CEMEX RICHCOLOR® CUSTOM COLOR

Whether it’s brick, colored block or stone construction, CEMEX Richcolor Custom Color Masonry Cement provides the consistent, long-lasting and precise color everyone wants. Homeowners love choosing just the right color to complement exterior walls. Architects appreciate the enhanced aesthetics of CEMEX Custom Richcolor Color Masonry Cement. Builders want to provide clients with options, while masons want a product that’s readily available and easy to work with in the field.

With our many locations throughout the eastern & midwestern United States, CEMEX Richcolor Custom Color Masonry Cement is readily available to meet everyone’s needs. Our extensive sales network and technical support services also ensure innovative solutions for our valued customers and partners.

All of which explains why CEMEX Richcolor Custom Color Masonry Cement has become such a popular choice for both residential and commercial construction. CEMEX Richcolor Custom Color Masonry Cement is also available in Portland cement and lime, mortar cement.

To learn more, visit www.cemexusa.com.
CEMEX, America’s number one producer of cementitious products for masonry construction is offering a complete line of Custom Colored products for masonry mortars.

These factory prepared products which are manufactured under rigid quality controlled conditions include:

- Richcolor Custom Colored Masonry Cements, Type N and Type S are available in formulations containing Masonry Cement, Mortar Cement, or Portland Cement/Lime.

- Mortars containing CEMEX Richcolor Custom Colored Masonry Cements will comply with the ASTM C270 “Mortar for Unit Masonry” when properly proportioned and mixed with masonry sand conforming to ASTM C144 “Aggregate for Masonry Mortar”.

When specifying a CEMEX Richcolor Custom Colored Masonry Product, it is recommended that the product name, color selection, and color code be included in the specifications to insure that the specified color will be consistent from project to project.

SPECIFICATION GUIDE:
CEMEX Richcolor Custom Colored Cement - Type N; Color: Tan; Product Code: 40-E Tan

The colors depicted in this brochure are an approximation of the various colors that are available when using CEMEX Custom Color Masonry Cements. The actual mortar color is affected by many factors including the color of the sand used on the project, mixing procedures, correctly placed flashing and weeps, covering materials and walls as built, proper tooling practices, effective masonry cleaning, and curing. As CEMEX has no control over the other ingredients mixed with this product or the final application, CEMEX does not and cannot warrant the finished work. The user is responsible for following industry standards and recommended practices.