



For Immediate Release

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**Belgard® Hardscapes Introduces New Products, Showcases Contractor Resources
at Hardscape North America 2014**

October 22, 2014 – [Belgard® Hardscapes](#) will demonstrate why contractors and homeowners rely on Belgard for superior design and easy execution of outdoor spaces with new products and booth redesign at Hardscape North America (HNA) 2014 October 22-24 in Louisville, Kentucky.

“Belgard’s innovative approach to product and program development ensures contractors and their customers are well equipped to create any outdoor space they can imagine,” said Ken O’Neill, senior vice president of sales and marketing for Belgard Hardscapes. “The Belgard experience is unparalleled – from the reassurance that comes with programs such as pay-as-you-go financing that helps contractors sell their services to a product portfolio that is innovative and on-trend for the homeowner.”

Belgard Hardscapes booth # 1216 brings the Belgard experience to life through a combination of new and classic styles in a display that illustrates the breadth of outdoor applications of Belgard pavers and wall block.

Belgard introduces [Old York™](#), interlocking concrete pavers that provide the natural and elegant look of clay brick with design and performance characteristics that make it suitable for both residential and commercial installations.

With a range of face textures and installation patterns, Old York has a 6 mm joint that simulates a mortared brick installation. Its 60 mm thickness allows for vehicular traffic, making it suitable for driveways and roadways in addition to sidewalks, patios and plazas. Additionally, a 6 mm spacebar allows for permeable installation, providing commercial developers and eco-conscious homeowners with a green building solution.

“Old York’s ability to bridge residential and commercial applications with decorative appeal and PICIP functionality is another example of how Belgard provides its customers with innovative product development,” O’Neill said.

With **Catalina™ Slate**, Belgard introduces a paver whose tight-fitting joints offer ADA compliance and ensure outdoor spaces that are safe for generations. Ideal for patios, pool decks and residential driveways and walkways, it has a textured surface for a rustic look. Catalina Slate is available in a variety of shapes and sizes: three-piece modular, three-piece stone and border stone.

The flexibility of Belgard’s [Tandem™ Wall](#), launched in 2014, is illustrated at Belgard’s booth at HNA in combination with the still-popular oversized [Mega-Tandem™](#), which together provide a seamless design solution for outdoor spaces. Belgard’s [Mega-Lafitt™](#) and [Mega-Arbel®](#) also are featured in Belgard’s booth, showcasing the diversity of Belgard’s oversized paver options.

“Oversized pavers remained a popular trend for outdoor living spaces in 2014, and we expect that style preference to remain strong through 2015,” O’Neill said. “Our research and development team ensures our product offerings are on trend so that our sales and marketing teams can arm our contractor partners with the product portfolio, design inspiration tools and sales resources they need to be successful in the coming year.”

The Belgard booth features four vignettes that tie in current trends: outdoor kitchens; outdoor fireplaces; fire pits; and outdoor rooms. Belgard Authorized Contractors can help homeowners envision these spaces in their own backyards with the online [Belgard Design Studio](#), launched late last year and free to BACs, as well as plan for these spaces with sales tools including the no-interest loan [Preferred Payment Plan](#), a [lifetime warranty](#) and the [Belgard Virtual Agency](#), launched in early 2014.

For more information, visit the Belgard booth #1216 at HNA or [Belgard.com](#).

About Belgard® Hardscapes

Belgard® Hardscapes, part of Oldcastle® Architectural, offers a complete collection of paver and wall products for outdoor living spaces, walkways, driveways, parking areas and retaining walls. Available in a range of styles, premium Belgard products have been found in America’s finest homes and award-winning commercial and retail properties since 1995. For more information or a complimentary Idea Book, visit [www.Belgard.com](#) or call 1-877-Belgard (235-4273). Find more inspiring outdoor space ideas at [www.Facebook.com/BelgardHardscapes](#).

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