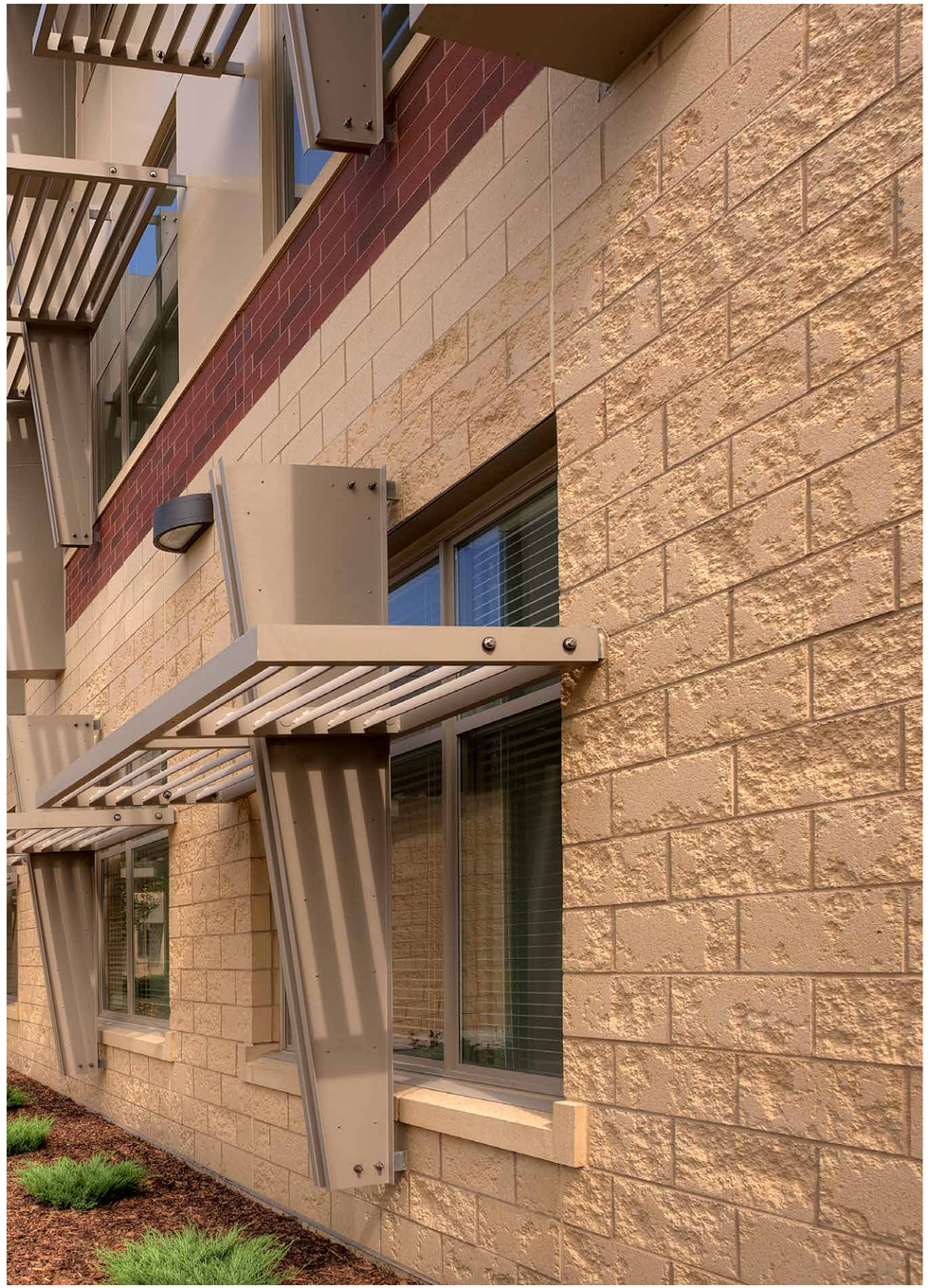
5301



5309

ADDITIONAL COLORS AVAILABLE

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



TRATTINO®

Unique textural aesthetic of travertine

Trattino has a natural travertine aesthetic with the benefits of manufactured stone. State-of-the-art equipment is used for customizing our manufactured travertine units to fit any special design needs. Available in both full-depth veneer and structural units, inquire about the wide range of ways that we can shape, cut and tool Trattino into pieces that bring any design concept together.

