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From the President's Desk

Dear Friends and Colleagues:

Last week, I accompanied Brian Belden, Mark Britko, Lauren Gonser, and Jim Tann, President of the Brick Institute of America, to Victor, NY, a suburb of Rochester, where we met Brian Fenner to view a demonstration of SAM (Semi-Automated Mason) at a company called Construction Robotics. SAM is a functioning robot mounted on a rail system that is integrated into a Hydro-Mobile® scaffolding system. SAM is capable of laying 2,700 modular brick per 8-hour shift as part of a crew that includes two humans, a mason and a tender. The Construction Robotics equipment and process promises to provide the following benefits:

- Job savings of greater than 30%
- Reduced physical strain on the mason and crew; mason focuses on tooling joints and wall quality.
- Lower health and safety impact on the workforce
- Consistent production rate and performance

Using grants from the state of New York and the National Science Foundation, Construction Robotics has made significant progress in understanding and solving the technical hurdles that have prevented the commercialization of robotic masonry. We were impressed with the team at Construction Robotics as well as their advisers and investors. They have listened to and addressed most of the real-world obstacles encountered on a masonry site.

Almost all the technological advances in our industry have occurred on the manufacturing side of the business. For the most part, brick are laid in the wall, one at a time, by hand, as they have been for millennia. The average age of masons in the United States has continued to be in the mid-to-late 50's and many architects and owners are convinced that the quality of the craftsmanship of today's masonry trade has declined. Our New York office tells us that the masonry trade in New York City has made our product relatively non-competitive on buildings over 20 stories high in Manhattan. All these factors and more make the efforts of the people at Construction Robotics an exciting development for our entire industry. I have committed to assisting their efforts in any way that I can.

If you would like to learn more about SAM and see a simulation of SAM in action, you can visit the Construction Robotics web site at www.construction-robotics.com. Later this summer, they plan to install the brick on a manufacturing/office building on the site where they are developing SAM.

We are anxious to do what we can to lower the installed cost of our product in the hopes of increasing our market share, and we think a successful SAM will be a positive step in that direction. I know that you will join me in watching the continued progress of the Construction Robotics team and in wishing them success in their efforts.

Sincerely,

Robert F. Belden
President & CEO



2013 Graduating Class.

Belden's Newest Sales Class.

On April 17, 2013, the following individuals graduated from our Annual Sales Training School



Front Row (l to r): Diana Bozinovski (Mason's Masonry Supply Ltd.); Jillian Riddell (Consumers Builders Supply); Meghan Hough (Division 4, Inc.); Jodi Holmes (Silverado Building Materials); Mary Pickett (Hamilton Parker Company); Kathy Mannon (Kuhlman Corporation); Jayne Grecco (Belden Tri-State Building Materials); Lucretia Sessano (Belden Tri-State Building Materials); & Brooke Peterson (Brock White Company).

Not Pictured: Priscilla Ludvick (Croell Concrete Products)

Back Row (l to r): Greg Munsey (Hamilton Parker Company); Nate Schmidt (Croell Concrete Products); Paul Bateman (Woare Builders Supply Co.); Dan Syreini (County Materials Corporation); Gurnam Singh Muman (Mason's Masonry Supply Ltd.); Berny Pimental (Thompson Building Materials); Dennis Wilichowski (County Materials Corporation); Scott O'Brien (Thompson Building Materials); Dana Ditzenberger (Glen-Gery Corporation); Daniel Soto (Thompson Building Materials); Tyler Bohlender (Coastal Coloroc); Jeff Patterson (Glen-Gery Brick); Dylan Budd (Thompson Building Materials); Dustin Chavez (Thompson Building Materials); Joe Zelenak (Metro Brick Inc.); & Shane Hartman (Belden Tri-State Building Materials)

Not pictured: Brad Anderson (Croell Concrete Products); Matt Hansen (Croell Concrete Products); Richard Bish (Ollinger Brothers Inc.); & Jeff Minter (Orrville Trucking)

