

CASE STUDY



PROJECT DETAILS

Project Name:

Royal Saint Pats Drive Residence

Location:

Wrightstown, WI

General Contractor:

Hillcrest Homes

Product Manufacturer:

County Materials Corporation

Date:

2016

Key Products:

Heritage Collection™
Designer Concrete Brick

Heritage Collection Designer Concrete Brick Offers Value and Design Versatility for New Home Construction

Solutions: Concrete masonry provides the aesthetics of brick with enhanced durability and strength; resale values increase with use of concrete brick.

De Pere, WI based Hillcrest Homes promises its customers the best value for the latest design features, high-energy efficiency, and experienced craftsmanship. To provide a solution that will stand the test of time and increase the value of their clients' investment, Hillcrest Homes frequently turns to concrete masonry as a preferred building solution.

For this Royal Saint Pats Drive residence, the contractor chose to work with County Materials' Heritage Collection Designer Concrete Brick to create a regal-inspired appearance that suits the homeowners' needs. Combining the aesthetics of brick with the plentiful advantages of concrete masonry, Heritage Collection Designer Concrete Brick demonstrates superior strength with enhanced design flexibility to create decorative features, such as quoined corners, protruding soldier coursing, and ornate arched windows. The durable, modular-sized units allow builders to incorporate decorative features with ease. Because concrete brick meets compressive strength requirements, it is also less susceptible to breakage during manufacturing, delivery, and installation, saving time on-site.

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Once installed, concrete masonry's return on investment contributes to the home's value, where it will continue to appreciate over time. Homeowners can enjoy the aesthetic of their home without worry of deterioration or excessive maintenance, and if they decide to sell in the future, they can enjoy the benefits of added resale value.

County Materials manufactures Heritage Collection Designer Concrete Brick units in a wide variety of colors, ranging from everyday neutrals to historic reds and deep browns. Integral color pigments are blended throughout during the manufacturing process to resist fading over the product's service life. Unique design aesthetics can be achieved with a choice of three facing options, including smooth, splitface, and tumbled, which are available in loadbearing, full veneer and thin veneer options. For this residential application, gray textured units were chosen to complete the home's contemporary yet weathered look.



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