ECHELON®
MASONRY

DESIGN GUIDE

WEST REGION



WA, OR, CA, NV, MT, WY,
UT, CO, AZ, NM, ID



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

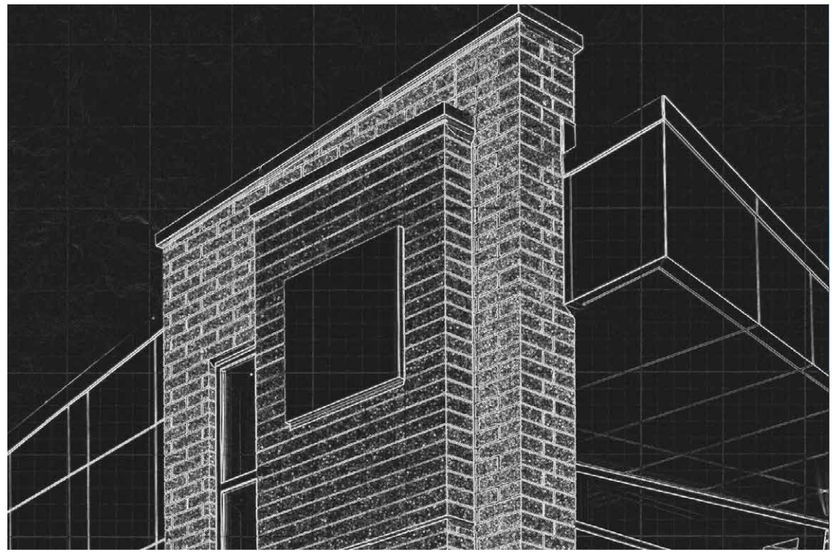
Echelon's patented Insultech System delivers R-16.2 performance, exceeding energy code requirements.

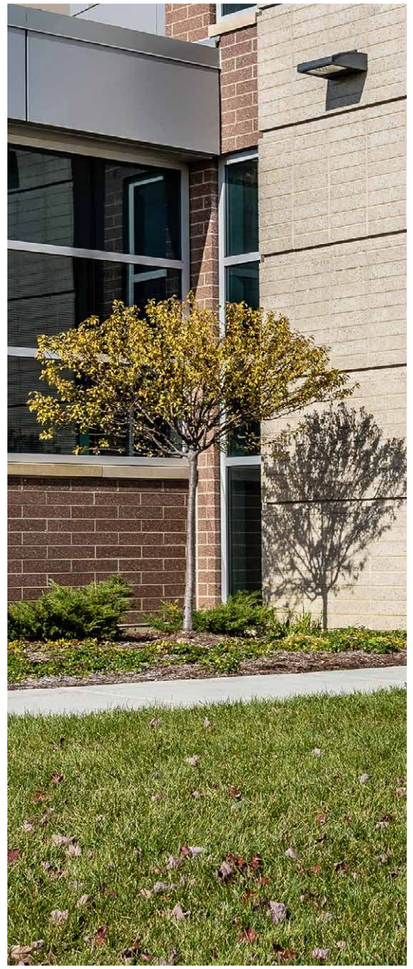
RESILIENCY

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.





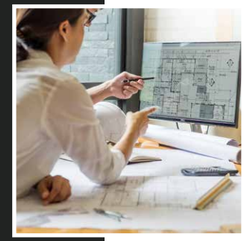
REALIZING YOUR
DESIGN INTENT

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

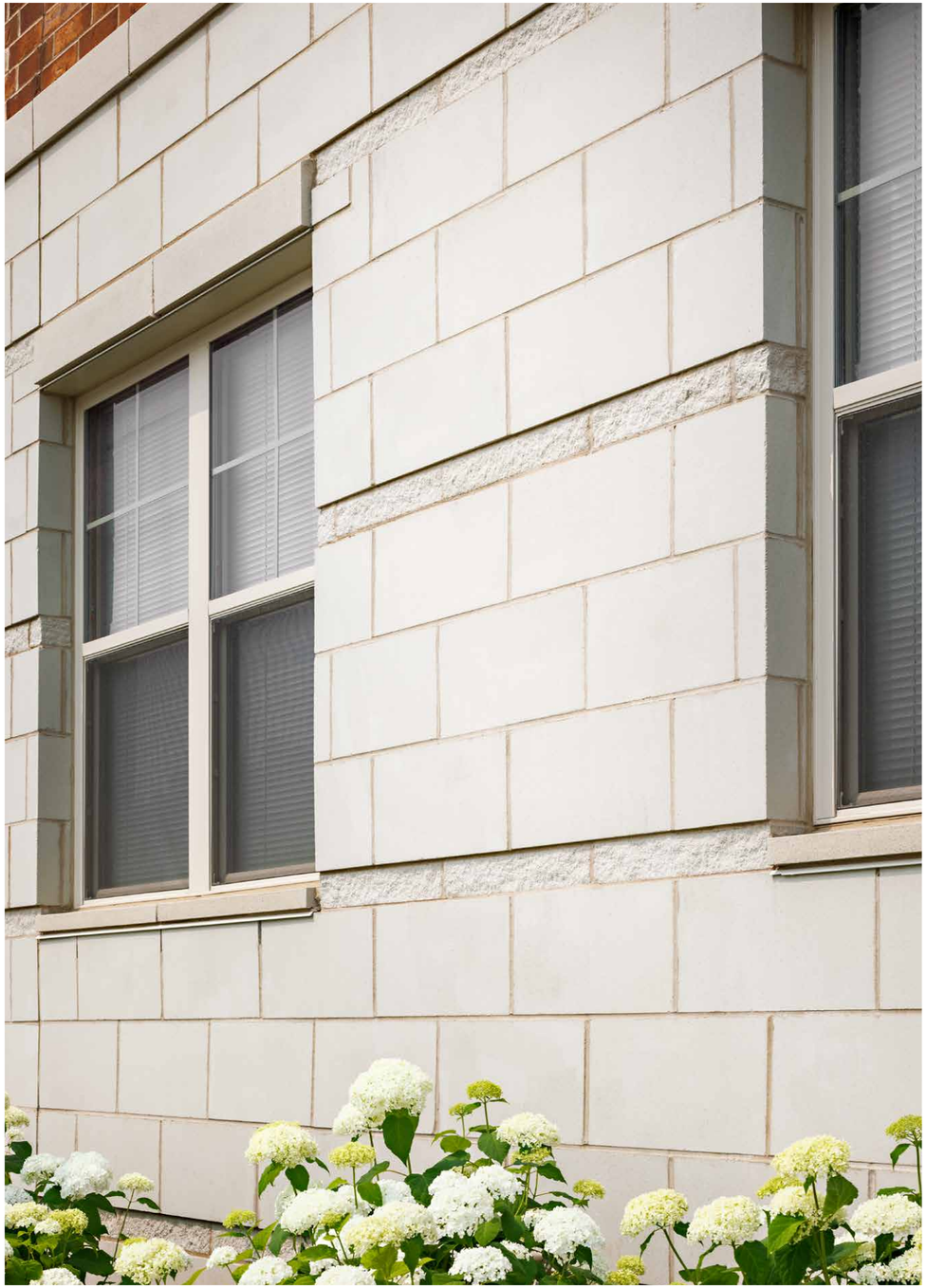
Cordova Stone™ is a high-density, pre-finished architectural stone cladding that achieves the prestigious look of natural limestone by incorporating all-natural aggregates, recycled content, and integral color throughout each unit. This timeless veneer offers the design flexibility of four texture options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

