



Colored Mortar

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Selling Colored Mortar

By: Jerry Vinci

If you have not considered selling color mortar before; you are missing out on a great opportunity to not only earn more money for yourself on each of your jobs but to also give the owners of the buildings a cost effective way to visually impact the over all beauty of the project. One of the best ways to sell color mortar is by having small sample panels built displaying both natural and colored mortar side by side in the showroom. When homeowners see both samples we have to convince them they are looking at the same brick or stone.

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Colored Mortar:

A Designer's Secret Weapon

By: Scott Conwell

When designing with masonry, many designers consider mortar's bond strength, compressive strength, and other physical properties, but neglect the aesthetic contributions mortar can provide to the overall building design. Because it comprises 15-20% of a brick masonry wall, mortar has the potential of providing substantial visual impact. One easy way to achieve a variety of architectural effects is to specify colored mortar in lieu of standard grey mortar. When specified and applied to industry standards, colored mortar joints can provide a signature building with generations of service life.

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Colored Mortar, Friend or Foe?

By: Cliff Horn

When many mason contractors here the words, "colored mortar", they can get very nervous. The challenges and added diligence required when using colored mortar need to be properly addressed for a successful colored mortar project. These challenges can range from variation in the mix design, proper blending, the temperature and speed at which the mortar cures and is tooled, as well as which non reactive cleaner is to be used. All of these can all have a large effect on the final appearance of the completed product. Complications can arise quickly when ignoring any of these items. Typically colored mortar issues are blotchy, uneven color variation through out the structure that can wreak havoc with the designer and owner, as repairs can be very costly.

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