



BELGARD®
PAVES THE WAY

Press Kit

MEDIA CONTACTS:

Elisa Suri

Trevelino/Keller
esuri@trevelinokeller.com

Hilari Barton

Trevelino/Keller
hnbarton@trevelinokeller.com

Madelyn Hill

Trevelino/Keller
mhill@trevelinokeller.com



Welcome to the BELGARD Press Kit

Belgard, part of Oldcastle APG, offers a complete collection of paver and wall products for outdoor living spaces, walkways, driveways, parking areas and retaining walls. Available in a range of styles, premium Belgard products have been found in America's finest homes and award-winning commercial and retail properties since 1995. For more information, visit Belgard.com or call 1-877-Belgard (235-4273).

Oldcastle APG, a CRH Company, is part of CRH Americas' Outdoor Living division.

CRH (NYSE: CRH, LSE: CRH) is the leading provider of building materials solutions that build, connect and improve our world. Employing c.75,800 people at c.3,160 operating locations in 29 countries, CRH has market leadership positions in both North America and Europe. As the essential partner for road and critical utility infrastructure, commercial building projects and outdoor living solutions, CRH's unique offering of materials, products and value-added services helps to deliver a more resilient and sustainable built environment. The company is ranked among sector leaders by Environmental, Social and Governance (ESG) rating agencies. A Fortune 500 company, CRH's shares are listed on the NYSE and LSE.

BELGARD EXPERTS



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JOE RABOINE

Vice President of Design, Oldcastle APG

In his current role, Joe oversees the Belgard Residential Program. He collaborates with both sales and marketing to ensure that Belgard's contractors and dealers are receiving best in class service, products and experiences. To that end, he often hosts webinars, assists with training events and trade shows, and presents at Belgard Universities and other industry events on current topics such as design trends, product innovations and industry best practices.

As part of his role, he also oversees the Belgard Design Studio team. Belgard Design Studio is a resource for creating customizable, 3D designs for Belgard Authorized Contractors, Dealers and Design Professionals. Joe strives to promote the idea that outdoor living is not only a good investment for homeowners but can also fundamentally change lives for the better by bringing people together.

Joe started his career as a contractor nearly 30 years ago. He is credited with inventing the prefabricated components of the Elements Collection under his company, Harmony Outdoor Living, Inc., which was acquired by Belgard® under Oldcastle® in 2013. Oldcastle awarded Joe with an Innovation Award for developing the concept behind the Belgard Design Studio. Joe also hosts Inside Out with Belgard, a podcast made for professionals by professionals who are passionate about outdoor living.



BELGARD EXPERTS



COURTNEY DISALVO

Senior Brand Manager

As the Belgard Senior Brand Manager, Courtney is responsible for developing and executing consumer and trade marketing strategies nationwide for the Belgard brand of pavers. She is focused on ensuring Belgard's share of voice, loyalty and performance position as the company's leading hardscape supplier in North America.

Courtney joined Oldcastle APG after more than eight years at State Farm with roles in experiential marketing, sports and music sponsorships, and content creation.

She brings a wealth of experience to the brand, including project management, media negotiation and buying, and custom integrations. She is instrumental in cultivating relationships, partnering with cross-functional teams and driving strategy. As a Senior Brand Manager, she promotes the success of Belgard's contractors, dealer and consumer-based initiatives.



JULIE SCOTT

Director of Marketing – Outdoor Living

Julie Scott is Director of Marketing – Outdoor Living at Oldcastle APG, where she directs the marketing activities for the company's suite of outdoor living brands, which includes Belgard, Barrette Outdoor Living, PebbleTec, Techniseal and others. She has helped Oldcastle APG reimagine the customer journey for homeowners and contractors in the outdoor living space, driving simplicity and clarity for decision making.

Julie oversees a team of brand, content, trade and creative experts that drive value, brand recognition and preference for Oldcastle APG suite of outdoor living solutions.

BELGARD PRODUCTS



From eye-catching driveways to stunning patios and serene landscapes, Belgard offers an array of products to complement any home and commercial space. The company specializes in a number of styles of permeable pavers and interlocking concrete pavers, as well as retaining walls, finishes and other applications such as fire pits and outdoor ovens.

Brick & Concrete Pavers: Durable and stylish pavers offer a range of patterns and textures for the driveway, walkway, patio and more. Attractive and sturdy, Belgard pavers are designed to provide decades of functionality in all climates and can be found in thousands of residential and commercial applications throughout the United States and Canada.

Porcelain Pavers: The latest trend in outdoor design, Belgard's porcelain paver collection is imported from Italy and offers frost-resistance, skid-resistance, durability and ease of maintenance.

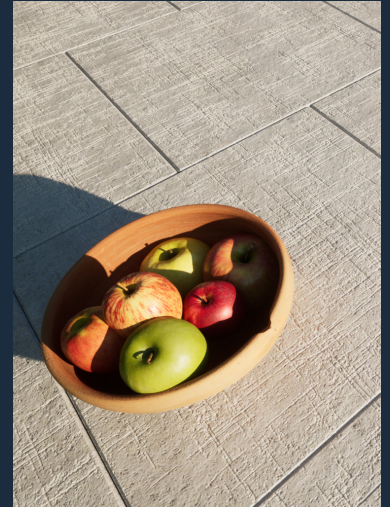
Retaining Walls: Belgard's wide range of wall products can accommodate any design plan, large or small, whether a simple terraced garden divider or towering reinforced retaining wall. Belgard wall products are designed for nearly all wall system needs, including large scale, shoreline, interstate, commercial and residential projects.

Outdoor Fireplaces & Kitchens: The Elements Collection of pre-built modular hardscapes elements and, most recently, outdoor kitchen accessories, makes creating an outdoor living space easier and more affordable than ever. Modular units clad with Belgard paver and wall blocks are created in a controlled environment, then shipped for quick installation. Elements include outdoor kitchen units, brick ovens, fireplaces, fire pits, water features and a large assortment of accessory and decorative pieces in a variety of styles. All elements are designed to coordinate with Belgard pavers and walls for an overall cohesive look, allowing builders and homeowners to create a custom design for their outdoor space.

Finishing Touches: Belgard curb units and hardscape edging complement the driveway, patio, walking paths and more. The company's flexible interlocking curb systems hug even the tightest curves.

PAPYRUS™

Papyrus, the newest textured paver from Belgard, is reminiscent of handmade textiles or dried earth. Papyrus embodies the idea of biophilic design with its alternating striations and gentle earth tones.



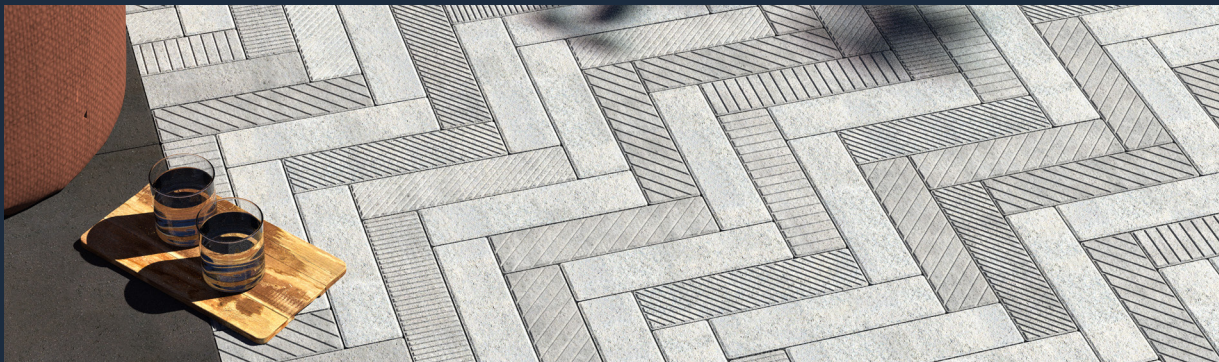
Papyrus offers **depth and dimension** to any outdoor living design. Through its modular format, it pairs with other Belgard pavers, making design and installation easy.

ARTISAN COLLECTION

The Artisan Collection, which includes Empire™, Basalt™, Textiles™ and Papyrus™, is the latest paver style to complement the modular Origins™ & Dimensions™ paver lines. By adding bold textures, shapes and colors, Belgard expands contractors' and homeowners' ability to create unique designs while simplifying the design and installation process. Pavers with added texture offer a new sense of depth and dimensions to a space.

Empire offers an Art Deco aesthetic and can be used to create interesting patterns.

Basalt brings stunning color and texture to a space and mimics the texture of natural volcanic rock. The deep charcoal-toned paver is a gorgeous addition to modern or rustic style spaces.



The Artisan Collection continues to **streamline size, shape, texture and color**. Through modularity and Belgard Rooms, the entire process of designing and installing outdoor living spaces is simpler.

CHARLESTONE™

Reminiscent of early American streets and walkways, Charlestone features the distinctive look of weathered, hand-cobbled stone.

Sized in 3-inch increments, it streamlines ordering, design and installation. The modular format makes it compatible with other Belgard pavers, including Origins™ and Dimensions™.



For **timeless designs**, Charlestone is the perfect fit. Its ability to pair with other Belgard pavers allows you to create unique designs for your clients that will last a lifetime.

BELGARD ROOMS

An interactive experience, Belgard Rooms offers inspirational and templated outdoor living design plans for consumers and contractors alike. Structured around how shape, color and texture work together, the program allows homeowners to effortlessly pair the style of their home with outdoor living amenities, making the design planning process easier.

Designs are categorized by Collections by Belgard® – ranging from Heritage to Metropolitan – and home styles, along with other features, applications, regions and more. Homeowners can filter templates by these categories, making it easy to identify inspirational options that fit their personal design aesthetic.

Belgard Rooms is beneficial for contractors and homeowners from the perspective of timing and installation. Belgard Rooms designs are both simple to achieve and customizable, providing contractors the option to offer homeowners a templated design. This equates to time savings during the design and installation process, allowing homeowners to enjoy their outdoor space sooner.

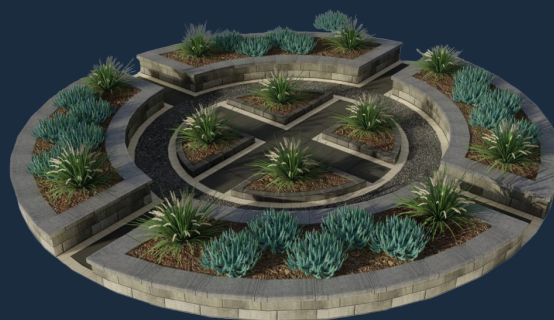


Within **Belgard.com/Rooms**, homeowners can select augmented reality plans and drop them into their own outdoor space to view, walk through and scale templated outdoor rooms, bringing them to life in their own backyards.

AUGMENTED REALITY FEATURE: BELGARD ROOMS

Belgard Rooms also includes an augmented reality (AR) function, which delivers templated outdoor design plans for contractors and consumers that can be virtually dropped into an outdoor space for a real-time, realistic render.

Currently, 50 AR Rooms can be viewed on any device and launched into an outdoor space, allowing the users to spin, move, scale and even walk through the templated outdoor Room. This allows homeowners to explore and test a variety of Rooms, features and styles in their own outdoor spaces, streamlining the discovery and selection process for outdoor living projects with contractors. Using the latest in AR technology, Belgard Rooms glues the room plan to the ground through the device view, ensuring homeowners get an accurate representation of the space and a smooth experience.



Not only does the AR functionally showcase Belgard's hardscape products, but it includes furniture, plants and more to provide a **complete look at what a realistic outdoor room would be like in the space**. To try the AR Rooms feature, visit **Belgard.com/Rooms**.

ARTFORMS™

Flexibility, style, ease of integration and versatility – these are vital aspects when considering a project's materials. Artforms is the industry's first and only completely finished modular concrete panel system. Artforms offers clean lines, smooth texture and an unmatched aesthetic. With a modern yet timeless look at a reasonable price, the innovative system allows the pre-formed concrete panels to be cut, configured and affixed with simple, stainless-steel hardware that is adjustable, allowing for multiple, personalized configurations.



Artforms is suitable for all sizes of outdoor living projects. The large format, durable concrete panels make installation more efficient and reduce waste. Artforms' panels are made of high-quality concrete and install vertically or horizontally, with a 3-inch modularity for added versatility. Panels can be cut to the end user's desired size to create a custom cohesiveness.



The revolutionary system can be used for benches, barbecues, counters, fireplaces, planters and privacy walls. Check out the **endless possibilities** at **[Beldgard.com/Artforms](https://Belgard.com/Artforms)**.

ELEMENTS™ COLLECTION

Making outdoor living spaces more efficient and functional remains a priority for Belgard. And no outdoor space is complete without the essentials. Belgard's Elements line of outdoor kitchen and living room accessories helps homeowners put the finishing touches in their backyard. Designed to add style and functionality, these modular components work with a variety of Belgard products to enhance the outdoor space.



In addition to modular outdoor fire features and grill islands, Elements includes a collection of stainless appliances and fixtures – cooking, storage, and bar and sink accessory features.



Elements has what homeowners need to **elevate their outdoor cooking experience**, whether they want a backyard BBQ or elegant alfresco dining. Visit [Belgard.com/Elements](https://www.belgard.com/Elements) to see the selection of grills, side burners and even a pizza oven.

MELVILLE™ FIREPLACE

The smooth face and clean lines of Belgard's newest outdoor feature series create a contemporary look that complements any architectural style.



The Melville Fireplace is suitable for many home styles, providing a gathering place for family and friends. It also offers heat and light so homeowners can **spend more time outdoors.**

OLDCASTLE APG: LIVE WELL OUTSIDE

Belgard is a proud leader in Oldcastle APG's suite of outdoor living solutions. As part of Oldcastle APG, Belgard believes in the value of outdoor living and how it can foster regeneration, relaxation and reflection.

Belgard and Oldcastle APG brands work seamlessly together to help contractors and dealers create inviting outdoor living spaces for clients. Together, Belgard and Oldcastle APG offer everything you need to *Live Well Outside*.



OLDCASTLE APG'S OUTDOOR LIVING PORTFOLIO

BELGARD®

From eye-catching driveways to stunning patios and serene landscapes, Belgard offers an array of products to complement any home and commercial space. The company specializes in a number of styles of permeable pavers and interlocking concrete pavers, as well as retaining walls, finishes and other applications such as fire pits and outdoor ovens.



Barrette Outdoor Living is an industry-leading manufacturer of fencing, railing, outdoor accents and related products, which complement Oldcastle APG's signature product lines with Belgard, Sakrete packaged products, Techniseal polymeric sand and PebbleTec pool finishes.



Pebble Technology International is an industry leader in branded outdoor living products and the category-defining brand in aggregate swimming pool finishes. In the thriving pool category, PebbleTec pairs with existing products such as Belgard pavers and pool coping and MoistureShield decking.



MoistureShield manufactures composite deck boards and related products serving a range of retail and distribution customers. Through new technologies and patents, MoistureShield manufactures superior composite decking products from recycled wood fiber and recycled polyethylene plastic.



Made from cement, aggregates, and water, concrete masonry units (CMUs) are a versatile and durable building material that are easy to install. Matched with the many other benefits of masonry, including outstanding performance and easy maintenance, Echelon Masonry helps you create gorgeous structures that will stand strong for years to come.



Since 1984, Techniseal® has been a true pioneer in developing high-performance solutions for the installation, maintenance, and protection of outdoor living spaces. The world-leading polymeric paver sand provider, Techniseal also manufactures an extensive range of surface cleaners and protective sealers for concrete pavers and other hardscape installations.



For construction professionals who look beyond the traditional way of thinking, Amerimix is a better, more dependable way to build. Our pre-blended products are developed by contractors for contractors – providing consistency backed by proven results!



Jolly Gardener mulches, garden soils, potting mixes and soil amendments are made from quality products from the lumber, forestry, farming and fishing industries—products that are prized by gardeners from Florida to Maine. Jolly Gardener products are produced and bagged at our state-of-the-art manufacturing facilities along the east coast, gulf coast of Florida and in the Midwest. With over 40 facilities, the Jolly Gardener products you love and use are produced local to you.

SHIFTING FROM DESCRIPTIVE PRODUCT TO NEED BASED PROJECT CATEGORIES



Holding Company						
Project Categories	Outdoor Flooring	Shade, Security & Privacy	Landscaping	Backyard Features	Set, Seal & Repair	Wall Surfaces
Category Descriptors	Underfoot surfaces that are exceptional on every level	Stylish and functional solutions for keeping your space covered, safe and secure	Create and maintain healthy, integrated exterior spaces	Add fun, function and focal points to every outdoor space	Everything you need to connect, protect and repair confidently	Finishes & exterior construction elements designed to endure
Product Type	<ul style="list-style-type: none"> Pavers Composite Decking 	<ul style="list-style-type: none"> Railing Pergolas Fencing & Gates Screens 	<ul style="list-style-type: none"> Mulch Soil Decorative Stone Edging, Steps & Coping 	<ul style="list-style-type: none"> Fire Pits, Fire Bowls & Fireplaces Outdoor Kitchens Grills & Accessories Pool & Water Features 	<ul style="list-style-type: none"> Concrete Sealants Sands Mortar Grouts 	<ul style="list-style-type: none"> Brick, Block, & Veneer Wall Systems Composite Cladding Retaining Walls Pool Finishes & surrounds
Brands	    	   	  	  	  	   

BELGARD® PAVES THE WAY

As a leader in hardscapes for outdoor living, Belgard®, part of Oldcastle APG®, sets the industry standard for innovation and quality. Belgard offers a complete collection of paver and wall products for outdoor living rooms, outdoor kitchens, patios, walkways, driveways, parking areas, and retaining walls. Belgard offers a number of professional resources such as the Belgard Authorized Contractors and Dealer Program, Belgard Design Studio, and Belgard University. Available in a range of styles, premium Belgard products have been found in America's finest homes and award-winning commercial and retail properties since 1995.

For more information, visit Belgard.com or call 1-877-Belgard (235-4273).

Oldcastle APG is part of CRH's Building Products Division.

ABOUT OLDCASTLE APG

Oldcastle APG®, a CRH Company, is an international provider of outdoor living and building materials, with industry-leading positions in hardscapes, concrete masonry, fencing and railing, bagged dry mixes, lawn and garden, pool finishes and composite decking. Oldcastle APG's signature brand portfolio includes Amerimix®, Barrette Outdoor Living®, Belgard®, Echelon®, MoistureShield®, Pebble Technology International® and Sakrete®.

For more information visit oldcastleapg.com

AT A GLANCE

Founded: 1995

Headquarters: Atlanta, GA

Parent Company: Oldcastle APG, a CRH Company

Website: www.belgard.com

OLDCASTLE LEADERSHIP

Tim Ortman, President

Jason Dean, SVP of Pro Sales

Steve Jones, VP of Residential Hardscapes

Joseph Raboine, VP of Design

Julie Scott, Director of Marketing - Outdoor Living

Courtney DiSalvo, Senior Brand Manager - Belgard

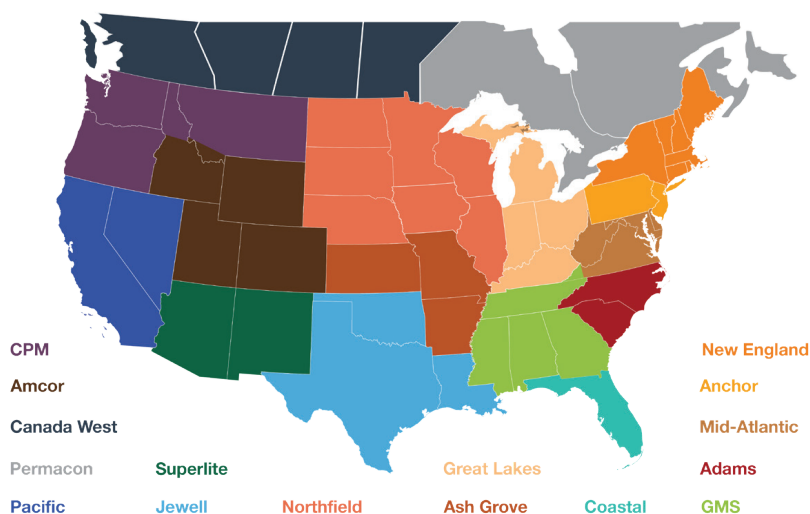
Rachel Fousch, Marketing Manager

Jenny Nail, Chief Revenue Officer

MEDIA CONTACT

TKBelgard@trevelinokeller.com

BELGARD REGIONAL MAP



Spaces Made Simple

BELGARD ROOMS

Belgard Rooms offers pre-designed plans for outdoor spaces for every shape, size and style. With more than a hundred rooms ready to be explored, Belgard Rooms is the perfect place to start planning your dream space and includes Augmented Reality capabilities to drop a Room directly in your outdoor space.

belgard.com/rooms



BELGARD® | PAVES
THE WAY
For more info, visit belgard.com



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