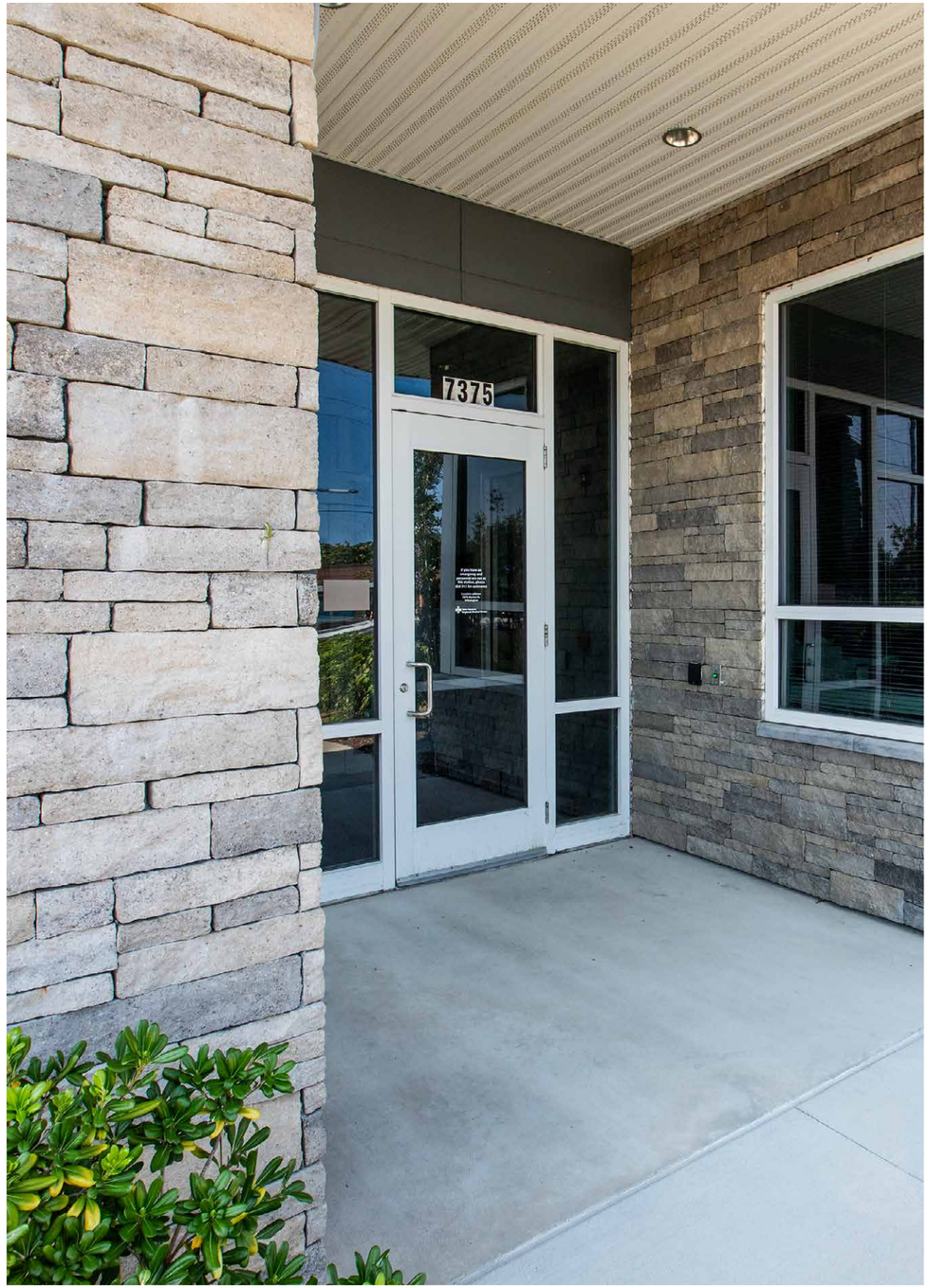
Whether seeking a smooth texture and clean lines or a bold chiseled face, Franklin Stone is the ideal alternative to limestone and other natural stone products. The mixture of white Portland cement combined with fine aggregates results in a highly dense product with a texture similar to that of natural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



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



Alpine



Sable



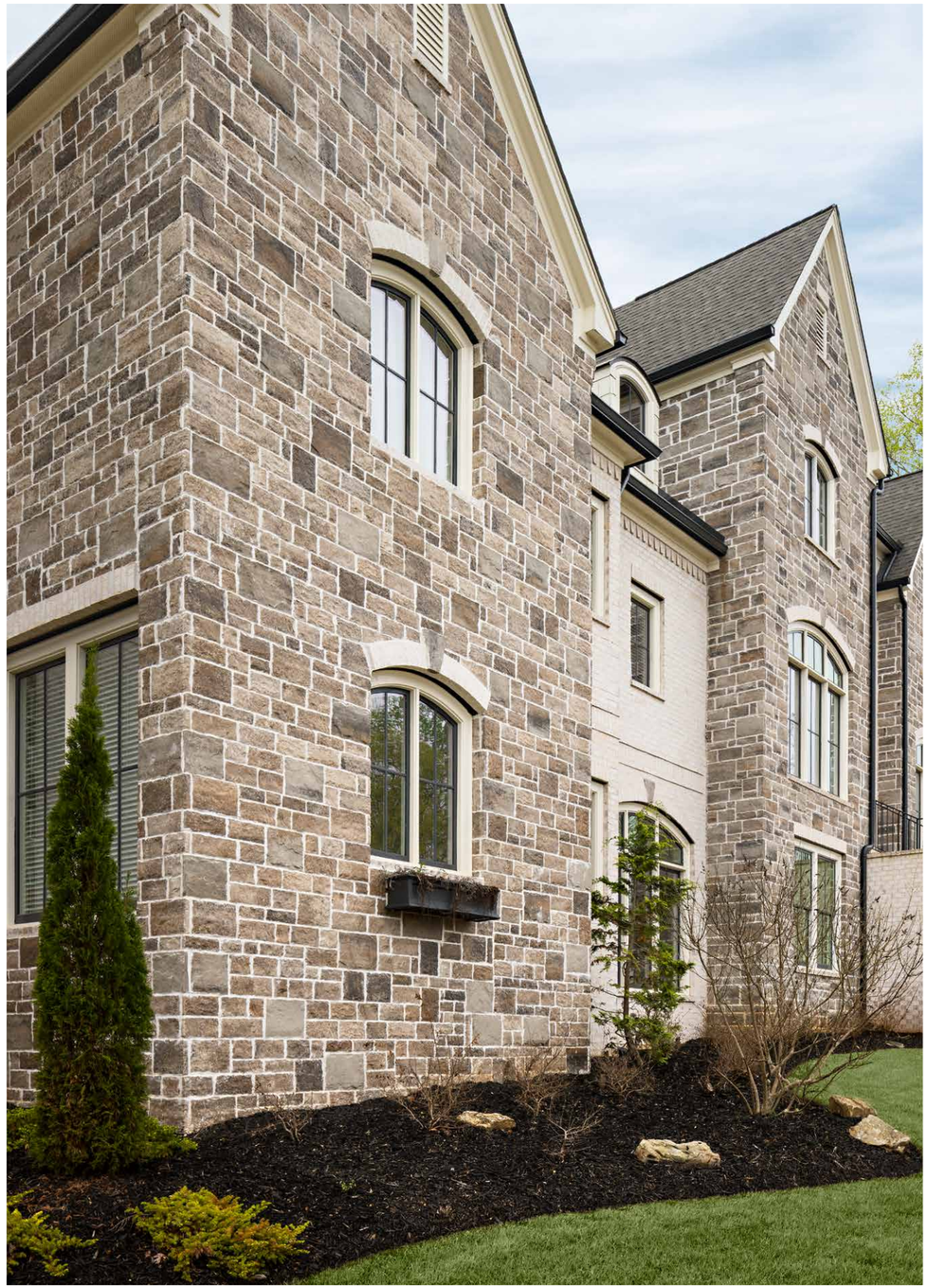
Timber



Alpine-Sable Blend

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, 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



Cabernet



Dogwood



Wheat



Dogwood-Wheat Blend

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 in Shelby Blend (Milwaukee, WI)

ECHELON MASONRY

MASONRY VENEERS

FULL BED VENEERS

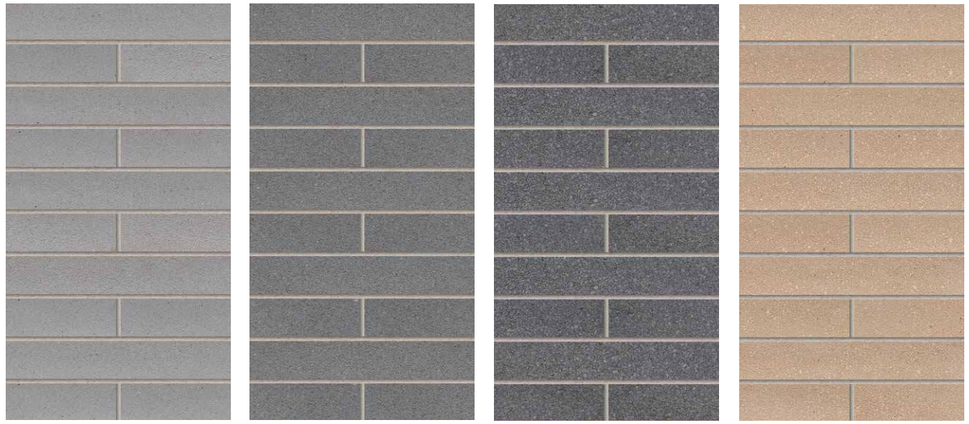


ARIA SLIM™

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.