COLOR OPTIONS



Goldstone



Light Karmel



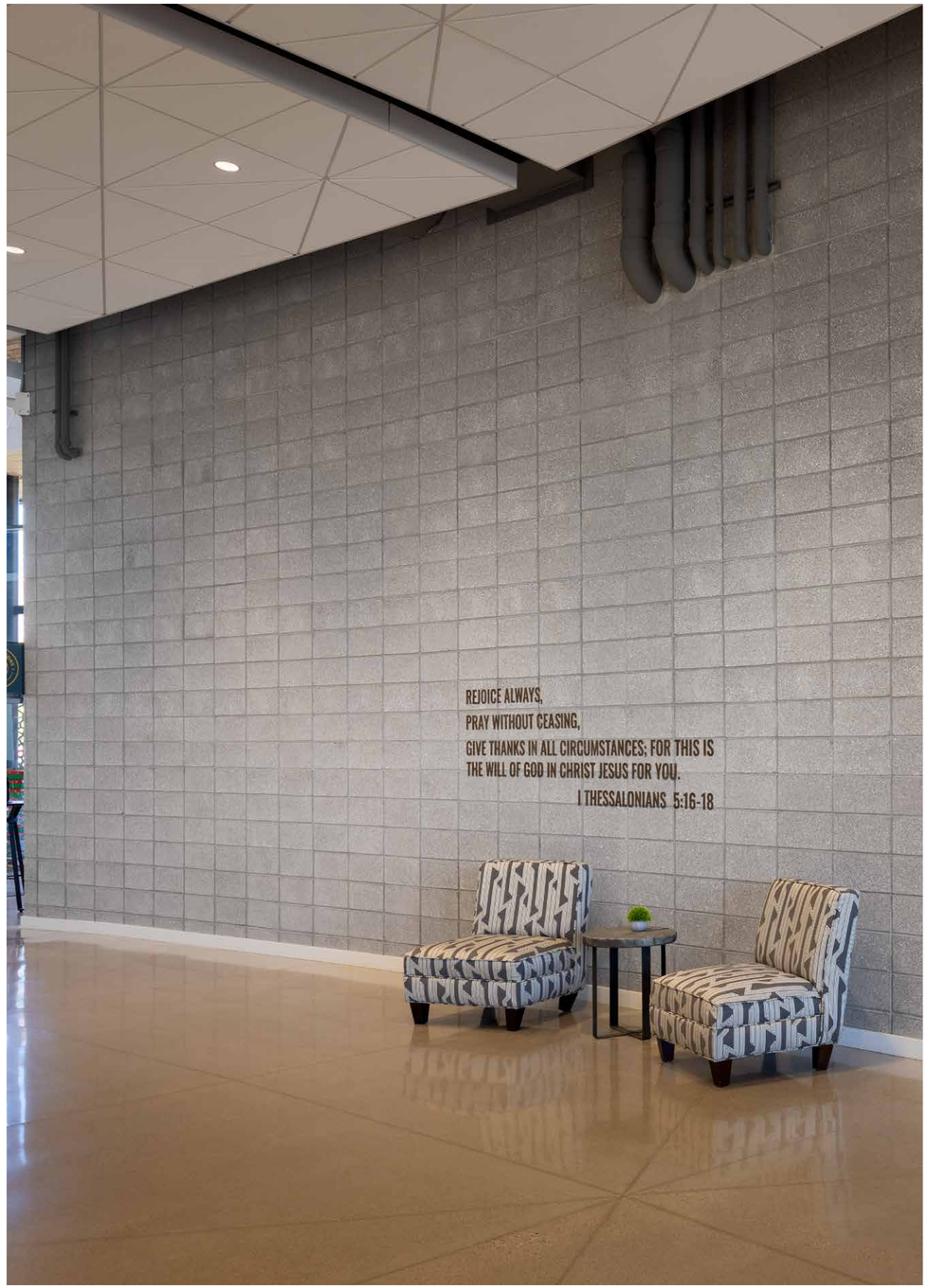
Midwest White



Shadow Gray

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

Trenwyth Trendstone ground face CMUs are pre-finished, integrally colored concrete blocks with one or more faces ground to expose the variegated colors of the natural aggregates. These units go beyond standard ground face concrete block by applying a clear satin gloss acrylic to the exposed face of each CMU to accentuate the natural beauty and provide moisture resistance.

