

FROM THE PRESIDENT'S DESK

Dear Friends and Colleagues:

After getting through a tough 2020, I think one thing everyone can agree on is that 2021 brings with it a renewed sense of optimism. The volatility of 2020 hurt some businesses and distributors, while others seemed to thrive with the conditions presented to them. While The Belden Brick Company could not fully recover from some of the slow months early in the pandemic, we finished the year strong and feel good about our future prospects.

While sustained low-interest rates continue to bolster demand for residential construction, there still seems to be too many homes built without brick in our region; however, it seems that brick is on an upswing. Like those on HGTV, design shows seem to have increased their use of brick on homes, even if they want to paint some of them. Our products have the privilege of bringing to life some amazing home designs from the inside out, horizontally and vertically. Our molded brick lines out of Plant 3 have made some beautiful homes over the years, and we are conducting some R&D for styles that range between modern design and old-world charm.

Even with the challenges we faced in 2020, we had some real bright spots within our business. We had a tremendous response to some of our new styles, including Plant 3's Yukon and Plant 8's Clay Coated brick. Long, linear styles gained some traction in paving and face brick with Ambassador, Roman, and 4 x 12 sizes. Our special shapes department has also enjoyed increased activity as architects continue to make a statement with unique designs. Our 30-color glaze line runs every day, even as designers challenge us with custom colors and match work.

Our 2021 price list offers a few new styles to serve the popular black, white, and gray trend. Sherwood Gray is now available as a stock color to build on the Clay Coated line's success. Both Smoky and Sherwood Gray pick up some of the lighter tones that we saw in G-690. Plant 2 is now offering Graphite Black as part of the Spectrum Series, and Plant 6's Oyster and Anchor Gray are two truly unique cool gray through-the-body colors.

We are so grateful for your support and promoting The Belden Brick Company brand on social media throughout 2020. Thanks to you, we've appreciated watching our audience grow and receive valuable customer feedback. We are also increasing our collaboration efforts to promote your advocacy on social media to develop awareness and drive engagement all around.

As we contemplate what 2021 will bring, we are looking forward to increasing the popularity of brick as the quintessential building material in residential construction, expanding on the innovation and success of our new and existing products, and above all, continuing to represent the brick industry Standard of Comparison.

Sincerely,



Bradley H. Belden
President, The Belden Brick Company



Anchor Gray Velour



Anchor Gray Smooth



Sherwood Gray

In Memoriam David Hartung



The Belden Brick family is mourning the loss of one of our most beloved colleagues and friends, David L. Hartung. David passed away on Friday, March 5, 2021, just three days before his 84th birthday. David retired at the end of 2017 after 59 years of service to the company. Most of us remember David as the Production & Service Manager for Plant 6, but he was also the Corporate Secretary of Belden Brick from 1996 until 2018 and a member of the Board of Directors from 1983 to 2018. David worked alongside his brother, Paul W. Hartung, Jr., following in the footsteps of their father, Paul W. Hartung, Sr., but he surpassed both in terms of longevity at the company. His 59 years of service match the tenures of at least two other beloved Belden employees, Burke Wentz and Bettie Rairigh.

David is survived by his wife of 59 years, Novella (Polly) Hartung; his children, David L. Hartung, Jr. of Cincinnati, Ohio, and Elizabeth (Libby) Cathlina of Libertyville, Illinois; and his granddaughters, Gianna and Celia Cathlina.

Belden Clay Pavers Used To Create The Impressive North Collins Veterans Tribute



American Legion Post 1640 North Collins, in conjunction with Bricklayers and Allied Craftworkers Local 3 NY, created the North Collins Veterans Tribute in North Collins, NY, to recognize and honor those who served and those who continue to serve this great nation. The 100-square-foot star-shaped tribute is made up of 15,000 Belden Clay Pavers that eventually will contain the names of veterans from North Collins and other locations. The design also incorporates a flag standing at each point of the star representing a different branch of the United States Armed Forces: Army, Marine Corps, Navy, Air Force, and Coast Guard. A polished granite monument in the shape of a "V" for Victory with a pair of hands holding a bowl with an eternal flame sits in the Tribute center.

The group, led by President James Lint, a Post 1640 member, began discussing the idea at a town board meeting five years ago. "If it wasn't for our military, we couldn't live the lifestyle we live," said Lint, coordinator for the North Collins Veterans' Tribute project. "I was in the Air Force; I had two brothers in the military and uncles and cousins as well. We fought for a better life and, if it wasn't for them, we wouldn't have that."

