

Changing the face of masonry

Hand-applied color treatment corrects problems, enhances details, and allows closer color matching in rehab work

By Kenneth A. Hooker



After 1 day of work, colors are blended to the satisfaction of the owner and builder. The color-treated brick are virtually indistinguishable from untreated brick and are guaranteed for 25 years.

It happens in new construction: Block from different production runs are mixed in a wall; range brick are unevenly distributed; mortar color is inconsistent. It happens in remodeling and restoration: New brick, however carefully selected, just don't match the original material.

The building owner is unhappy. The architect won't approve the job. The contractor's payment is withheld. And the material supplier and manufacturer are on the spot.

Tearing down the wall and starting over is a drastic solution to a color problem, but it has been done. Materials manufacturers can correct some color problems in the field, but the possibilities and results have been somewhat limited.

Coloring service founded

One person who spent 18 years with a Canadian manufacturer specializing in such corrective work developed and refined these color alteration materials and techniques to an unusual degree. His success in coloring masonry led him to found his own service company. Founded in Toronto in 1988, the firm now has six offices across Canada and has recently opened U.S. operations near Chicago and Atlanta.

The company's clients were drawn first from manufacturers and distributors of materials, eager to correct color problems and settle disputes. As its business became more established, howev-