COLOR OPTIONS



Shadow Gray



Almond Bark



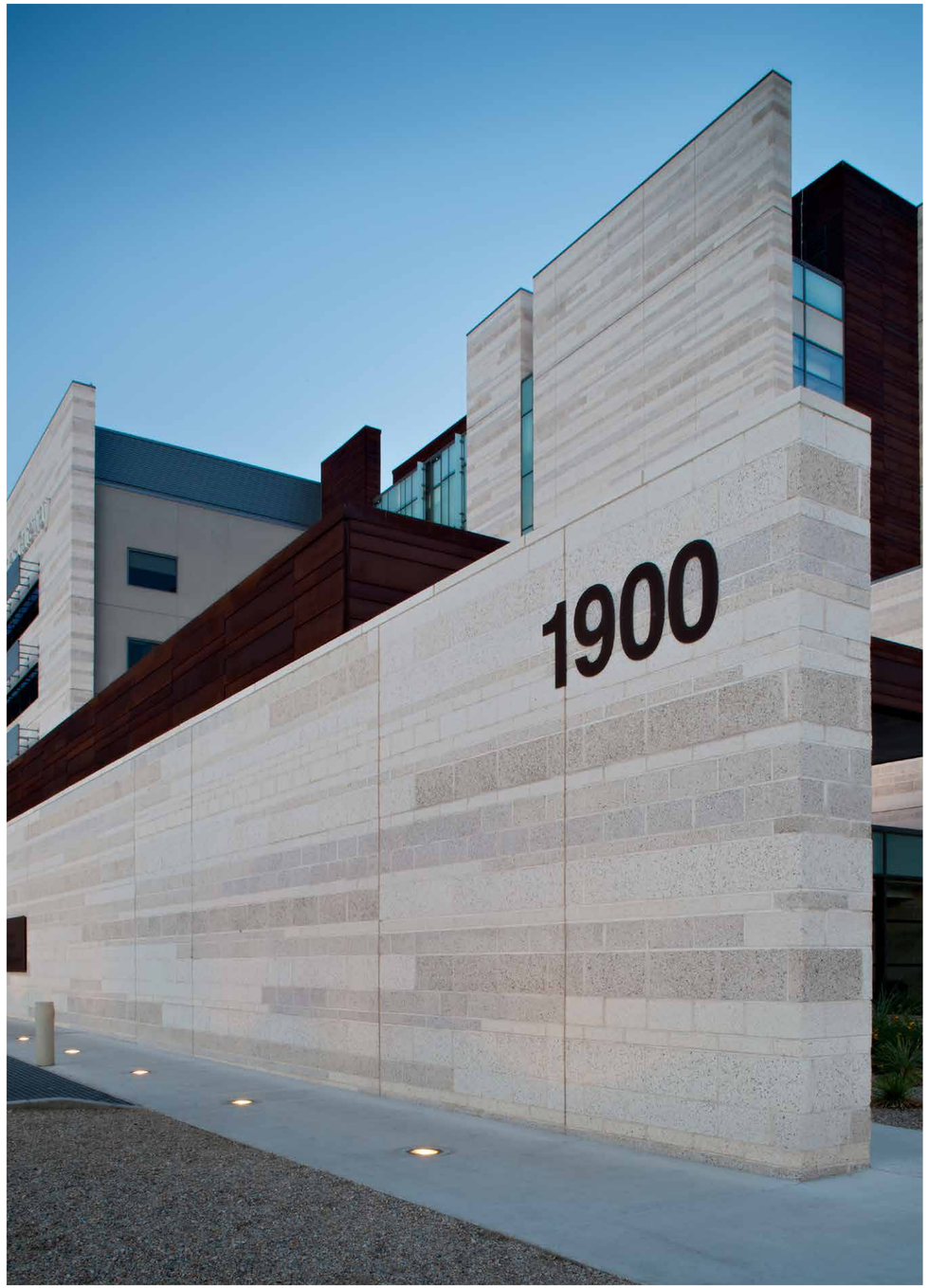
Goldstone



Light Karmel

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

Trenwyth 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, Trendstone Plus concrete masonry blocks offer stunning aesthetics, one-step installation, and an easy-to-clean maintenance-free finish. Available in dozens of colors to match or contrast with other Trenwyth products, Trendstone Plus CMUs deliver the solution for setting projects apart.



Shadow Gray



Almond Bark



Goldstone



Light Karmel

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 CMUs are made with specially colored aggregates and pigment. The face of each 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, while also providing a straighter sight line. Mesastone® textured concrete blocks can be combined with other surfaces to add a distinctive look to projects, offering enduring beauty and the solid permanence of masonry.