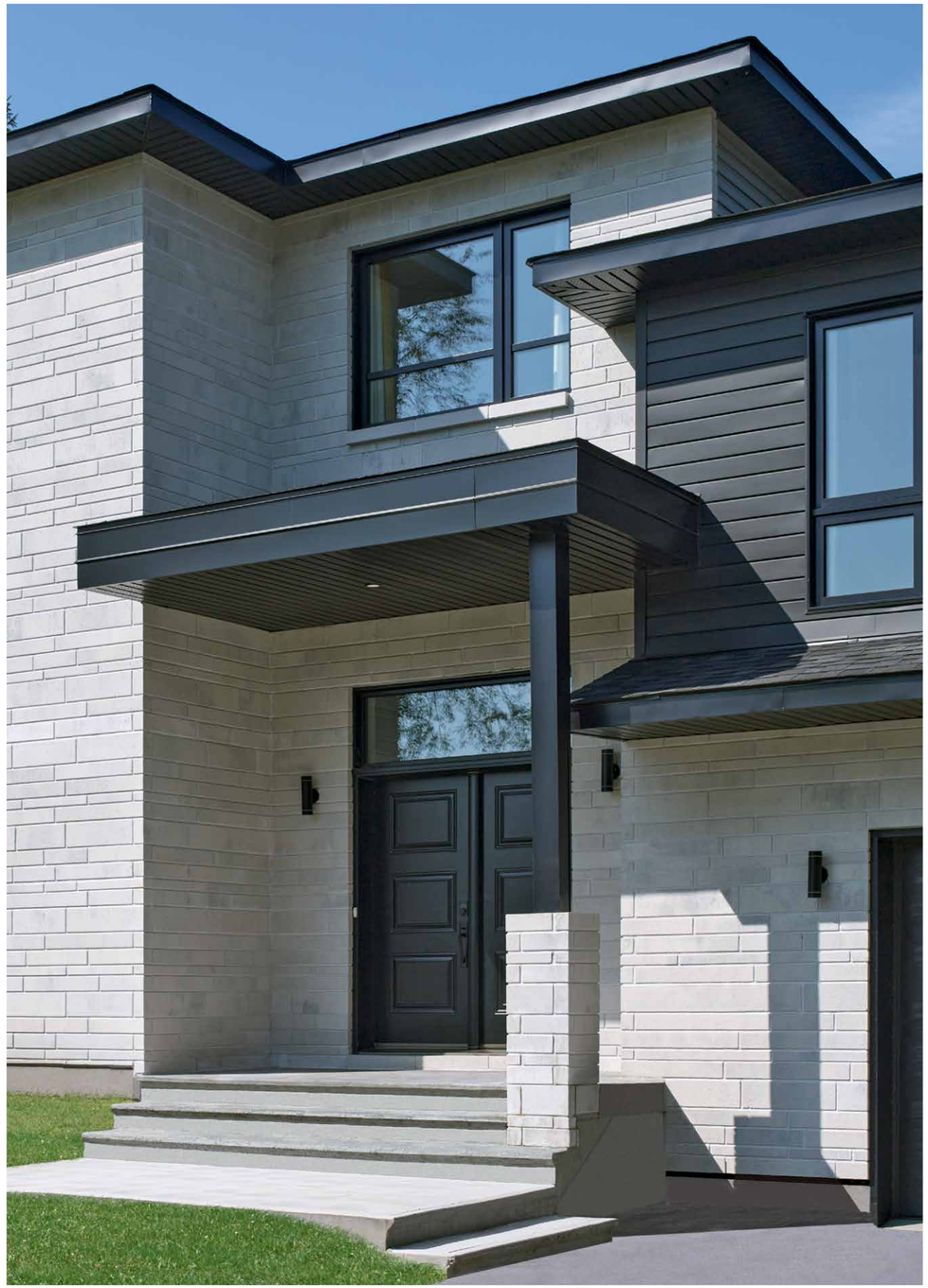
COLOR OPTIONS



Limestone | Granite | Midnight | Buff

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



Pearl



Khaki



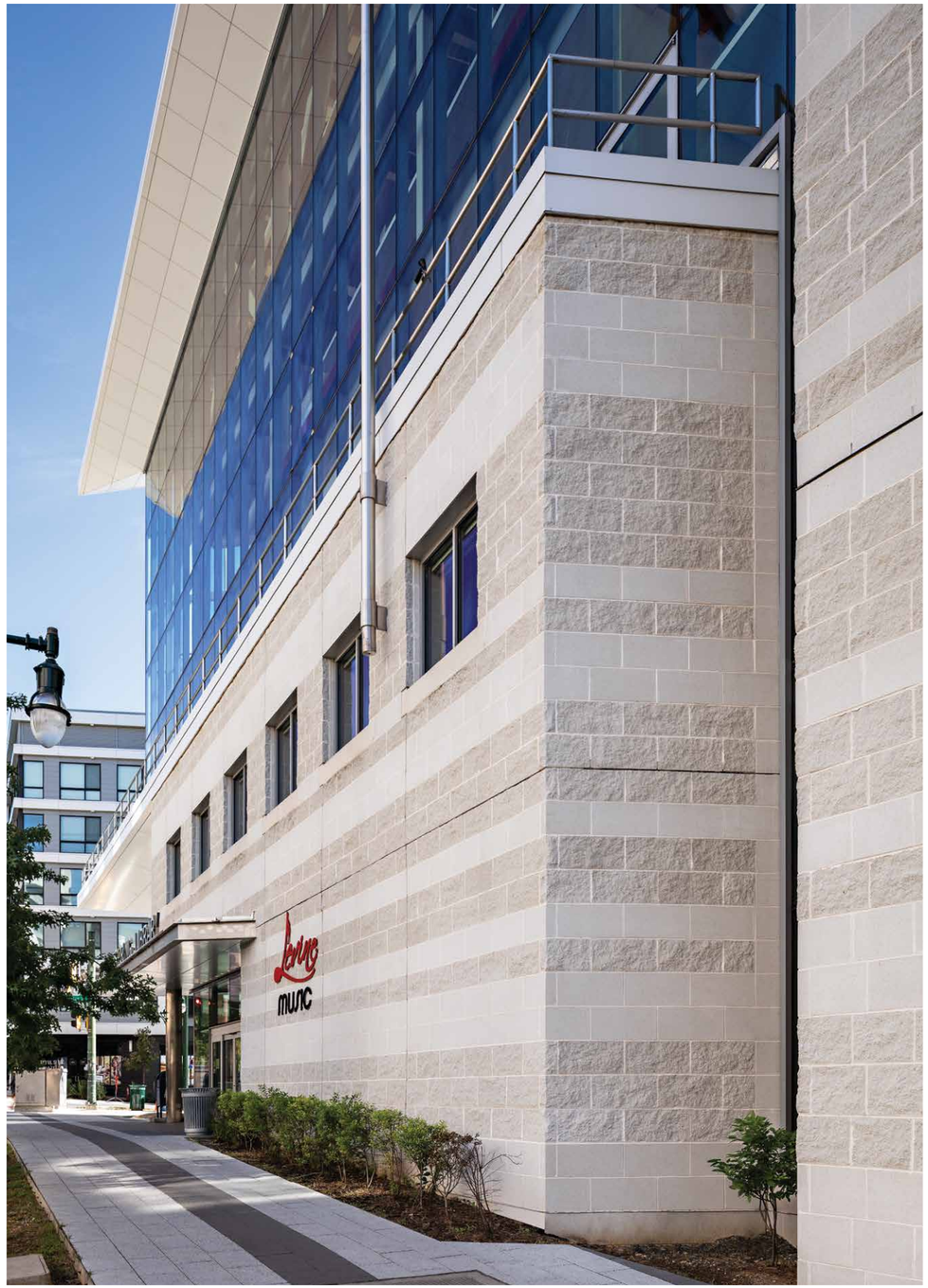
Smoke



Slate

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

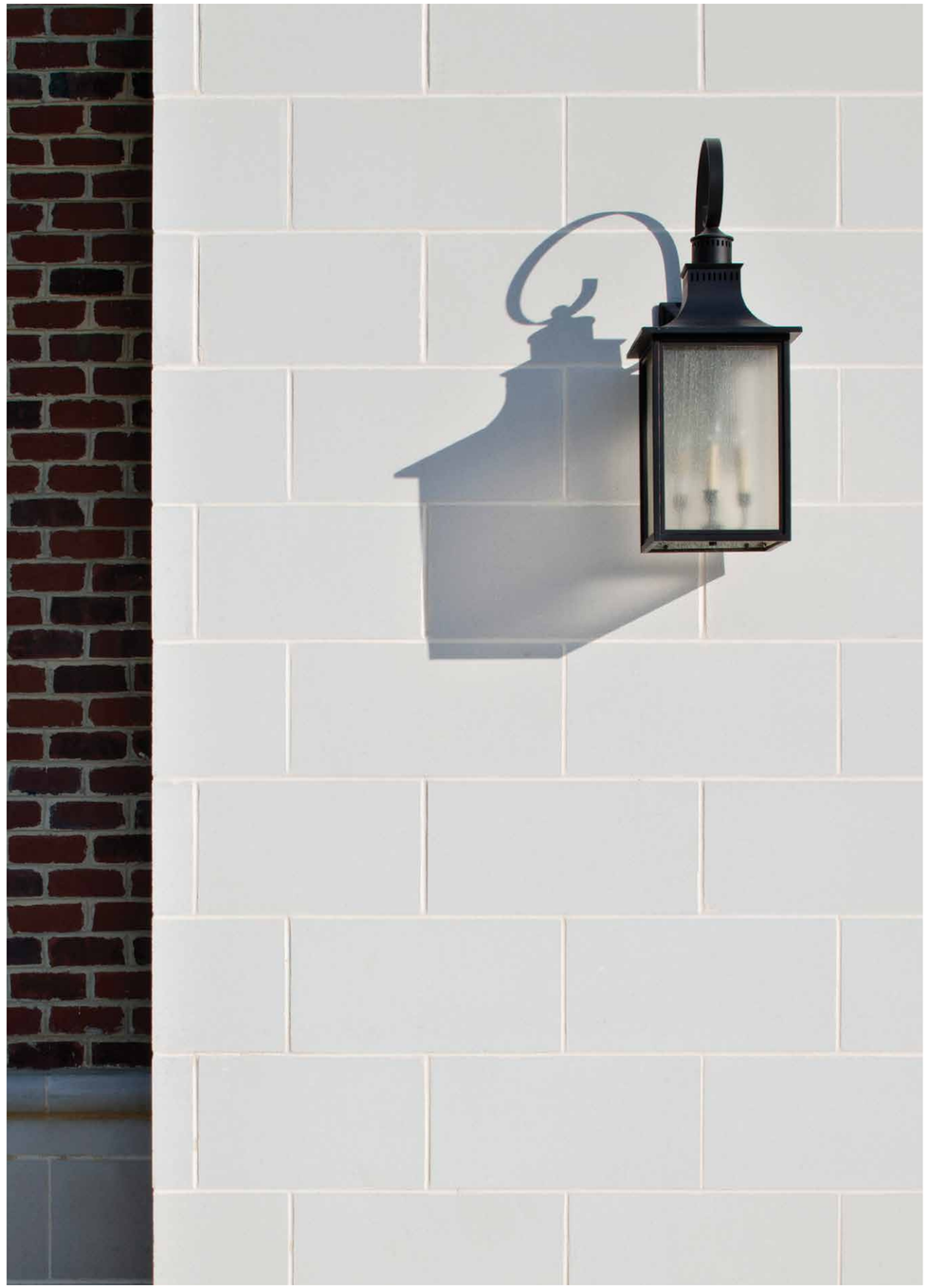
Cordova Stone™ is a high-density, pre-finished architectural stone cladding that achieves the prestigious look of natural limestone by incorporating all-natural