

CASE STUDY



PROJECT DETAILS

Project Name:

Jump River Electric Cooperative

Location:

Ladysmith, WI

Project Architect:

River Vally Architects, LLC

Project Engineer:

ERA Structural Design

General Contractor:

GRD Masonry, LLC

Product Manufacturer:

County Materials Corporation

Date:

2020

Key Products:

Heritage Collection Designer Brick, Fullface Split Block

Concrete Masonry Provides Durable, Modern Solution

Solutions: Decorative concrete masonry emulates the aesthetics of brick and provides enhanced strength; CMUs with different textures and colors were used to create cohesive, dimensional design.

When Jump River Electric Cooperative decided to expand and remodel its headquarters, cooperative members desired a modern facility built with sustainable construction materials. A solution was found in the use of decorative Concrete Masonry Units (CMUs) manufactured and supplied by County Materials. CMUs are made with natural materials and post-industrial, pre-consumer recycled concrete, aiding in a low-impact manufacturing process. Built to last, integrally colored concrete masonry products maintain their appearance and can withstand the elements over a prolonged service life, reducing maintenance and eliminating the need for reconstruction and associated emissions.

The building's modern, yet rustic aesthetic was achieved with the combined use of Heritage Collection Designer Brick in Tuscan Villa Blend and Fullface Split Block in Cocoa Bean. The smooth facing of the Heritage Collection units contrasts with the rough, textured facing of the Fullface Split Block, creating a dimensional visual that is further enhanced by the building's copper-colored aluminum awnings. Fullface Split Block was carried throughout the project by prominent banding and support columns that refine the design and create cohesion. In total, over 8,000 SF of decorative concrete masonry was used to make a lasting impression.

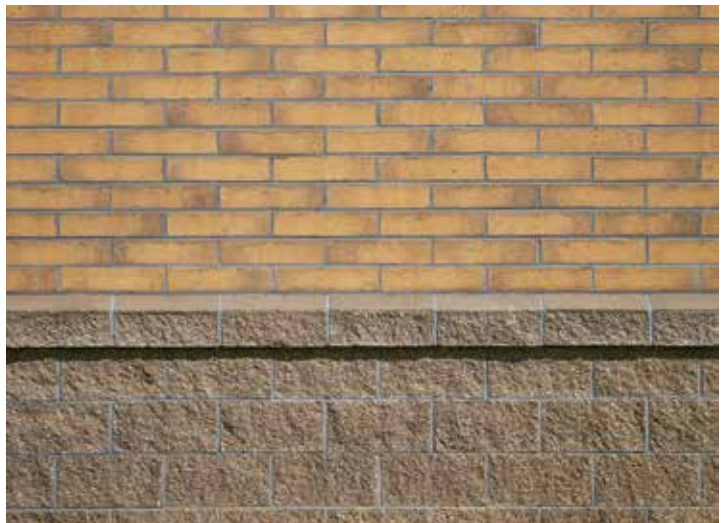
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Heritage Collection Designer Brick offers the traditional aesthetics of clay brick with enhanced strength and design capabilities of concrete masonry. Integrally colored Heritage Collection units are available in a variety of colors as loadbearing or full and thin veneer units to meet the needs of any project. In this application, Heritage Collection concrete brick adds modern contrast to the rustic, stone chiseled appearance of the Fullface Split Block, also offered as integrally colored loadbearing or full and thin veneer units.



Concrete masonry proved a durable, long-term solution with the added sustainability benefits cooperative members sought. After one year of construction, Jump River Electric Cooperative moved into its new headquarters that will serve the organization as it looks to the future.



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