Families and friends were able to purchase our beautifully engraved brick pavers in memory or in honor of those who sacrificed and served our country. Lloyd Quiter with the North Collins Veterans' Tribute sent us some photos of the unveiling ceremony held on June 15, 2019, phases throughout the year, and an aerial snapshot provided by a local Boy Scout as part of his Eagle Scout service project.



THE BELDEN NEWS

SPRING 2021

Product Spotlight: Carbon Black & Ivory Bay City Line Pavers

Ivory Bay's delicate tone speckled with iron spots, matched with the high contrast vibe of Carbon Black, lay a polished foundation. These understated through-body colors are the newest addition to our Belden Clay Pavers, available with a straight edge, chamfered edge, chamfered with lugs, tumbled, plank, or permeable features.

MKSK Studios chose Carbon Black and Ivory Bay City Line Pavers to enhance the landscape in their award-winning public space design of Canton's Centennial Plaza. The Belden Brick Company's Architectural Shapes Department designed custom brick shapes for designated bicyclist pavement markings. Our craftsmen carefully produced, then numerically organized, and packaged the installation's unique sizes and patterns to facilitate the installation as working functional pavers.

The project is an essential building block in creating a vibrant downtown to generate day-to-day activities and host major events. It will serve as the "city square" for the entire community and provide a memorable landmark for all visitors.



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Distributor Spotlight

Dakota Wall Systems

Dakota Wall Systems has been a family-owned and family-run small business since April of 1980. Michael Huempfer started it as a plastering supply house and was introduced to the masonry supply-side twenty years ago when his son, Shane, began taking an interest in the business. With locations in Sioux Falls, SD, and Fargo, ND, and a sales force covering the entire region, Dakota Wall Systems has become a trusted source for owners, contractors, and designers to get materials for their projects. In 2017 there was a complete teardown and rebuild of their showroom in Sioux Falls to accommodate their growing lines of masonry products. They created the largest yard in the region dedicated primarily to expanding their brick-and-stone product offerings.

Servicing residential and commercial builders, they have seen their offerings' brick side continue to grow exponentially. Working as a small flexible business catering to the local customer's need has continued to be the foundation of Dakota Wall Systems' success. As the masons and architects demand more product selections, Dakota Wall Systems has continually tried to answer.

"The Belden Brick Company has been at the forefront of helping to answer that demand. With your vast line of full veneer and pavers to the great innovations in black and white and thin brick, The Belden Brick Company has the most complete library of any brick source to help with the current trend. It has been great for the current list of customers to see something new in the Dakotas. Belden Brick continues to bring opportunity by introducing different options to market."



Retirements

Plant 3

Earl "Dan" Albright

Dan retired on September 18, 2020, after five years of service. Dan started his employment with The Belden Brick Company at Plant 3 on April 6, 2015. Dan was part of the Production Department, working as the utility man and operating the slat conveyor. He completed his career at Belden, operating the new Ceratec setting machine. Congratulations Dan!



Robert "Sherm" Diehl

Sherm retired on August 31, 2020, after 31 years of service. Sherm started his career with us on May 15, 1989, at Central Maintenance. He provided maintenance services to all of the plants. He then transferred to several different plants before rounding out his career at Plant 3. We wish Sherm congratulations and best wishes on his retirement.

Plant 5

Rick Johnson

Rick Johnson retired on April 2, 2020, after wearing many hats during his career at Plants 3, 4, 8, and finally 5. Rick spent the largest portion of his service as a kiln fireman. Rick's final duties included working on the midnight shift at Plant 5, where he cut samples and filled in for whatever factory roles were needed. We will miss his flexibility and dependability and wish him the best in retirement.

Bob Mathias

Bob Mathias retired from Plant 5 on October 8, 2020, where he was the Lead Saw Operator. Bob was considered an expert operator with meticulous attention to detail. Before Plant 5, Bob worked in the setting gang at Plant 4 for many years. We wish Bob congratulations and success with his retirement and endeavors in woodworking.

David Snyder

On April 1, 2020, David Snyder retired from the Plant 5 Sample Department. His primary duties were organizing and preparing Key Panels, along with cutting halves and gluing mini panels. Early in Dave's career, he shuttled green brick between the hacking line and dryers at Plant 4. We will miss Dave's contagious laughter and wish him all the best during retirement.

