

# A new brand with new ideas: Adbri Masonry excites Design Ex.

## Innovative new products and chic outdoor designs dominated discussions at the 2009 DesignEx Form and Function tradeshow.

This show, which ran from 30th of April to the 2nd of May attracts a combination of builders, architects, building designers, developers, government and industry personnel. This event gave all who attended the chance to experience the latest products and ideas from the building, construction and landscape industries as well as exploring interior solutions for commercial & residential applications.

This event also signaled the arrival of Adbri Masonry as Australia's largest supplier of quality masonry products. This popular trade show provided Adbri Masonry with the opportunity to publicly introduce the new brand and innovative product range to an audience who have been eagerly awaiting a preview of the company's new product offering. The inspiring display created a perfect setting to demonstrate the appeal of the Adbri Masonry products as well as provide an avenue for the company's technical experts to provide information and answer customer questions.

The Adbri Masonry stand received high levels of interest all weekend, with the company's new mortarless masonry system, DRISTAK™, proving extremely popular with commercial builders and developers whilst the architects could not be drawn away from the Eldorado Stone® Country Rubble wall cladding. In addition to these impressive products, the Adbri Masonry stand also promoted;

- Architectural Brick - Ebony
- Designer Coloured Block Honed - Ivory with Golden Glaze Aggregate
- Euro Metro™ 600 x 600 pavers - Grey Grande
- Euro Metro™ 400 x 400 pavers - Ivory, Silver & Charcoal Grande
- Euro Metro™ 400 x 400 pavers - Silver Heavy Shot

By creating an indoor / outdoor atmosphere, the display allowed Adbri Masonry to explore different themes. The new Adbri Masonry brand and the in demand products were very well received with Kylie Johnson from Adbri Masonry commenting "The unparalleled interest shown in the Country Rubble and DRISTACK™ systems provides a good reflection of current market trends. Builders have shown increased interest in the easy to install system DRISTACK™, whilst the architectural market has supported the growing trend of specifying natural stone veneers to further compliment aesthetic designs".

**For more information about this event or to see the full Adbri Masonry product range, please visit [www.adbrimasonry.com.au](http://www.adbrimasonry.com.au) or email [enquiries@adbri.com.au](mailto:enquiries@adbri.com.au)**

