

BEHOLD

THE
**BEAUTY
OF BLOCK**



The **Beauty of Block** is the first national marketing campaign from the Concrete Masonry Checkoff (CMC), funded by producers eager to tip the scales back in concrete masonry's favor. This campaign is the culmination of an industry determined to reignite demand by showcasing the unsung benefits of block. We have an incredible story to tell — and now we finally have the platform to share it with architects, engineers and other key decision-makers.

A SHOW OF FORCE.

For producers, this is more than a campaign. It's a unified investment with real impact. The campaign amplifies our collective voice and resources, giving the industry the scale and strength to compete, influence and win.



**MORE THAN
MEETS THE EYE.**

The Beauty of Block shines a spotlight on what others overlook. Concrete masonry isn't just strong — it's safe, efficient, beautiful and built to uphold a resilient future.



FIREPROOF



FLOOD RESISTANT



EARTHQUAKE READY



PEST/TERMITE-PROOF



IMPACT RESISTANT



ENERGY EFFICIENT



FOR MORE INFORMATION VISIT BEAUTYOFBLOCK.COM

WHAT ABOUT GRAY BLOCK?

The Beauty of Block celebrates every application, structural and architectural. Whether block is on full display or working behind the scenes, its benefits are everywhere:

SUPERIOR IN EVERY CATEGORY

That's the Beauty of Block.

ALWAYS-ON SAFETY

That's the Beauty of Block.

THE DIFFERENCE BETWEEN CATASTROPHE AND A CLOSE CALL

That's the Beauty of Block.

STRUCTURES THAT STAND THEIR GROUND

That's the Beauty of Block.

KEEPING INSURANCE COSTS IN CHECK

That's the Beauty of Block.

LITTLE TO NO MAINTENANCE

That's the Beauty of Block.

NOT HAVING TO HEAR YOUR NEIGHBORS

That's the Beauty of Block.

EDUCATION MEETS MARKET GROWTH.

Two signature resources are educating designers and inspiring new ways to build with block.

BLOCK LEARNING HUB

On-demand education hub offering free continuing education credits at blocklearninghub.com.



BLOCK DESIGN COLLECTIVE

Offering personalized project support from small details to full-scale designs at blockdesign.org.



GET INVOLVED.

The Beauty of Block only works if producers lean in. Here's how you can help take block to the next level!

Use it. Bring branded materials to every interaction with AECs.

Show it. Add the Beauty of Block logo to your email signature.

Share it. Follow and repost our content on LinkedIn, Facebook and Instagram.

Promote it. Add a link to the Block Design Collective on your company's website.

Wear it. Equip your sales team and staff with new Beauty of Block merch.

Prove it. Share your photos and project profiles for us to feature.

Fuel it. Visit the Producer Portal for ready-to-use tools and resources.



Get started at

concretemasonrycheckoff.org/producer-portal

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