



CONCRETE MASONRY CHECKOFF

A New Era of Concrete Masonry

It's time to put block back on top, and the Concrete Masonry Checkoff is here to make that a reality. In 2021, a majority of concrete block producers made the game-changing decision to implement a national, mandatory checkoff that would exist for one reason: to drive demand for concrete masonry products.

What's Next?

Starting **April 1**, all concrete block producers are required by law to pay one penny per block sold to the Concrete Masonry Checkoff Board, consisting of concrete block producers from across the United States, for use to directly combat misperceptions around block on a national scale, while tackling local issues on a regional level. Investing these fractional funds now will pay huge dividends down the road.

Only products that meet these four criteria are eligible for assessment:

- 1 Made of dry-cast concrete
- 2 Formed on a block machine
- 3 Suitable for masonry construction
- 4 Has an actual width of at least three inches

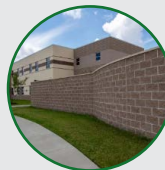
Visit ConcreteMasonryCheckoff.org for more specific product details.

How are funds invested?

At least half of all program dollars will be invested at the regional level, ensuring checkoff programs that bring value for producers and contractors in your region. On April 1, the penny assessment will be included on invoices for eligible CMUs, possibly as a separate line item. Invoices may also include the following language:

1 cent per masonry unit goes to the Concrete Masonry Checkoff Board pursuant to the Concrete Masonry Products Research, Education, and Promotion Act of 2018.

With our Concrete Masonry Checkoff, we will fund projects that ensure our products are:



Readily and regularly specified.



Used to build resilient communities.



In demand, meeting or even exceeding capacity.

Here's to a better tomorrow with block on top.

ConcreteMasonryCheckoff.org