

TORONTO – Masonry hybrids - The look of stone mixed with the ease of installation of brick. These new products are the latest trend in masonry home construction, appealing more and more to new home buyers, builders and masons.

“The appeal of these hybrid masonry products is not only their appearance but also their versatility,” said Dante Di Giovanni, President of MasonryWorx. “If you’re looking to achieve the timeless look that typically only stone can provide, these new products make the entire job quicker and easier with the same magnificent presence.”

Arriscraft International’s new Slate finish for their Renaissance® Masonry Units feature a unique natural contoured texture which are manufactured to mirror natural stone formations. This process results in exceptionally high strength and density and outstanding durability. The units can withstand the most severe climates and are time-tested in extreme hot and cold environments. The stone breathes and ages naturally and lasting natural colours ensure that uneven fading and bleaching will not occur over time.

Brampton Brick’s Elegante is the original genuine burned clay product that offers the luxury of stone and the ease of brick. The stunning colours and exquisite patterns create a timeless elegance and everlasting appeal that also offer excellent year round on-site installation. The Elegante products come in five different colours including the deep rustic Merlot to the more muted and subtle Willow, fitting whatever design is in mind.

Permacon’s Cinco Brick is the other new comer to the hybrid family. The name refers to the five different lengths that the product is manufactured in. Now with nine different colour options such as Orleans grey, Dunlop beige and Berkley brown, customizing your home is even easier. Also available is a double height version called Cinco Stone, which can be integrated to make a two height stone system. With the five different sizes and nine colours available, the Cinco allows for total customization.

According to MasonryWorx, more diverse exterior stone colour choices are another trend that is gaining in popularity because of the wide variety of options now available with these hybrid products.

“With research showing that 84% of new home buyers want homes built with brick or stone, these new products provide an affordable way for the home buyers to invest in a safer, quieter and more valuable home that looks beautiful and sophisticated,” said Di Giovanni.

The same study, which was commissioned by MasonryWorx, also showed that more than four in five respondents think a brick or stone home “looks best,” is more durable and has a higher resale value. Two-thirds also acknowledge a masonry home will have lower maintenance costs than options like wood, stucco or vinyl siding. North American real estate professionals have estimated that a brick home has a resale value 6% higher than homes built with alternative exterior materials.

About the masonry industry

The masonry industry contributes \$2.8 billion to the GDP of Canada, \$1.3 B of that to Ontario’s economy. The masonry industry is responsible for 30,500 Canadian jobs, 14,220 in Ontario, resulting in \$1.3 B in household income in Canada and \$600 million in Ontario.

About MasonryWorx

MasonryWorx is the trade association of brick, block and stone masonry industry professionals. Its membership includes product manufacturers, suppliers and skilled professionals from across Ontario, and the organization is committed to providing homebuyers, homeowners, architects, engineers, builders and government leaders with accurate, timely information about the use and benefits of brick, block and stone products.