



For more information, contact:
Michael Mills at communications21
(404) 814-1330 or mmills@c21pr.com

Masonry Design Guide Breaks New Ground

Oldcastle Product Brochure Provides Architects, Builders and Owners with Innovative Building Solutions that Ensure their Dream is Realized

ATLANTA (Jan. 14, 2005) – Oldcastle Inc. today released a new Masonry Design Guide that breaks from industry norms by allowing architects, builders and owners to envision their project in new and innovative ways, while also learning about the full range of product, safety and installation information. The 57-page brochure, filled with photos of homes, commercial and institutional facilities showcases 18 Oldcastle products, 484 different color swatches and a myriad of sizes, shapes and applications. The booklet also provides complete product details in an informative, easy-to-read format.

Design guides in and of themselves are not a new concept. Masonry providers regularly develop brochures that provide architects, builders and consumers with basic specifications of their products. But Oldcastle's gives readers a chance to see what their project can become – not just the individual products they can use in the process. In addition to visually portraying the possibilities, the guide also tells a detailed story of how Oldcastle materials can be applied in real-life settings, how to take a product from one phase to the next, and which is the best for each stage of the building and remodeling processes. Oldcastle believes that showing readers more than just the products alone will allow them to create projects more accurately and with confidence in the results.

“Of course our design guide provides basic product specifications and installation guidelines,” said Neal Sugarman, Oldcastle's Vice President of Marketing, Masonry Products. “But we wanted to do something more meaningful, which is why we created an idea book that provides innovative building solutions to help architects, builders and owners create their masterpiece after seeing our products in a range of settings.”

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Oldcastle Design Guide/Add One

The guide also sets new precedents by including general information about masonry use in school design and construction, one of the company's fastest growing markets. And additional information about mold prevention and fire safety helps designers and builders make decisions that limit their risk from these factors, which continue to be a problem for the building community.

Oldcastle APG's guide features a breakdown of each product's physical attributes, including details of available sizes and shapes. It also contains a complete listing of color schemes offered in each region of the country, informing architects of exactly what they can expect to find for any project nationwide. A handy masonry checklist ensures that architects are fully prepared and informed about each facet of their design from the start. And Oldcastle has even provided a blank "notes" section at the end of the guide to ensure that all information can be easily organized and kept together in one place.

"We want to mean more to our customers than just a place to purchase the raw tools of their trade," said Sugarman. "We want them to think of Oldcastle as a trusted partner who can assist them from the dreaming and planning process to installation."

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Oldcastle Architectural, Inc. is a leading supplier of building materials. The company is comprised of five major product groups including concrete block, pavers, patio blocks, ornamental concrete, brick, packaged cement mixes and roof tile. Located in Atlanta, Oldcastle APG operates as one division of Oldcastle, Inc., the leading producer of aggregates and concrete products in the United States.

For more information about the guidebook please call 678.731.8015 or visit

www.dufferinstone.com.