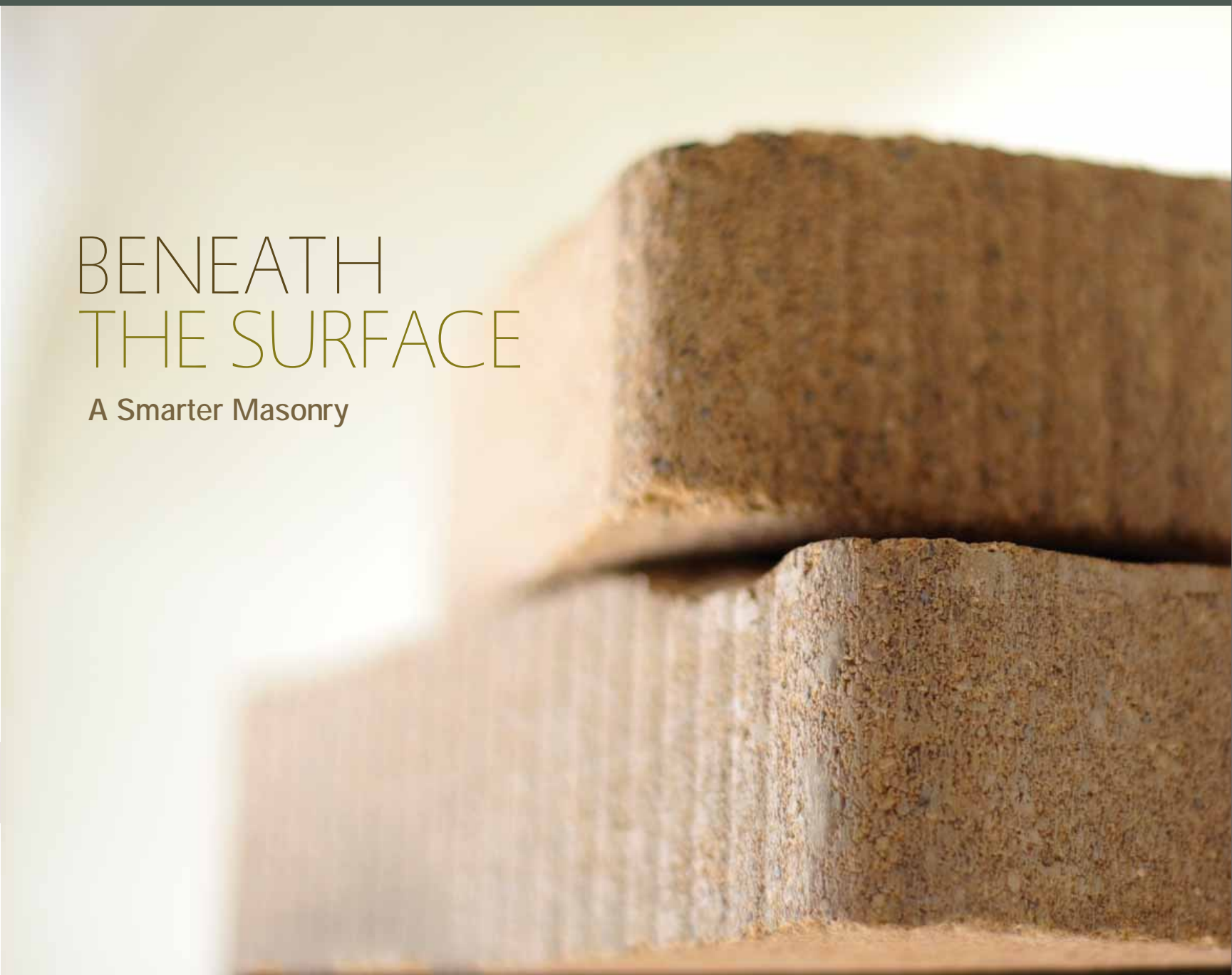


THE FACE OF MASONRY

With a 50-year heritage of innovating new masonry finishes, we're the name behind many of the building exteriors where America lives, learns, shops and works. Simply put, Oldcastle® Architectural is North America's leading supplier of innovative and sustainable masonry products. More than 180 locations and a commitment to customer satisfaction assure a level of service and consistency no other supplier can match.

375 Northridge Road, Suite 250 • Atlanta, GA 30350 • 855.887.7873 • EnduraMaxWallSystem.com



BENEATH THE SURFACE

A Smarter Masonry

THE FIRST OF ITS KIND

No exterior evokes the imagination quite like **stone or brick**. The texture, the color and the contours all invite notions of drama, nostalgia and charm.