Glenn Reneker

Glenn Reneker retired from Belden Brick Plant 5, after 48 years of service, on January 4, 2021. No job was too small for Glenn, performing most of the miscellaneous cutting of samples and small orders at Plant 5. Before that, Glenn did several piecework jobs, cleaned kilns, and working in the grinding plant. We are sure Glenn will stay busy as a traveler and gallivanter and wish him congratulations on his retirement.

Vernon Yoder

After 44 years of service, Vernon Yoder retired from Plant 5 on June 15, 2020. Vernon picked orders and performed final inspections on samples before shipping them to the customer. Always flexible to perform extra duties, Vernon worked the bulk of his career at Plant 4, a green brick hacker. We will miss Vernon's eagerness to share a story or two and wish him congratulations and best wishes in retirement.

Plant 6



Gary "The Murray" Mercer

Friday, December 4, 2020, was Gary Mercer's last workday at The Belden Brick Company!! Happy retirement!!!! You Made it! Congratulations on a 35.7-year career!

Over 35 years ago, Gary Mercer got a tip from a friend in 1985 that Belden Brick was hiring. He took a job at Plant 9. Two months later, he ended up taking over his buddy's position

when he left the company. Gary ran the Bickerstaff on midnights and worked a swing shift at Plant 9 until it closed in 2013, moving him over to Plant 5 to work his magic. Later, Murray had his contract negotiated, and while it cost Plant 6 a couple of draft picks, Plant 6 landed him in August of 2014.

Gary was tagged with the nickname "Murray" from his work cronies at Plant 9. Murray was a cheap (inexpensive) push-style lawnmower that you could purchase and turned out to be darn reliable - started every time and did the job. The Belden Brick Company and Plant 6 feel that "Murray" lived up to his nickname. He was very reliable, he could be counted on to do almost any job, and he was at work every day. Plant 6 will miss "Murray." We thank him for his many years of great service. Also, please note that Gary was not cheap but a great value to Belden.

New Hires

Belden Welcomes



Richard Miller

Richard Miller retired from The Belden Brick Company on Friday, March 5, 2021, after 39 years of service. Back in "the day," good jobs were hard to find; to get into The Belden Brick Company, you needed to know someone. Richard got a hot tip from the former Boom Truck operator Tubby Harmon that he was getting ready to retire. Richard put his application in, and

Belden Plant 6 snagged him with no regrets. Richard was at Plant 6 his entire career. He served mostly as the boom truck operator, did Parts Truck for several years, and Plant 6 maintenance. One thing we could tag Rich with was being reliable. Rich would always be where he needed to be and gave our brick deliveries excellent service! Plant 6 and The Belden Brick Company Congratulate "Reliable Rich" on his 39 years of great service.

Plant 8



Jeff McIntire

Jeff had 44 years of dedicated service to the company. During his service, he worked in various departments early on before settling into the production department, where he spent many years and finally retired. Jeff knew Plant 8 brick from top to bottom and played a key role in making certain that Plant 8 production was always ready for an

ever-changing schedule to accommodate our customer's needs. Jeff's knowledge will certainly be missed. Congratulations Jeff.



Laura Frisella

Another brick in the wall! Help us welcome Laura Frisella to The Belden Brick Company team. Laura is our new Regional Sales Manager serving our western territory. "I'm so happy to be a part of the Belden team. My experience as an industry expert providing solutions directly to architects, city planners, and engineers for various lines of brick, natural stone, and cultured stone on the retail level is what brought me to The Belden Brick Company. And I have no problems admitting Belden brick is far superior, so I am looking forward to being one of their go-to resources. I love hiking and kayaking in the hills of Missouri with my husband, children, and dogs. It's our family time to talk and get the world square."



Kristie Bryant Fitzgerald

Working together to get things done! Kristie Bryant Fitzgerald has joined The Belden Brick Company as our Marketing Manager. "I'm thrilled to be part of the team at one of the most prominent and forward-thinking businesses in our community. Having spent most of my career specializing in designing, planning, and executing multi-faceted marketing programs through brand consistency, content management, and social awareness, I'm looking forward to furthering my skills while strengthening The Belden Brick Company brand to outpace the competition and dominate the industry."