

MASONRY NEWS

Sponsored by:  **EZ Grout Corporation**

Volume 6, Issue 27

Happy New Year!

February 2007



Knowlton & Sons Masonry Construction Impressed with EZ Grout

Recently EZ Grout Corporation caught up with Dennis Knowlton, President of Knowlton & Sons Masonry Construction and asked him to share his thoughts about EZ Grout products.

“I’ve been in the masonry business for over 30 years and I’m really impressed with EZ Grout products, but I’m even more impressed with the level of customer service I receive from EZ Grout. You back up your products and you listen to the customers and that means a lot!”

Knowlton & Sons Masonry Construction work can be seen throughout Pennsylvania and the southern tier of New York. Whether it’s homes, churches, shopping centers, corporate buildings, or schools you can clearly recognize the quality of a Knowlton structure. According to Knowlton, he attributes their solid customer reputation to quality and efficiency.

“You won’t be in business for long if you can’t compete. We have long since switched to EZ Grout products instead of buckets or pumps. The Mud Hog® is by far the most powerful mixer on the market and that helps speed things up for us. I can’t say enough about the Hog Leg either, it keeps everything standing perfectly. By using EZ Grout products, we’re more efficient and that saves us time and in turn saves our clients money.”

While working on an Allentown, Pennsylvania Rave Motion Picture Theater, Knowlton’s crew layed up 150,000 blocks and used over 1,500 yards of grout. At that time he observed, “By using the Grout Hog® and Mud Hog® combination, it saved my crew at least 50% on grouting and mixing time.”

“I can tell you right now, all of your products are very good, and I applaud you guys. I can’t wait to see what other products you guys come up with! I’m definitely an orange kinda guy!”

*Photos: Knowlton & Sons Masonry Construction
Allentown, PA Rave Motion Picture Theater*

NEW PRODUCT INTRODUCTION

Uphill Grout Hog

After years in development, EZ Grout Corporation is proud to announce the release of our newest innovation; The ***Uphill Grout Hog®***.

The newest hog to the market does everything that the original *Grout Hog®* does except with an added benefit; an extended discharge arm. This feature decreases head height and saves the forklift several feet of boom extension, allowing the capability of pouring block in the bar joist of a building. And just like the GH-75 it features a unique swivel-base system that allows workers to reach 17 feet of wall quickly without having to move forklift.

The ***Uphill Grout Hog®*** was developed with the angled extension to reduce the possibility of workers walking under it while elevated. And like its sibling, the ***Uphill Grout Hog®*** allows control of grout without the use of a mechanical shut-off. The removable auger allows for an easy 15 minute clean-up and the potential to plug is almost eliminated due to the fact that the auger is reversible. The 8 ft. reinforced, collapsible hose provides precision flow control. The ***Uphill Grout Hog®*** has the ability to deliver 1/2 inch aggregate and is compatible with on-site mix. And the best part is grouting can still be done using only two people: one to run the forklift while the other grouts!

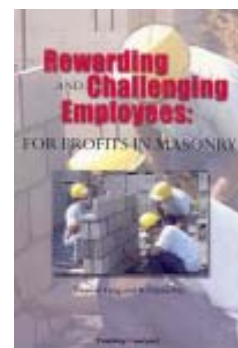
In the ever changing world of the masonry industry, new advances are constantly in demand; EZ Grout Corporation recognizes this and continues to introduce new innovations to save time while also increasing profitability for the mason.

For more information on the ***Uphill Grout Hog®*** and other time saving, dependable masonry equipment, please visit www.ezgrout.com or call 1-800-417-9272.



Rewarding & Challenging Employees Seminar

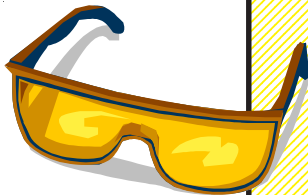
Looking for a better way to reward & challenge employees? Look no further! See how Damian Lang has taken three of his four businesses from start-ups to doing over \$18 million in combined sales. Lang Masonry, his masonry contracting firm accounts for over \$8 million of these sales. Due to request from mason contractors across the country, Damian will host a seminar based on his book "Rewarding and Challenging Employees: For Profits in Masonry" on April 11th-13th, 2007. Due to limited seating, the first 30 paid attendees will be accepted. For more information and to register contact Linda at 1-800-417-9272 ext. 108



TRADESHOW REMINDER

Be sure to visit us at booth #C3944 at the World of Concrete January 22-26 in Vegas and at the MCAA Masonry Showcase in Orlando on February 22-24!

Masonry News - Safety First



(Info provided courtesy of
Keller's Construction
Toolbox Talks, Site Safety
- General Overview
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Site Safety

General site safety awareness is an important topic. It enables construction workers to: understand the hazards associated with construction work, and maintain a heightened awareness of the existence of hazards and their avoidance.