COLOR OPTIONS



5114



5101



5207



5302

ADDITIONAL COLORS AVAILABLE

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

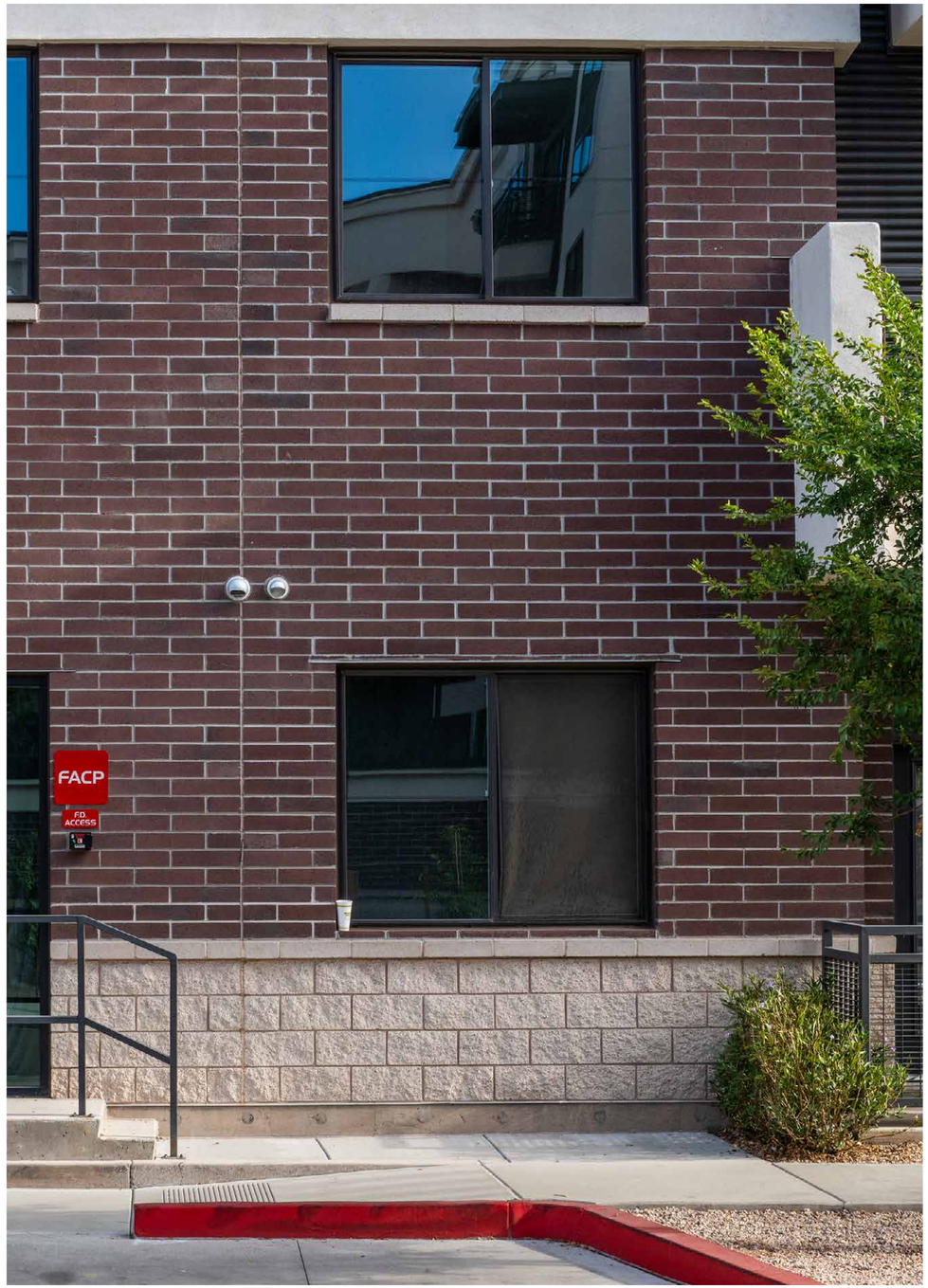


Fire Department of Bayonne
Quik-Brik (Bayonne, NJ)

ECHELON MASONRY

ARCHITECTURAL CMU

CONCRETE BRICK

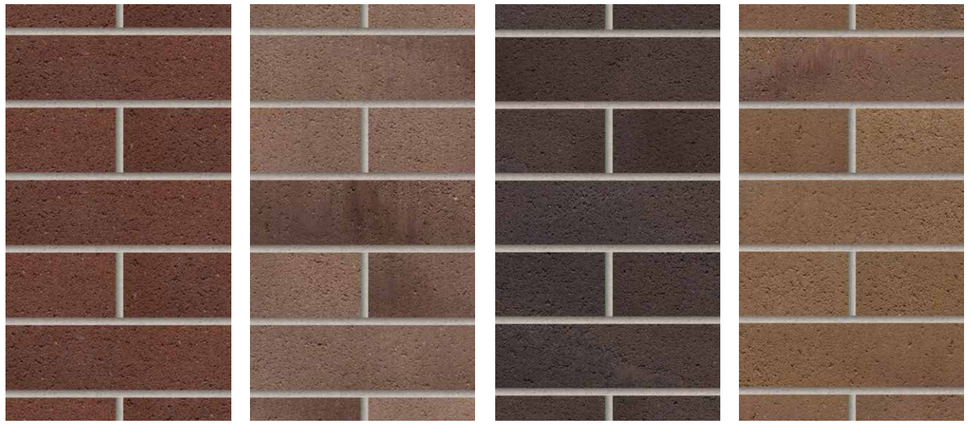


QUIK-BRIK®

Classic brick aesthetics in a single-wythe package

Get the look and feel of traditional brick veneers without the high cost and time-consuming installation process. When national retailers require a quality product that meets their time and budget constraints without sacrificing aesthetics or durability, they turn to Quik-Brik® structural concrete brick. Architects and builders choose Quik-Brik time and time again for its first-rate appearance and history of dependability.