aggregates, recycled content, and integral color throughout each unit. This timeless veneer offers the design flexibility of four texture options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

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 thin veneer options. **See page 14**.

COLOR OPTIONS



ADDITIONAL COLORS & TEXTURES AVAILABLE

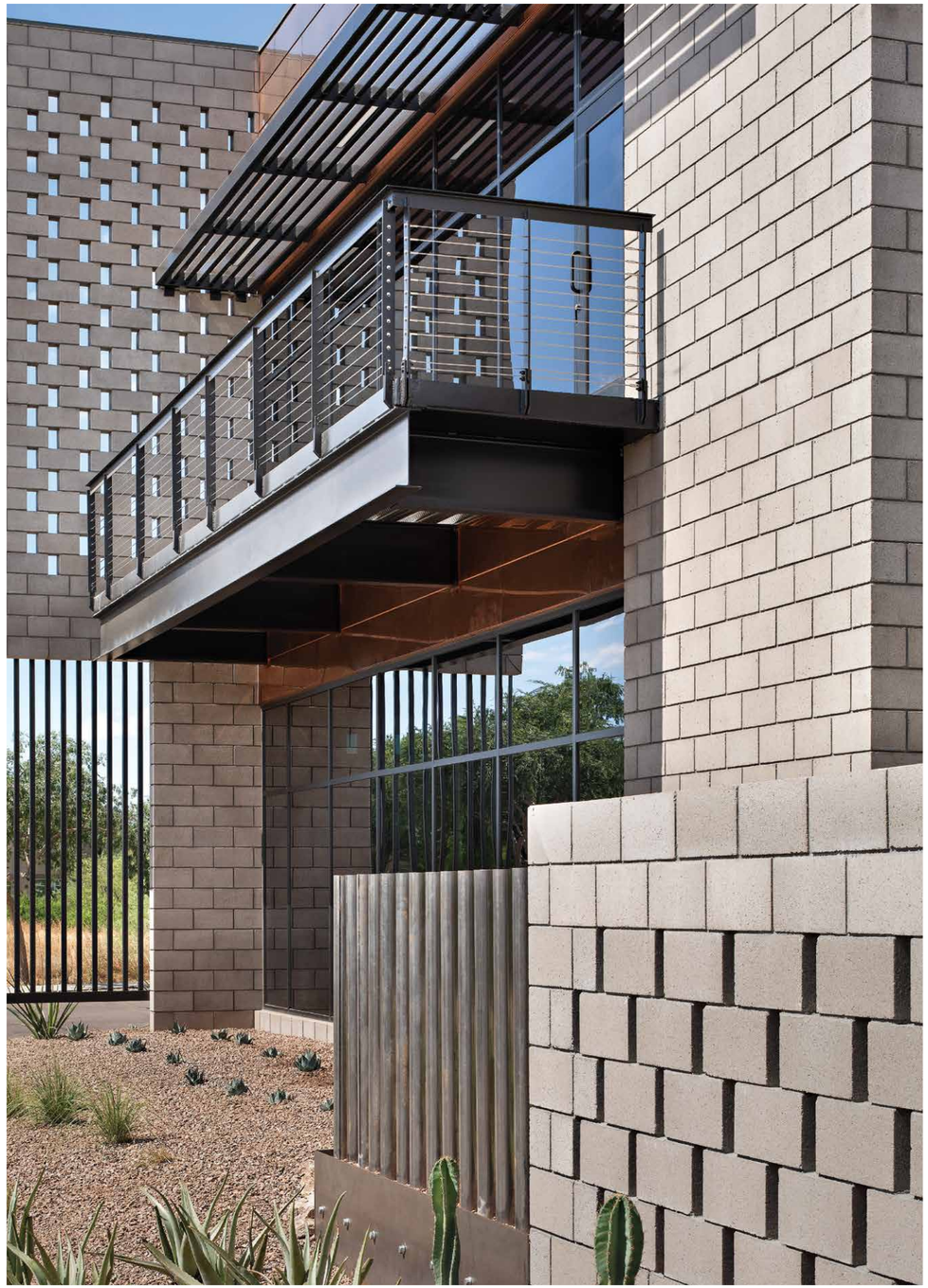
Product colors vary by region. Scan the QR code to see your full regional color offering.



