



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 three 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

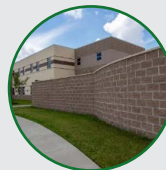
Visit ConcreteMasonryCheckoff.org for more specific product details.

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

[INSERT COMPANY LOGO HERE]

DATE:

SUBJECT: Concrete Masonry Checkoff Program

Dear <Customer>

The concrete masonry industry took an exciting step forward last year with the creation of the Concrete Masonry Checkoff. This national, mandatory checkoff will focus on research, marketing and promotion, all in the name of driving demand for concrete block. The framework for the checkoff occurred in 2018, when Congress passed the *Concrete Masonry Products Research, Education, and Promotion Act of 2018*. The decision to formalize and initiate the checkoff was the result of a national referendum of U.S. block manufacturers.

Beginning on April 1, 2023, all concrete manufacturers will be assessed one cent for every CMU **sold** – the assessment occurs at the initial point of sale from the manufacturer, regardless of where or with whom that transaction occurs. This penny assessment is expected to generate around \$10 million a year that will be invested in programs designed to increase the collective share of block in construction. Checkoff investments will be overseen by a board of producers who were nominated to serve and appointed by the U.S. Secretary of Commerce.

Checkoff dollars may be used to fund programs such as a national design center to support designers, architects and engineers; a national promotional campaign; research partnerships with colleges and universities; and workforce recruitment. At least half of checkoff program dollars will stay in the region where the block was sold, with the remaining funds available to drive national programs.

Starting on April 1, all invoices, receipts or documents of sale are required by law to identify the total amount due in assessments for each transaction. This may be done by breaking out the assessment amount as a separate line item in the document or by inclusion of 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.

Assessments will be used to pave the way for game-changing programs that are designed to win back lost market share and drive new demand for block. We are excited about the potential of the checkoff for our entire industry and appreciate your continued support. If you have any questions, please visit concretemasonrycheckoff.org for more information, or contact your sales representative.

Checkoff Block Company
111 Commerce Drive
Anytown, USA

Invoice

Date	Invoice #
4/1/2023	1001

Bill To	
Block Customer	
Description	Amount
Covered Block	1000.00
Exempt Block	1000.00
Assessment	10.00
Sales Tax	60.00
TOTAL	2070.00

1 cents per masonry unit is paid to the Concrete Masonry Checkoff Board pursuant to the Concrete Masonry Products Research, Education, and Promotion Act of 2018

Checkoff Block Company
111 Commerce Drive
Anytown, USA

Invoice

Date	Invoice #
4/1/2023	1002

Bill To	
Block Customer	
Description	Amount
Covered Block	1010.00
Exempt Block	1000.00
Sales Tax	60.60
TOTAL	2070.60

1 cents per masonry unit is paid to the Concrete Masonry Checkoff Board pursuant to the Concrete Masonry Products Research, Education, and Promotion Act of 2018