COLOR OPTIONS



Richfield | Autumn | Marous | Earthtone

ADDITIONAL COLORS AVAILABLE

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

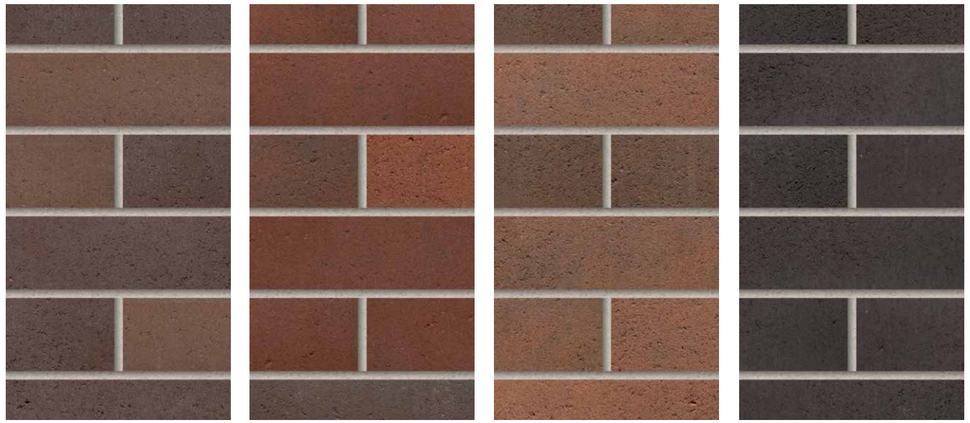


HARVARD BRIK®

Rich color blends for the look of craftsman-era brick

Harvard-Brik offers all of the benefits of Quik-Brik with a unique “blended” color palette using an integral color process to accentuate the beauty of any building while also providing color fastness.

COLOR OPTIONS



Mesaba | Charleston | Coppertone | QT Black

ADDITIONAL COLORS AVAILABLE

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



ASHTON BRICK

A modular brick aesthetic with all the benefits of concrete

Ashton Brick masonry veneer combines the classic look of traditional brick with the advantages of concrete masonry. Its tight texture offers durability as well as a consistent uniform appearance. Opt for a bold and modern solution for your next project.