ECHELON MASONRY

ARCHITECTURAL CMU

STANDARD MASONRY



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

Fuego Red

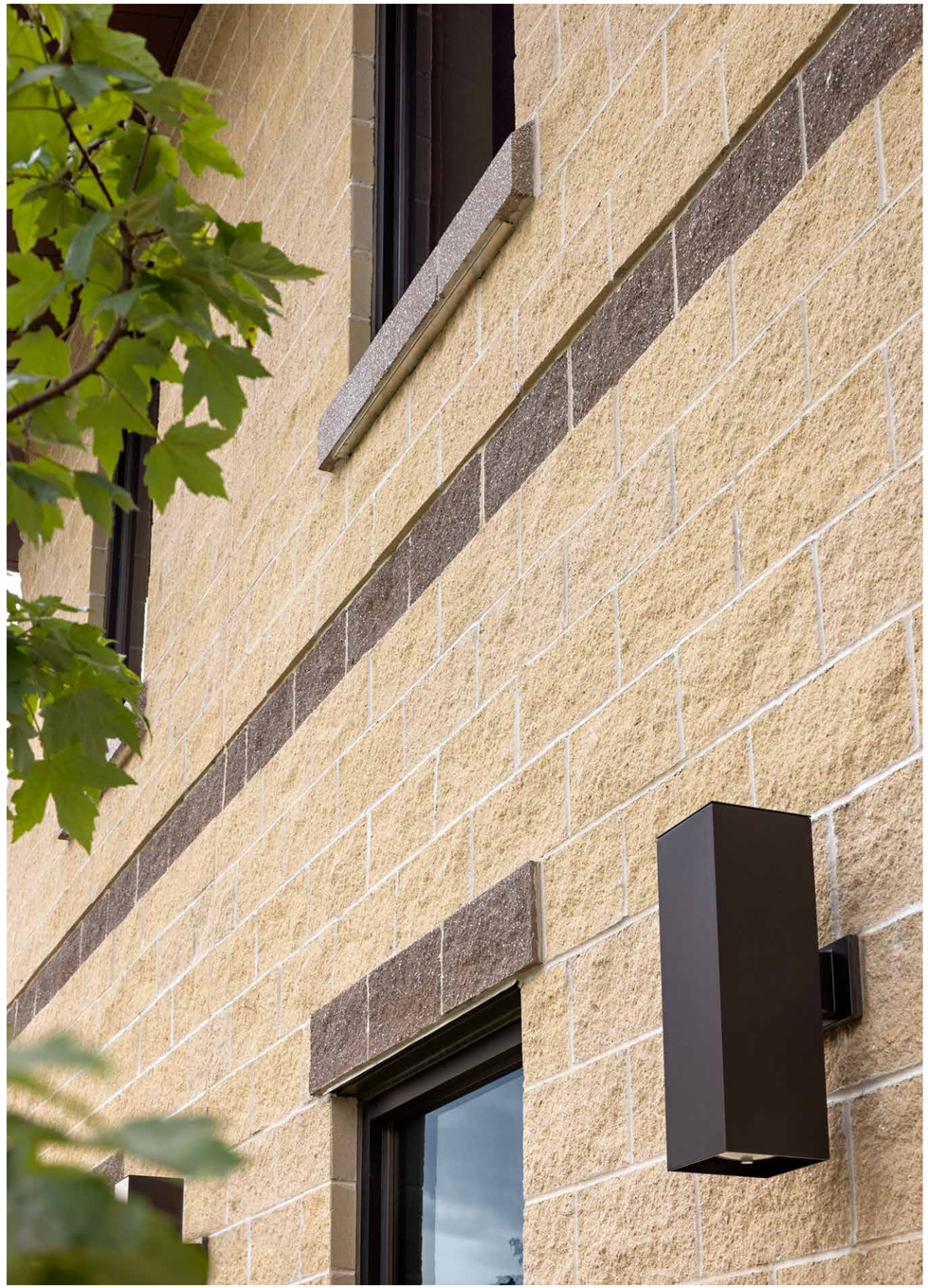
Mission White

Berkeley

Opal

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 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



Fuego Red



Mission White



Berkeley



Opal

ADDITIONAL COLORS AVAILABLE

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



LEARN MORE

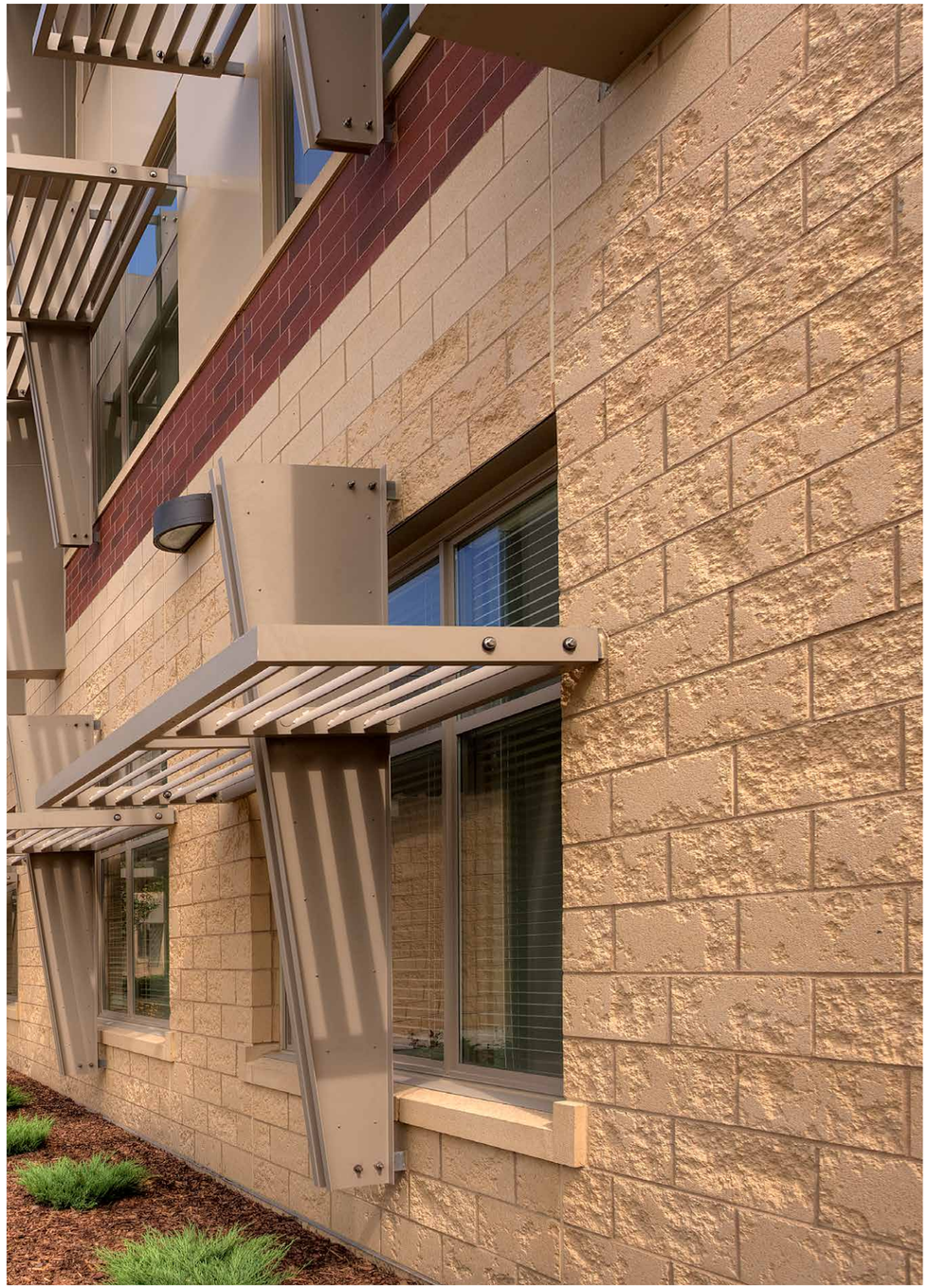
ABOUT THIS PROJECT

Scan the QR code to view the complete case study, including project details, challenges, and results.