BELDEN NEWS

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in this issue

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BELDEN BRICK DONATES PAVING BRICK

DELBERT MULLET RETIRES AFTER 42 YEARS OF SERVICE

Call for Photos

Beldenbrick.com has a wealth of information for our customers.

www.beldenbrick.com

One of the most popular areas is the Photo Gallery. We've recently made some changes to the photo gallery that we hope will also benefit you. Those changes include addresses of projects in the gallery, the ability to search for projects with specific features, and a simple Guide Me search. Beldenonline.com users can also submit new photos which gives customers the ability to store their photos in an organized place too! Read on to learn how you can benefit from these changes:

Galleries: There are predefined galleries focused on specific types of projects, commercial, residential, sculptures, stairways, fireplaces to name a few.

Advanced Search: Using our Advanced Search, customers can filter our photo gallery by color, product line, size, texture, building type, and a long list of special keywords like circular arches, corbels, patios, accent bands, doorways, etc. to narrow in for a specific example of something you may want to show your customer.



Locations: Our improved gallery has the ability to include the actual location of the job. We don't have every address, but new photos are entering the gallery all the time with the actual location. Using the advanced search, you can locate jobs within distance of your customer that the customer could actually visit! If you want to add jobs to our

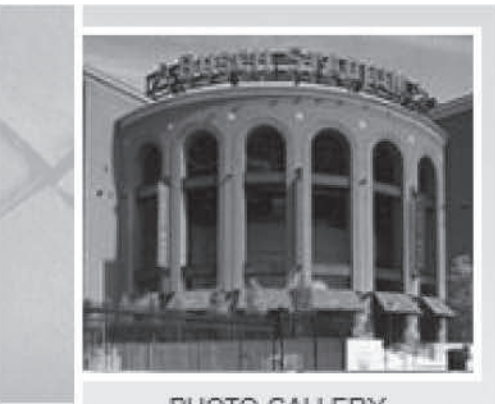


PHOTO GALLERY

gallery for use in your local market, simply upload the pictures along with the address and we'll add them to the photo gallery!

Guide Me: For customers who aren't familiar with how to select brick, we walk them through a choice of commercial or residential, color selections, and identify the type of product they might want. We then display a list of the photos that meet their criteria.

Visit beldenbrick.com to see the gallery in action. Log in to beldenonline.com and select photo gallery from the products menu to submit new photos and projects to become part of our national database and your regional gallery!

Distributor Spotlight

PEERLESS BLOCK AND BRICK

F From its humble beginnings as a small block producer serving the Kanawha Valley to supplying masonry products throughout the Tri-State region, Peerless Block and Brick has grown through a history of providing quality products with exemplary customer service. Founded in 1905, Peerless has developed into the leading regional manufacturer and marketer of quality block, brick, stone, retaining wall and paver products to the commercial, residential, and hardscape markets. Headquartered in Saint Albans, WV Peerless has grown from a single manufacturing/retail facility to additional retail locations in Parkersburg, Barboursville, and Beckley, WV.

Part of Peerless' success comes from aligning itself with manufacturers that have similar core beliefs. In 1973, Peerless found such a partner in Belden Brick and began representing their complete product line in the West Virginia market. Together, Peerless and Belden have established a reputation that is synonymous with quality, dependability, and integrity in the architectural and residential markets. In fact, through Peerless' efforts and promotion of Belden products with the local architectural community, Belden is viewed as the standard that all other brick manufactures are measured by in commercial construction throughout West Virginia. Furthermore, Peerless and Belden have been involved in many award winning projects which include streetscapes, schools, judicial facilities, office buildings, and private residences.



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Correction to the Belden Brick Summer 2012 Newsletter

2012 Employee Anniversaries – **Chuck Woods** was accidentally omitted for his **5-year anniversary** with The Belden Brick Company. We sincerely apologize.