Personal Safety Measures

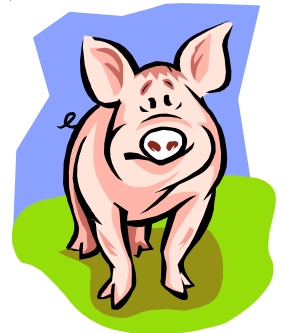
General safety rules that can help you avoid injury are:

- Wear the appropriate clothing for the job you are doing. Winter cold and summer heat can present problems on the job. Shirts should be worn at all times.
- Wear appropriate safety shoes for the job you are doing.
- Personal protective gear must always be a part of your wardrobe when appropriate. Safety glasses, hard hats, and safety shoes should be a part of your permanent equipment and worn when required.
- Rings, watches, and other jewelry are always a hazard, and should not be worn when working.
- Combustible materials are a fire hazard at any construction site. Tobacco products, portable heating devices, small engine equipment, and welding equipment pose the greatest danger.
- Never participate in or tolerate horseplay at your construction site. Supposed fun can turn into tragedy.

While there is no requirements to provide such overview training on site safety, such training generally makes employees more aware of the potential hazards of the type of site on which they are working, and can improve general awareness of and attitudes toward safety on the construction site. Use the worksite as a training ground, conduct site safety training early in the morning, before traffic is too heavy around the site or at midday, when workers are likely to need a break from heavy physical exertion in the noonday sun. Remember always be aware of safety on the jobsite, it could save your life!

Want to make some EZ Money?

All you have to do is refer a fellow mason to EZ Grout Products: Grout Hog®, Mud Hog®, Hog Leg®, Hog Slopper® or Poly Trough® and we'll send you HOG BUCKS. You can use these HOG BUCKS towards your next equipment or parts purchase! Come on it's EZ! The person that the contractor refers: must be a new customer, must give us the name of the contractor who made the referral and the company, an address and telephone number of that contractor. If the new customer purchases a Hog Leg®, the referring contractor receives a \$200 credit on their next purchase. If they purchase a Grout Hog®, Mud Hog®, or Hog Leg Extension Kit®, the referring contractor receives \$150 credit for each piece of equipment. If you have any questions, please contact Linda at ext. 108. Offer expires April 30, 2007.



Masonry News Contractor Tip of the Month

by: Damian Lang, President, Lang Masonry Contractors & EZ Grout Corp.

Promote Your Own People!

I do a lot of seminars for mason contractors from all over the country. Contractors are constantly telling me they can't find any good help. I believe most of the reason is their not looking in the right places. Where is the right place? It's inside your own company! The people who already work for you know more about your company than you can imagine. In fact, they may know more about many parts of the company then you do. Some of them have worked in and studied our companies for years. All they need now is the chance to nourish the results of their studies.

We'll start out with laborers and work our way up the ladder. Later I will give you what I believe are the very few exceptions to this rule.

Laborers: Almost everyone has a desire to grow. At Lang Masonry we like to let everyone know where they are going and show them the steps they must take to get there. So if we need bricklayers, we give those who already labor for us the first chance. This kind of promoting builds loyalty among employees because they know that by staying with the company, they have a chance for advancement.

Bricklayers: Why promote from within? As long as we have a good training program to train our own bricklayers, we will always know the quality of work we will be getting. We have found that once our company has invested in training our own bricklayers, they are more loyal to the company and tend to stay around for years. Besides, most good bricklayers that have the right attitudes already have a place to work, if no one else wants them there is usually a reason why. I'm sure there are some exceptions, however we haven't had much success with hiring bricklayers that come from other companies.

Foreman: At Lang Masonry, one of the bricklayers currently working in the field will be our next foreman. In fact, we have never hired a foreman from outside the company. The foremen have much more respect from the rest of the workers if they came up through the ranks and were once one of them. Not to mention, they have a better understanding of what it takes to be a Lang Masonry foreman.

Estimators and production managers: This is where it gets really good! When considering candidates for these jobs, most contractors look for those who have a college education or great computer skills. Although these skills are helpful, this is usually a big mistake. I have always believed that we can teach a bricklayer to run a computer, but we can't teach a computer expert how to lay block. So if we need a production manager or estimator, the first place we look is the foremen who are now working in the field. And again, once these people get the position they have the support and respect of the rest of the employees they are leading.

Exceptions: Let's say you need a secretary, or your company has grown to the point you need a full time accountant or controller. I advise you not to hire the people who work in the field unless you are sure they have the proper skills to do the job. Most field people would have your books in shambles! If that happens, you probably won't need anyone in the field or in the office.

Damian Lang is a mason contractor in Southeast Ohio who has four companies that do combined sales of 18 million. He is also the author of the book "Rewarding and Challenging Employees for Profits in Masonry". To order a copy of his book or to attend one of his seminars held specifically for mason contractors, call Linda Fiant at Lang Masonry 800-417-9272.



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