ECHELON® MASONRY

ARCHITECTURAL CMU

TRENWYTH MASONRY



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



Garnett



Goldstone



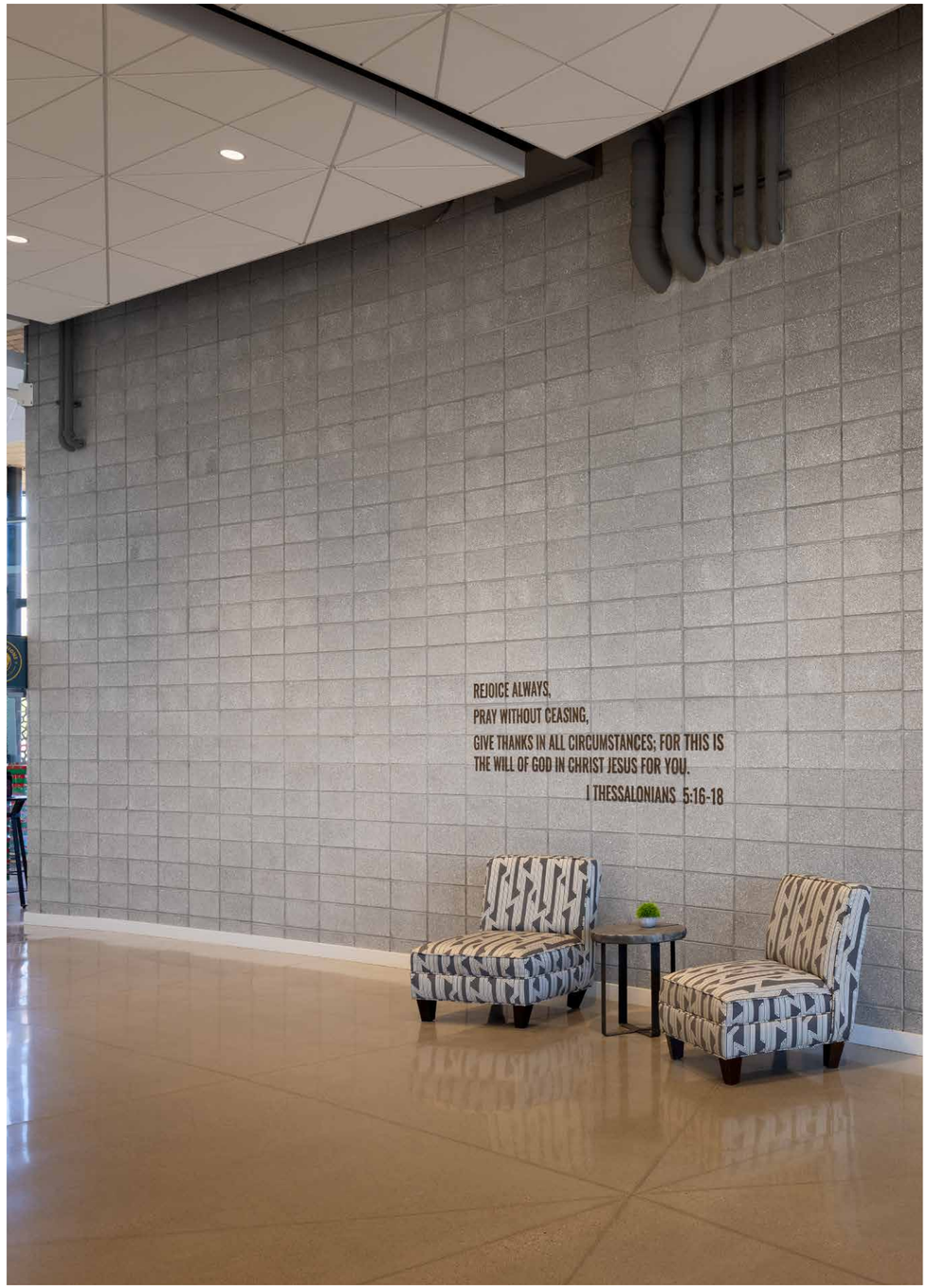
Gray Marble



Charcoal

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



Autumn



Durango



Rutherford



Mission White

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



Mission White



Malibu Sand



Black Canyon



Red Rock

ADDITIONAL COLORS AVAILABLE

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

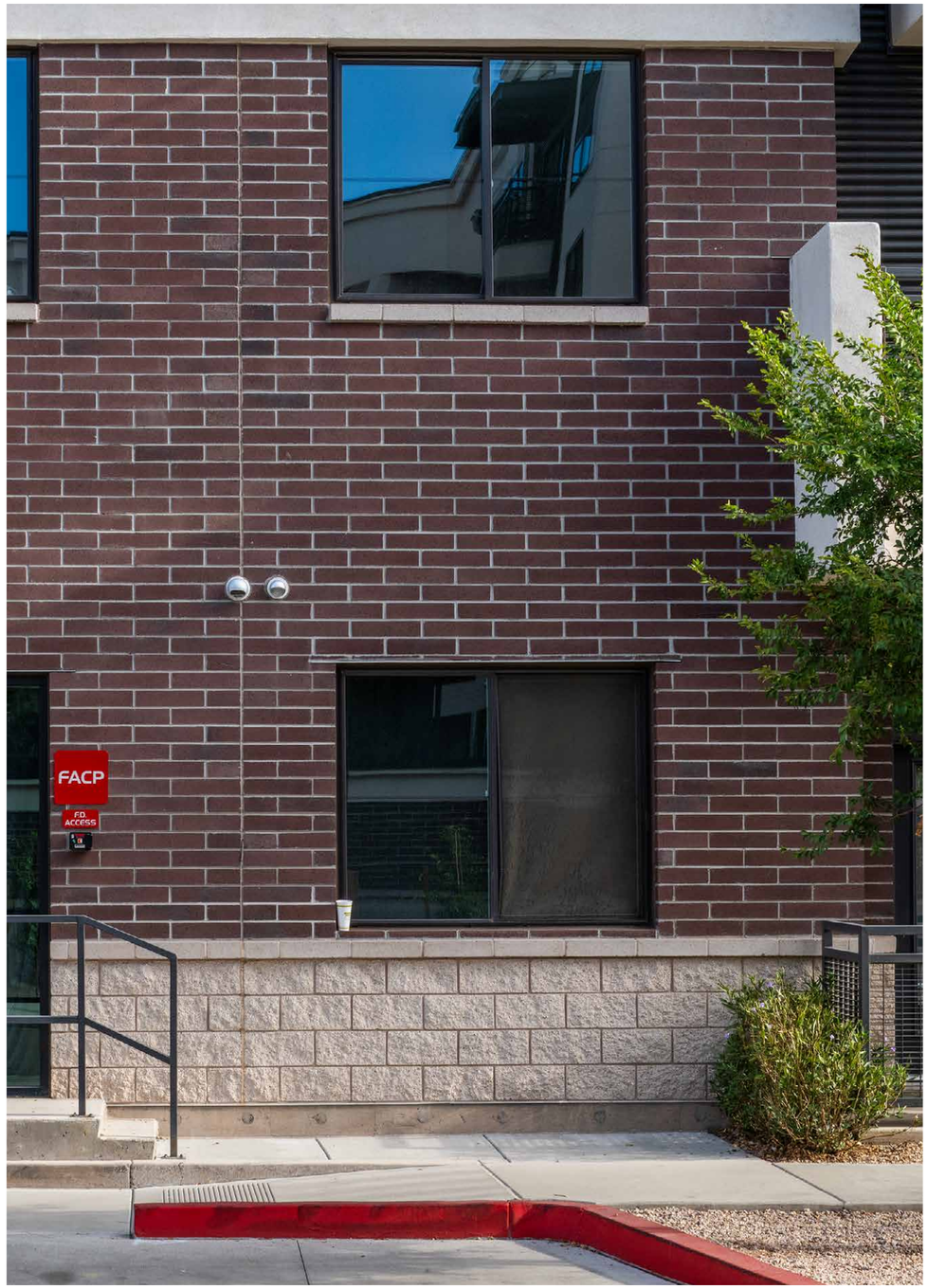


Bayonne Fire Department
Quik-Brik (Bayonne, NJ)

ECHELON MASONRY

ARCHITECTURAL CMU

CONCRETE BRICK

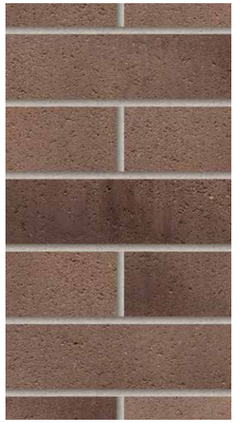


QUIK-BRIK®

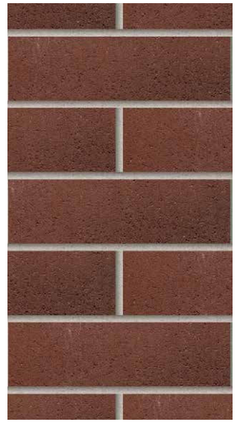
Classic brick aesthetics in a single-wythe package

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.