A masonry finish speaks volumes about a home's strength, beauty and, above all, character. But as energy codes become more stringent and utility costs rise, today's homeowners need more from their exteriors than brawn and beauty. Now it's more critical than ever to have walls that also perform beneath the surface.



Timeless Beauty. Built-in Efficiency.

The EnduraMax™ High-Performance Wall System blends the best of both worlds. Five years of research, testing and development have resulted in a system that steps beyond masonry as you know it. EnduraMax offers masonry's timeless beauty, but adds value to it with an energy-saving insulation barrier and built-in moisture protection.

More than bricks and stones, this complete system maximizes performance and productivity – starting with installation and continuing for the life of the building. For an entire home or as an exterior accent, owners can enjoy the low maintenance and confidence that come with a premium exterior of durable stone or brick.

A SYSTEM APPROACH



EnduraMax consists of three essential elements that combine to deliver unmatched performance for your exterior.

Every component of EnduraMax is specifically engineered to work together, forming a total cladding solution that adds superior energy performance to the beauty of masonry. The complete system can offer a home or building an insulation value of R13.6, factoring in thermal mass (R9.1 steady state)¹. This extra layer of thermal protection means home and building owners can benefit from significantly higher energy savings and reduced heating and cooling costs – not to mention a more comfortable interior. And you can benefit from a cladding system that helps meet and exceed today's demanding codes, through its superior insulation and moisture management capabilities. That's smarter masonry that works harder for you.



Photo courtesy of Andy Frame Photography, andyframe.com

Open Your Door To Masonry.

Any building professional can now pursue a wide range of commercial and residential masonry projects with EnduraMax High-Performance Wall System. Most experienced contractors are quickly able to master the EnduraMax installation process, so there's no need to subcontract the work. That opens your business up to a breadth of new job opportunities, with a system that requires less cleanup and installation time than traditional masonry. It's excellent for new construction, but it's also engineered to enhance any existing structure.

¹An independently conducted ASTM C1363-05 Thermal Performance Test determined the Effective R-Value of the EnduraMax High-Performance Wall System as R13.6 (R9.1 steady state), taking into consideration the thermal mass benefits of all system components.



1 Foam Insulation Panels

- Polystyrene insulation panels include preformed cells on the outside face, which form the pattern for installing masonry units.
- Drainage channels in the front and back of each panel allow any water that infiltrates the wall to escape.



2 Masonry Units

- Specially designed masonry units insert easily into the cells of the foam panels in a simple "paint by numbers" process.
- Stone, clay and concrete brick options offer endless unique looks.



3 EnduraMax Mortar

- A modified Type-S mortar with additives enhances pumpability, bond strength, adhesion, flexibility and dimensional stability.

A SMARTER MASONRY



Meeting a Higher Standard

EnduraMax's continuous insulation barrier is an ideal way to meet Energy Star 3.0's stricter thermal envelope checklist.

And the system's built-in moisture management offers a solution to 3.0's new continuous wall drainage plane requirements. With the help of EnduraMax, you can truly distinguish your homes by being able to meet these challenging new standards.



A high-performance exterior is critical to a home's overall efficiency. According to the Department of Energy, heating and cooling systems account for about 56% of the energy use in American homes. By integrating authentic Oldcastle stone and brick units into a continuous insulated foam layer, EnduraMax helps significantly reduce this energy loss. It outperforms other cladding options with an unmatched R13.6 thermal barrier¹ – saving energy and money, while enhancing interior comfort.

R-Value represents a material's resistance to heat flow. The higher the R-value, the greater the insulating efficiency. EnduraMax's superior R-Value means you're achieving the highest level of thermal performance for your home's exterior.

Cladding	R-Value
EnduraMax	13.6 thermal mass 9.1 steady state¹
Stone 4" ²	.32
Brick 4" ³	.44
Fiber Cement Siding ⁴	.19
Vinyl Siding	.61
Insulated Vinyl Siding	2.00 – 2.70
Rigid Foam Insulation	2.50 – 5.00

Sources: ASHRAE Handbook of Fundamentals, ColoradoENERGY.org and Vinyl Siding Institute, Inc.

¹An independently conducted ASTM C1363-05 Thermal Performance Test determined the Effective R-Value of the EnduraMax System as R13.6 (R9.1 steady state), taking into consideration the thermal mass benefits of all system components. ²Assumes R-Value of .08 per inch. ³Assumes R-Value of .11 per inch. ⁴ Assumes R-Value of 0.44 per inch. ⁵ U.S. Department of Energy: Residential provisions of the 2012 IECC.

