

## A FORCE TO BE RECKONED WITH

The Concrete Masonry Checkoff (CMC) is a national, industry-funded program designed to reignite demand and secure the future of concrete masonry. Approved by the U.S. Department of Commerce, CMC pools a penny-per-block contribution from producers to fund research, education and promotion that reaffirm block's role in today's built environment.

Checkoffs are often born from necessity — when an industry must unite to reclaim market share and rebuild demand together. The CMC invests in initiatives like The Beauty of Block, the first national marketing campaign celebrating the performance, efficiency and design potential of concrete masonry.

TOGETHER, WE'RE BUILDING VISIBILITY, OPPORTUNITY AND RENEWED STRENGTH FOR OUR INDUSTRY.

## BEHOLD

# THE BEAUTY OF BLOCK

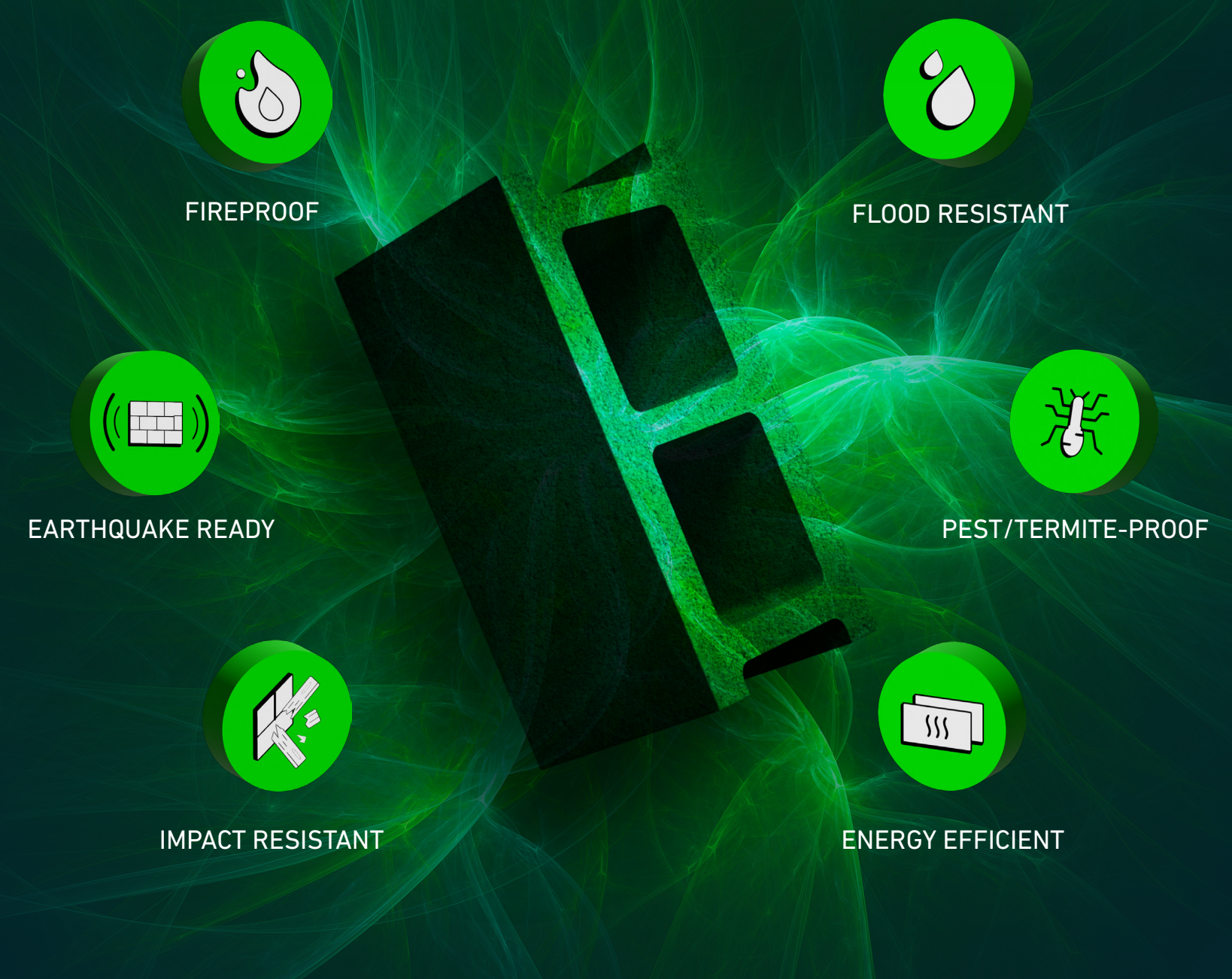


The Beauty of Block is the first national marketing campaign from CMC. It is funded by industry producers and the only program of its kind approved by the U.S. Department of Commerce.