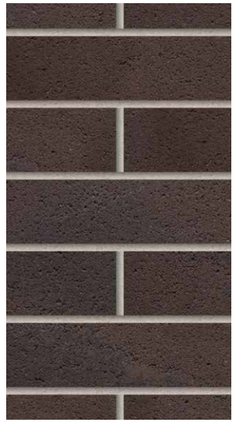
COLOR OPTIONS



Autumn



Heritage



Marous



Wilkesboro

ADDITIONAL COLORS AVAILABLE

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

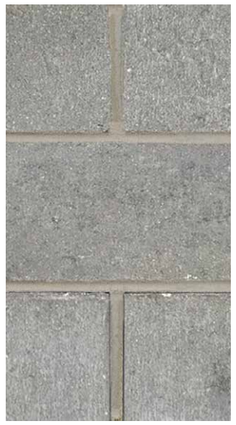


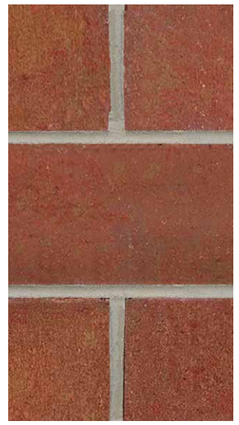
HARVARD BRIK®

Rich color blends for the look of craftsman-era brick

Harvard-Brik 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


Ash Blend


Cherokee


Deer Creek


White

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



Desert



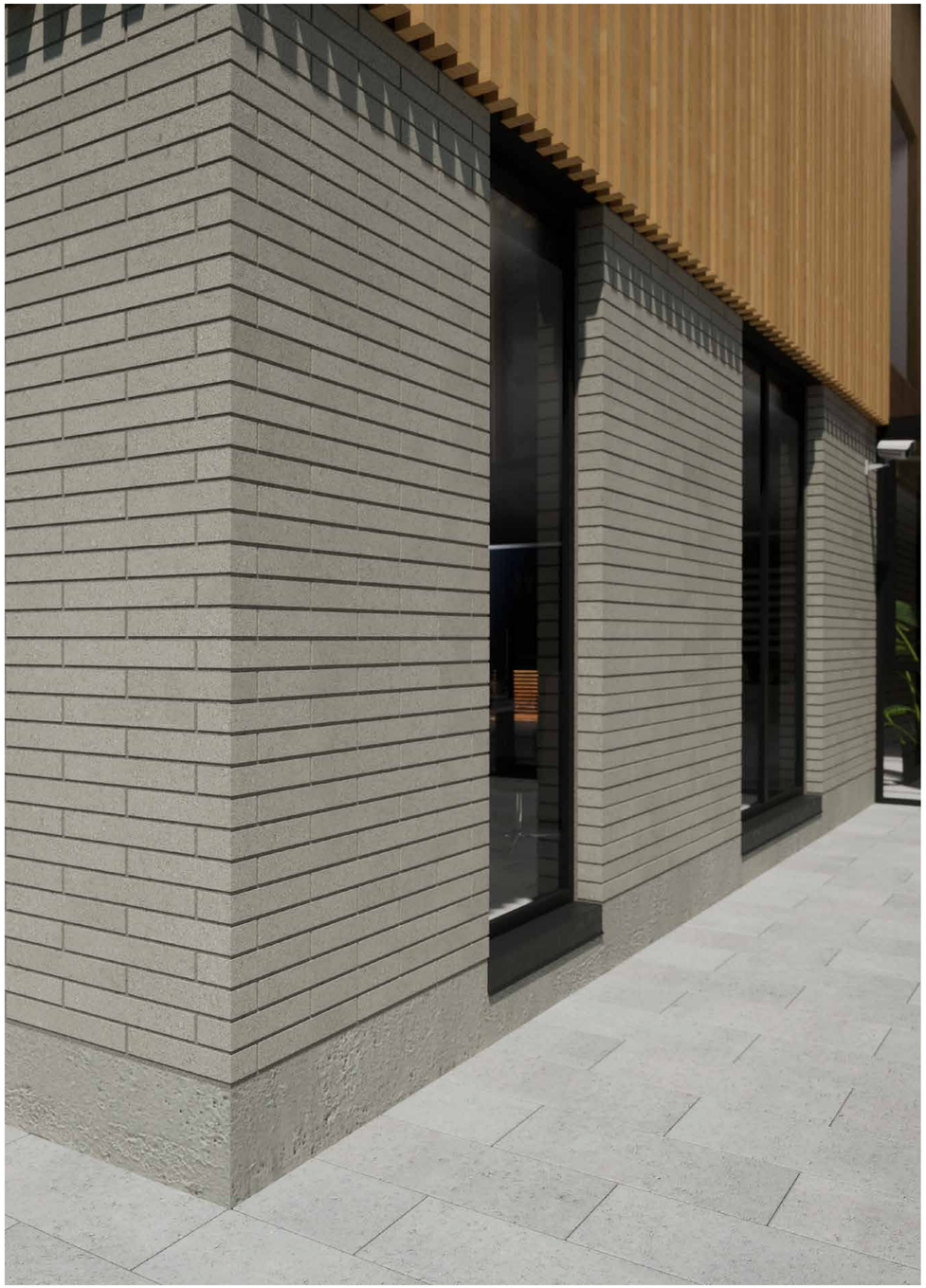
Almond



Graphite

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



Linen | Foundry | Bourbon | Charcoal

ADDITIONAL COLORS AVAILABLE

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

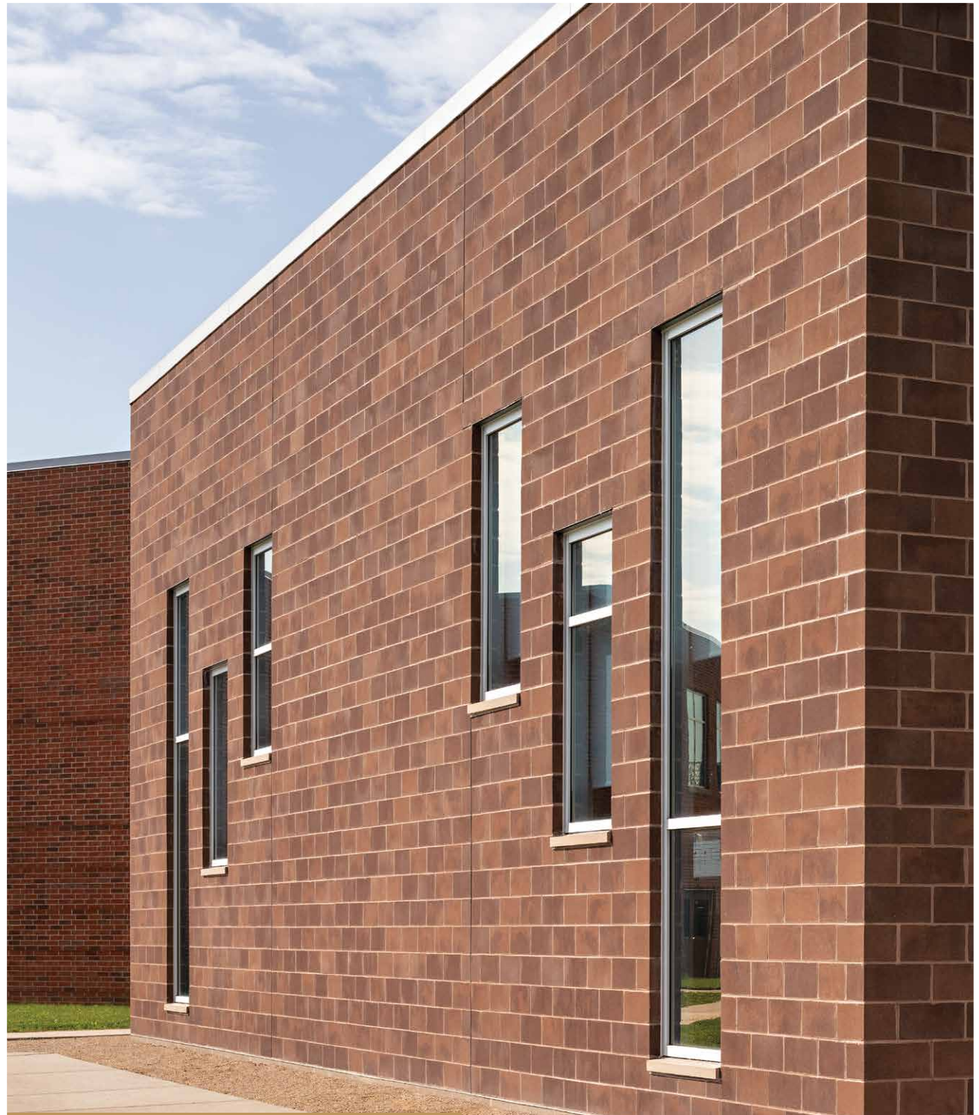


Valdesia Gardens Community
InsulTech™ (South Bronx, New York)