A Smarter Way to Insulate

Exceeding Tomorrow's Codes. As codes continue to move toward tougher building envelope standards, this superior thermal performance enables building professionals to exceed increasingly stringent R-Value requirements, without having to add additional exterior insulation or build larger wall cavities.

Without EnduraMax, builders in certain regions may have to switch to 2x6 wall construction to accommodate these increasing insulation demands. But EnduraMax's continuous insulation barrier allows builders to continue using 2x4 wall construction while still surpassing tougher codes.⁵

Compare for Yourself. The EnduraMax High-Performance Wall System allows you to continue building with standard 2x4 wall construction while still exceeding new code requirements.



2x4 Construction

Batt Insulation
R13-15
+
EnduraMax Wall System
R13.6

Total Insulating
R-Value
26.6 – 28.6



2x6 Construction

Batt Insulation
R19-21
+
Insulated Vinyl Siding
R2.5

Total Insulating
R-Value
21.5 – 23.5

LAYERS OF PERFORMANCE



Heavier, Stronger, More Authentic. Going beyond beautiful means EnduraMax is more than an attractive surface. It's also heavier and sturdier than other veneer systems. It provides the look, feel and durability of genuine masonry while offering outstanding performance benefits. Choose from authentic concrete masonry stones, concrete bricks or clay bricks, all of which offer years of durability and low maintenance costs. That's performance we back with a 25-year Limited Warranty on all components*.



It took five years to develop the EnduraMax High-Performance Wall System, because we carefully researched and tested the complete system's optimum performance across the board – providing lasting strength, resilience, comfort and safety. Plus, by offering energy savings, a long lifespan and recyclable panels, masonry and mortar, EnduraMax contributes to responsible, sustainable building practices.

Water easily escapes the EnduraMax wall through multiple drainage channels.

Moisture Management

As a total cladding solution, EnduraMax integrates all components necessary to achieve superior moisture management (based on independent tests). Channels in the front and back drain any water that may infiltrate the wall, protecting the structure from damage over a long lifetime of moisture exposure.

Sound Proofing

The foam panels have an STC rating of 51 (based on independent tests) – meaning even extremely loud sounds such as a stereo, lawnmower or traffic are only faintly heard. This enhanced acoustical comfort means occupants can enjoy their space in peace.

Wind Rating

EnduraMax is tough enough to withstand the harshest environments. It's been proven to resist wind speeds of up to 110 mph (ASTM E330) with no lasting deformation. The heavy EnduraMax system essentially eliminates the risk of blowoffs experienced with lighter-weight veneers.

Fire Resistance

EnduraMax meets NFPA 285 and ASTM E119 fire resistance criteria. Tested walls successfully withstood one hour of exposure to temperatures of more than 1,700 °F.

Beauty For Every Region

Distinctive architecture defines every region in America. That's why, in addition to many nationwide styles, we have developed and perfected numerous regional products that honor the uniqueness found in every corner of the country.



Get Creative. Make It Yours. Enhance your home's character, and craft an unforgettably unique exterior, by combining EnduraMax's masonry styles with other exterior products. Our masonry styles pair beautifully with EnduraMax accent pieces, along with other trim options and cladding materials like molded millwork and siding. The result is a sophisticated appearance that adds personality to any home. Awaken your imagination to the possibilities, and see how you can complement EnduraMax for breathtaking results.

* Limitations may apply. See Limited Warranty for details. A copy of the Limited Warranty can be obtained at EnduraMaxWallSystem.com or by calling (770) 804-3363.

SIMPLE INSTALLATION

The EnduraMax installation process is easy to learn and significantly reduces construction time. Its innovative combination of premolded foam panels and insertable masonry units allows contractors to reap the benefits of an easy, time-saving installation process with reduced labor expenses and turnaround times. With some basic training on application technique, any contractor can quickly install EnduraMax in these simple steps.



Install the Panels

Ensure a stable substrate and attach the premolded insulation panels using the provided stainless steel anchors and screws.



Insert the Masonry Units

Fasten modular stones or bricks into place within cells on the insulation panel.



Apply Mortar

Mix and apply EnduraMax mortar using a manual mortar gun or mortar pump. Then tool the joints.

Refer to the complete EnduraMax installation guide, available at EnduraMaxWallSystem.com.

