

WHY MASONRY?

FOUR REASONS YOUR NEXT BUILDING SHOULD BE BUILT WITH CONCRETE MASONRY



① IT'S GREEN

Using concrete masonry for construction is the sustainable choice, and has numerous environmental benefits.

Since concrete masonry lasts longer and requires little maintenance, the need to manufacture new materials is reduced with every new concrete masonry building. Concrete masonry materials can be recycled for other projects into new masonry materials or aggregates.

② IT'S AFFORDABLE

There are many short and long term cost benefits from using concrete masonry.

Materials can often be assembled locally, reducing transportation costs, and because walls are built on site, less off-site fabrication is needed. On average, concrete masonry materials require half as many trips to the construction site as other materials.

③ IT'S FLEXIBLE AND ATTRACTIVE

Concrete masonry is available in a wide variety of shapes, sizes, colors and textures, and can be manufactured for specialty applications, whether it's for noise reduction or swimming pools, offering unparalleled design flexibility.

Because of masonry's strength and durability, the need for a frame is eliminated, creating a degree of design freedom not available with other materials.

④ IT'S SAFE

Concrete masonry buildings are structurally sound. They are weather, earthquake, flood and fire resistant.

Concrete masonry does not burn, melt, or warp, and is the ideal material for fire-resistant applications. Concrete masonry also resists mold, insects, and other pests that plague other building materials.



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WHYMASONRY.ORG



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www.masonryinstitute.org



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BIM-M FOR THE MASONRY INDUSTRY



BIM-M
Building Information Modeling
for Masonry

www.bimformasonry.org

BIM is an acronym that stands for an object, a “building information model” and also a process for creating and using that object. The BIM model provides a digital representation of the building so that the modeling and analysis tools used by architects, engineers, constructors, managers and owners can read from and write to the same information source.

The Building Information Modeling for Masonry (BIM-M) is an international effort of the masonry industries in the United States and portions of Canada for identifying barriers to, and strategies for, full implementation of masonry materials and systems into BIM software for the design and construction industries.

The purpose of BIM-M is to unify the masonry industry and all supporting industries through encouraging the development and implementation of BIM for masonry software to facilitate smoother workflows and collaboration across all disciplines from owner, architect, engineer, manufacturer, mason, contractor, construction manager, and maintenance professionals.