Delbert Mullet Retired after 42 Years of Service

The countdown to retire after 42 years has started for Plant 6 employee Delbert Mullet. Friday, April 26th, 2013 was Delbert's last day as a full time Belden employee. Delbert started his journey with the company Feb. 3rd 1971. Delbert has done almost every job on the production side. We all know his expertise was shape making. Many of the tools that he used in his career were the same tools his dad used to perform shape making. Delbert is proud to show you the knife that he uses to "slick" shapes is the same one that his dad used. The picture shows only some of his handiwork over the years.

Delbert took a mini tour of the company on Thursday, April 23rd, which included a tour & visit to the Canton office. Delbert finished his last day on Friday with cake being served at 9:00 a.m. in our plant lunchroom. Delbert thinks that the fish better get ready for the fryers as he promises to take out as many as possible. Delbert has also agreed to rejoin our staff at plant 6 serving part-time , as an on call worker for future shape jobs and help us in future training other workers with cutter set up . Delbert was quick to note that his on call status will not be effective until after the month of May because he has "Gone Fishin" !

The Belden Brick Company and Plant 6 staff thanked Delbert for his many years of exemplary service.



For Immediate Release News

Belden Brick Donates Paving Brick to Ohio Geological Walk Through Time

September 21, 2012 • Canton, Ohio -- The Belden Brick Company, a manufacturer of brick and masonry-related construction products and materials, donated 14,100 bricks to Ohio's new Geological Walk Through Time Exhibit, a paved walkway that now resides within the Ohio Department of Natural Resources (ODNR) area of the state fairgrounds. The ODNR finished the walkway construction in July.

"We are always proud to give back to the community," said Bradley Belden, corporate manager of occupational & regulatory services. "This pathway provides a historic look into the natural evolution of the state of Ohio. Belden Brick is honored to contribute to such a memorable exhibit."

The walkthrough is a 286-foot-long set of educational exhibits detailing the geological history and composition of the state. The exhibits, which opened in July, include the world's largest geological bedrock map, depicting all 88 counties of Ohio. Boulders from quarries across the state were moved to the site, aptly representing the composition of Ohio's diverse geological areas. The project is privately funded and made possible by donations to the Friends of the Ohio Governor's Residence and Heritage Garden.

"Without generous donors like the Belden Brick Company, the Geo Walk would not have been possible," said former First Lady of Ohio Hope Taft, whose dedication to the walkway began in the early 2000s when she created the Heritage Gardens at the Governor's Residence in Columbus, the walkway's original proposed location. "We appreciate the donation of Belden's brick paving, which has enhanced and completed the walkway."

The Belden Brick Company traces its roots to the Diebold Fire Brick Company organized in Canton, Ohio, in 1885 by Henry S. Belden and four associates. The Belden Brick Company owns and operates six plants in Tuscarawas County, employs approximately 500 people and has an annual production capacity of nearly 250 million standard brick equivalent (sbe). In the US brick industry, The Belden Brick Company is the sixth largest (by production volume) manufacturer. Belden Brick is the largest family owned and managed brick company in the United States.

Rick Sherer Retires

Rick joined The Belden Brick Company March 1st, 2005 as Paving Products Manager until his recent retirement on May 3rd, 2013. The Belden Brick Company would like to wish Rick all the best in his retirement and thank him for expanding our line of paving products and educating the architectural community on the benefits and options of clay pavers.



Jim Piteo New Paving Brick Products Manager

Jim Piteo comes to Belden with 15 years of sales and management experience. Jim first was exposed to the Belden Standard of Comparison

while working for Forbes Brick, a Cleveland Distributor for Belden. Jim has been a manufacturer's representative for Versa-Lok Retaining Wall Systems, Keystone Retaining Wall Systems, Allan Block Retaining Wall Systems, Aqua-Bric Permeable Pavers, Belgard Outdoor Living and the full line of Permeable pavers manufactured by 4/D Schuster's an Oldcastle Company. Jim is married with three children and lives in Independence, Ohio. Jim enjoys coaching his daughters in softball and basketball, playing golf, yard work, and spending time with the family.