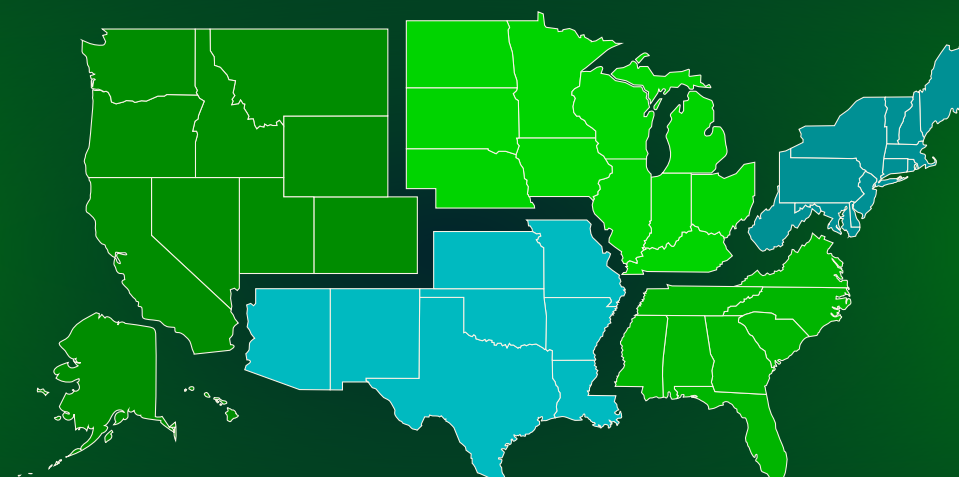
## MORE THAN MEETS THE EYE

The Beauty of Block shines a light on the often overlooked and underutilized benefits of CMU. Many associate our product with brute strength, but that's just the beginning. It is safe, stunning and a model of efficiency.

As a unified industry, we're reshaping how CMU is seen, specified and used — creating opportunity for all producers.



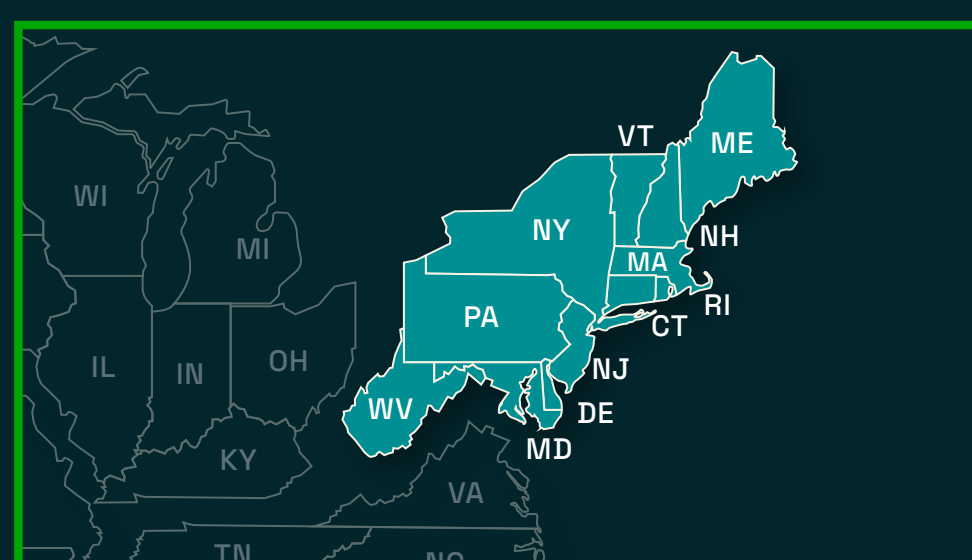
Our Checkoff is unique in combining a national presence with five distinct regions. This balance gives us broad reach while reflecting local perspectives.



Knowing each region faces different climate and design challenges, our Regional Advisory Committees (RACs) and in-person meetings ensure every voice is heard.

## REGION 1 - NORTHEAST

Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia



## Block's Beauty Manifests in Many Ways:

**LOW EMBODIED CARBON WITH CURB APPEAL**

That's the Beauty of Block.

**FIRE RESISTANCE YOU CAN COUNT ON**

That's the Beauty of Block.

**KEEPING INSURANCE COSTS IN CHECK**

That's the Beauty of Block.

**NOT HAVING TO HEAR YOUR NEIGHBORS**

That's the Beauty of Block.

Visit the [Producer Portal](#) for CMU presentations, flyers, news articles and creative assets to download and share with customers and colleagues. You can also explore our new storefront, where producers can easily order Beauty of Block materials and merchandise.

Visit [concretemasonrycheckoff.org/producer-portal](https://concretemasonrycheckoff.org/producer-portal)



Follow **The Beauty of Block** on social media:

