

Beautiful...

...but dangerous.

It's the proverbial tip of the iceberg. Awesome...but awfully deceptive.

The same might apply to your residence. Behind the fine millwork and decorator finishes of your buildings, you could be facing risks such as mold, insects, wind damage and — perhaps most life-threatening — fire.

A structure built with concrete block can greatly reduce these risks. Block resists moisture and mold. It cannot be destroyed by insects. It's often the only thing still standing when severe weather has damaged surrounding property.

And in industry-standard fire tests involving temperatures of over 1000°C, only block is left standing and structurally intact.

Your residence is a big investment. Make sure it's built as good as it looks.

Learn more about the benefits and safety of building with concrete block.

Contact the Canadian Concrete Masonry Producers Association.

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Canadian Concrete Masonry Producers Association
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