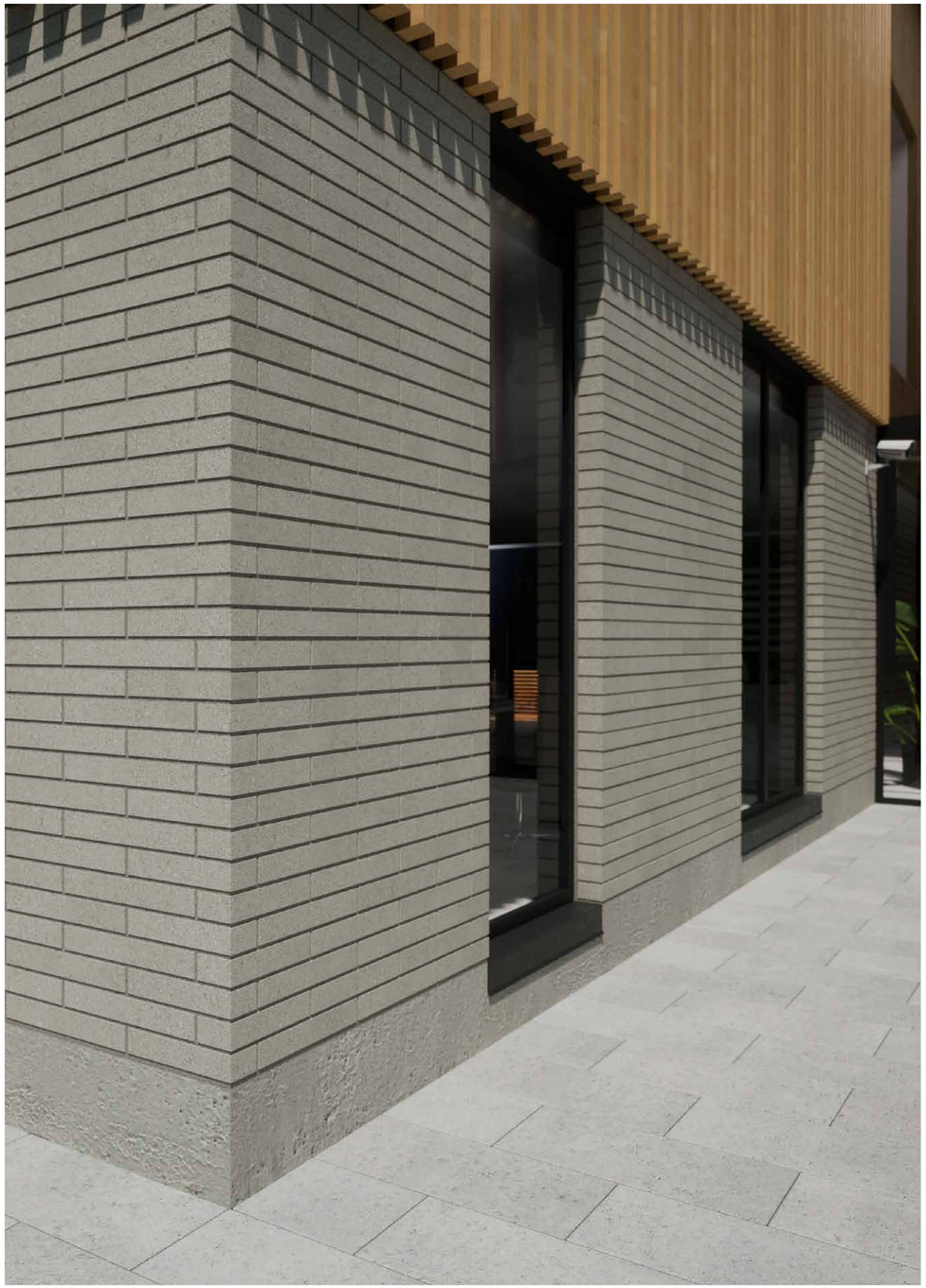
COLOR OPTIONS



Linen | Graphite | Desert | Almond

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.

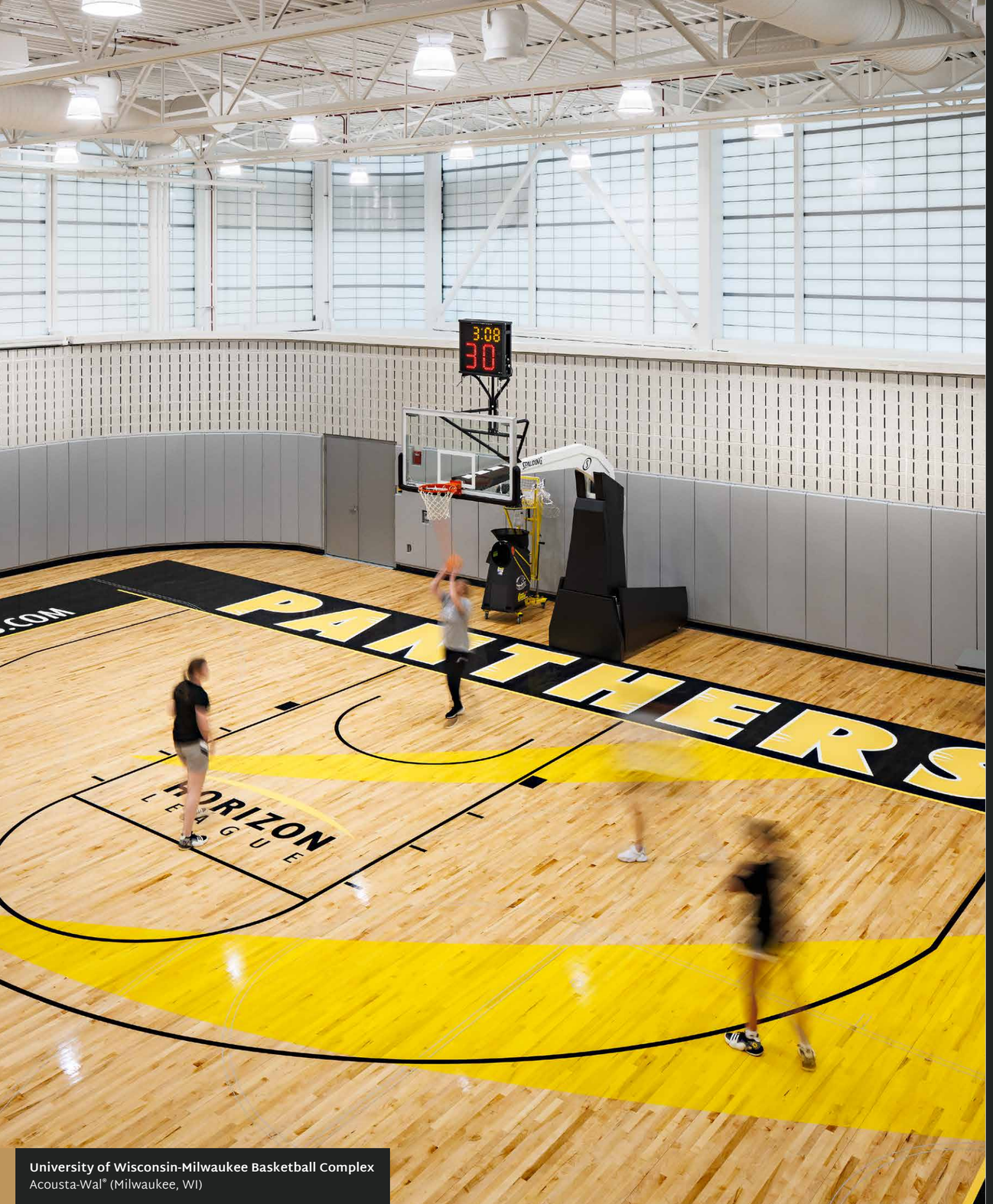
COLOR OPTIONS



Bourbon | Charcoal | Foundry | Linen

LEARN MORE

Scan the QR code for product details and downloadable resources.



University of Wisconsin-Milwaukee Basketball Complex
Acousta-Wal® (Milwaukee, WI)

ECHELON MASONRY

SPECIALTY BLOCK

PERFORMANCE ENHANCEMENTS

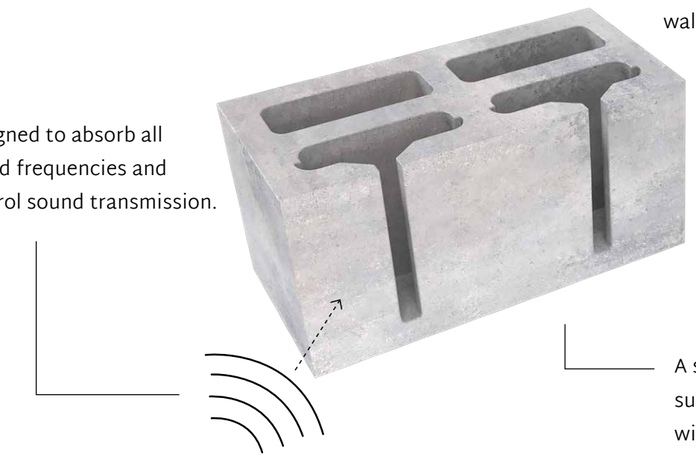


ACOUSTIC PERFORMANCE

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.



