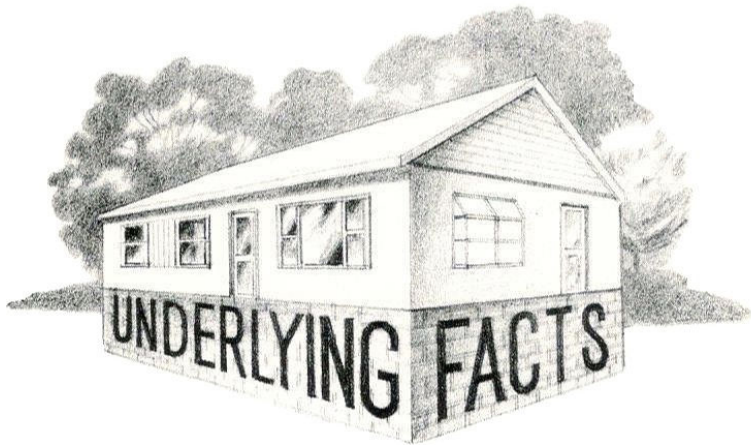


**Rumors that  
there are  
basement systems  
better than  
concrete block  
are totally  
without foundation -  
*and here's why...***



## ***ENVIRONMENTALLY FRIENDLY***

Concrete block comes from the earth itself. It respects our environment. Block foundation walls have been used since the turn of the century. They've stood strong against all comers - **against the heat, the cold, the snow, the floods, the earthquakes, the children, the watertables, the termites - and the competition.**

Finally, only block walls give the homebuyer the satisfaction of knowing that his basement foundation walls are crafted by hand - no forms and no machines. More and more conscientious buyers are **expecting** quality handwork and **rejecting** "prefabricated and stamped-out" formwork.

Remember, when you build with concrete block, you build for keeps.



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## *VERSATILE*

Concrete block basements provide the **greatest possible versatility** to the builder. For instance, the top plane in a block basement will be level and provide very little heat loss at the sill plate. Poured concrete foundation walls, conversely, can settle within their forms, causing substantial heat loss and an uneven finish at the top.

## *FREEDOM FROM FORMS*

Concrete block is a modular building system. That means the size and shape of your basement aren't limited by form sizes, as with poured concrete walls. Door and window openings can be adjusted easily to meet your needs. Builders can quickly and inexpensively customize basements according to the site and to buyer needs.

## *INSULATES EASILY*

Block has better "R" & "U" factors than poured concrete. That's a fact. So, used naturally, without any insulation, **concrete block will always be warmer**. Yet, the builder can still add insulation in the cores of a block or on the outside of the wall, for an exceptionally energy-efficient wall.

Finally, block foundation walls can even allow the builder to proceed with construction more quickly since there's no waiting to strip the concrete forms.

## *DRY AND QUIET*

Concrete block walls breathe. **They are dry**. Poured concrete walls sweat. Block walls absorb sound. Poured concrete walls reflect noise back into the home.

## *FINISHED SURFACES*

Concrete block foundation walls are built by craftsmen and can provide a variety of finished surfaces. Architectural block offers surfaces, textures, and colors that eliminate the need to install additional wall coverings.

Where special wall coverings are desired, block easily accepts furring strips while poured walls need an endless series of 2 x 4" s.

## *REPAIRABLE*

In the rare instances when repairs are needed, block foundation walls can be fixed **easily, quickly and inexpensively**. Cracks or leaks in poured concrete walls can be extremely serious and costly to repair. It only takes one bad crack or leak during the back-fill process or during the home's warranty period to eliminate the builder's profit. And that's a fact.

## *REINFORCEABLE*

The cavities in concrete block easily accommodate vertical steel reinforcement where excessive soil pressures occur.