ECHELON MASONRY

SPECIALTY BLOCK

PERFORMANCE ENHANCEMENTS



LEARN MORE

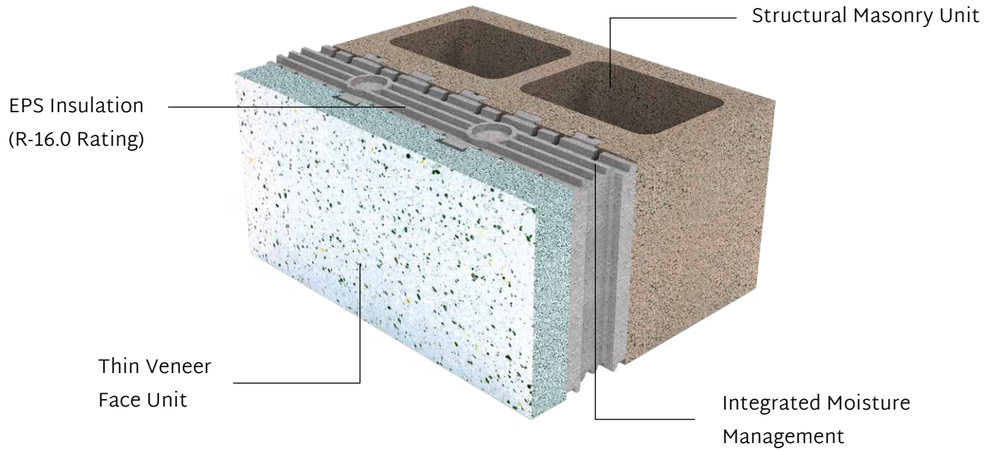
ABOUT THIS PROJECT

Scan the QR code to view the complete case study, including project details, challenges, and results.

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.

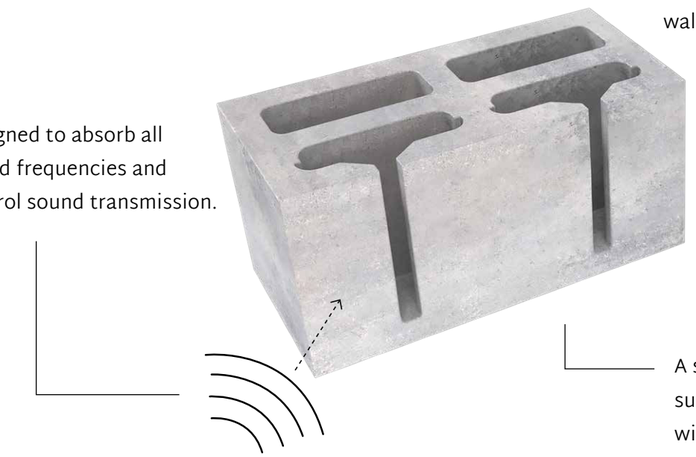


ACOUSTIC PERFORMANCE

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.



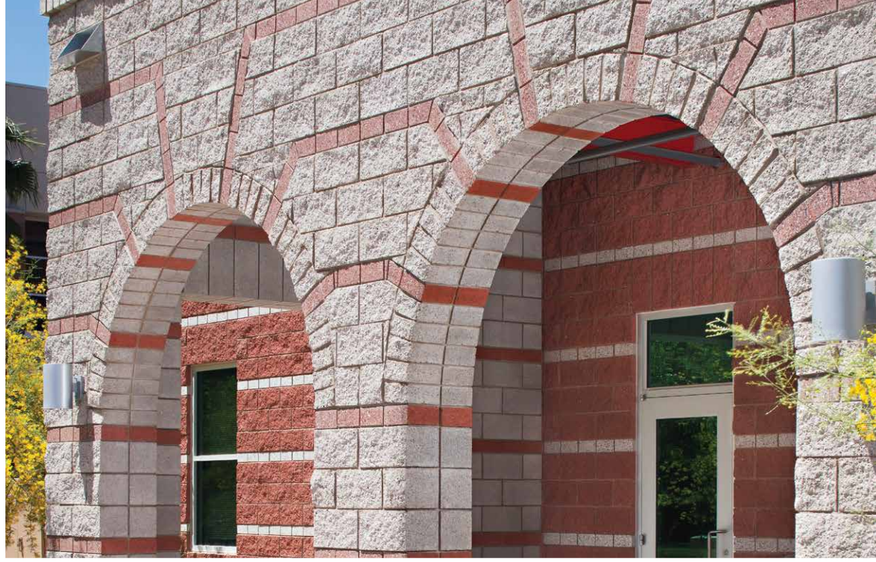
Designed to absorb all sound frequencies and control sound transmission.

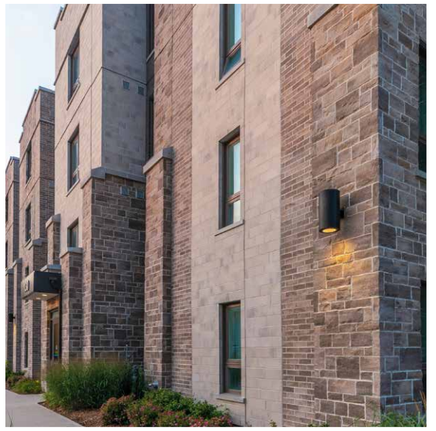
A single unit provides the surface color and texture along with sound control.

MORE INFORMATION

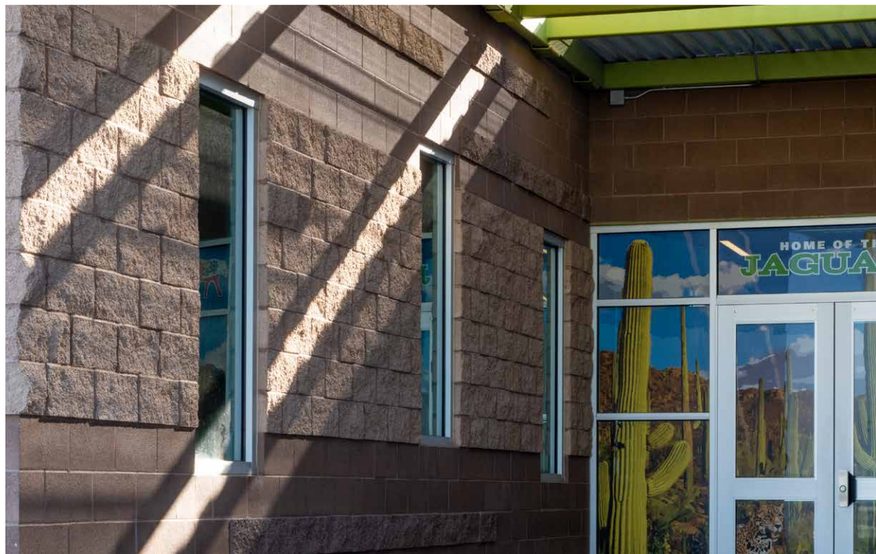
Scan the QR code for more information on Echelon's Acoustic Performance.


ST. RITA SQUARE








HOME OF T
JAGUA

Every Outdoor Possibility.
One Trusted Partner.

A coordinated range of outdoor building products designed to work together, simplify specification and perform beautifully.

AMERIMIX®
Pre-Blended Mortar

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Railing

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ELEMENTS™
Outdoor Cooking

CATALYST®
Fencing

FREESTYLE™
Shade & Privacy

PEBBLETEC®
Pool Finishes

BELGARD®
Hardscapes

Oldcastle APG
A CRH COMPANY

Oldcastle® APG transforms how pros approach outdoor projects with integrated hardscape, fencing and railing solutions backed by the expertise and resources of one powerful partner. The result is streamlined planning, smoother installs and elevated spaces that help more clients Live Well Outside.

OldcastleAPG.com

AMERIMIX®

COMPLETE THE PROJECT WITH AMERIMIX

Amerimix provides high-performance mortar, stucco, grout, and cement solutions designed to meet the demands of commercial, residential, and industrial construction projects. With a focus on consistency, workability, and jobsite efficiency, Amerimix helps contractors achieve dependable results while reducing labor challenges and project delays. Amerimix delivers durable building solutions that help construction professionals complete projects with confidence and long-term performance in mind.



MORTAR • STUCCO • GROUT

TRIED AND TRUE CONSISTENCY. BATCH BY BATCH.
AMERIMIX.COM

PHOENIX

4150 W. Turney Ave.
Phoenix, AZ 85019
602-352-3500

SPOKANE VALLEY

16310 E Marietta Ave.
Spokane Valley , WA 99216
509.926.8235

NORTH SALT LAKE

333 S Redwood Rd.
North Salt Lake, UT 84054
801.936.7628

GILROY

5787 Obata Way
Gilroy, CA 95020
408-984-8800

EchelonMasonry.com

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