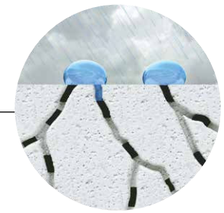
MOISTURE PERFORMANCE

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.



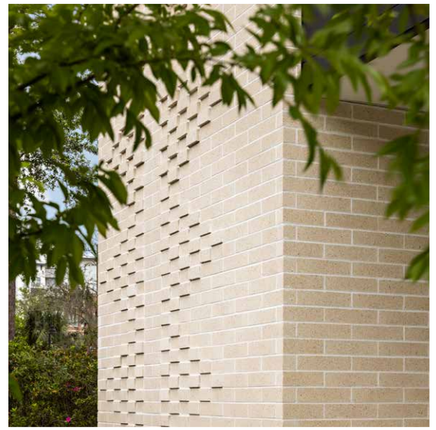
RainBloc bonds to the capillary pores of the CMU and mortar inhibiting water from migrating through the block.

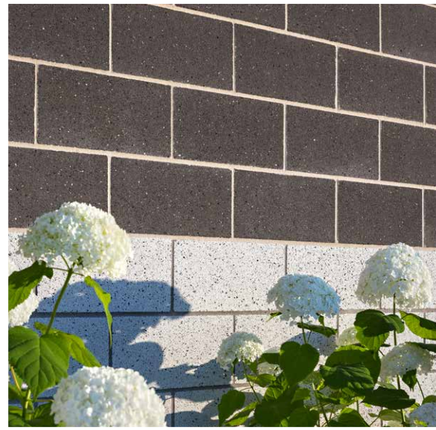
MORE INFORMATION

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











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