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## **CANADIAN CONCRETE MASONRY PRODUCERS BUILDING STRENGTH WITH NEW NATIONAL ORGANIZATION**

***National body to broaden membership reach and  
ensure effective industry representation***

**TORONTO, Ontario** – The Ontario Concrete Block Association (OCBA) announced today it has formally dissolved to become the Canadian Concrete Masonry Producers Association (CCMPA). CCMPA is the representative voice of the Canadian concrete block manufacturing industry, and internationally, is Region 6 of the National Concrete Masonry Association (NCMA), based in Herndon, Virginia.

“This is a logical evolution for our organization, and one that will enable us to draw from a stronger, more unified membership,” said Paul Hargest, President, CCMPA. “Canadian concrete masonry products have an international reputation for the highest standards of quality and performance; this larger, more inclusive membership base will ensure we maintain our market edge.”

Its roots dating back to the 1960s and representing a wide range of concrete producers and suppliers, CCMPA supports and serves as an information source for training, technological research, facility modernization, and new-product development. For example, the Association produces an encyclopedia of concrete masonry information for the construction industry supplemented by a helpdesk service. CCMPA is also involved in the current updating of masonry standards written by the Canadian Standards Association. As well, the Association contributes to the maintenance of a Masonry Chair and a student-research program at McMaster University in Hamilton, Ontario.

The Association’s evolution to a national body will ensure these initiatives continue to receive strong support and that, in the face of increasing market competition, concrete masonry products continue to be recognized for their superior quality and durability, and more specifically, for their resistance to fire and water-related deterioration.

As part of this evolution, CCMPA has undertaken re-branding that includes a new logo, a redesigned website, and the introduction of the tagline *Building Strength*.

“The tagline succinctly describes the key benefit we, as an industry, deliver,” said Paul Hargest, “and it pinpoints what we, as an organization, are here to do for our members: promote concrete masonry products as Canadian designers’ building material of choice; provide solid technical data and support; and ultimately expand the market share for our products.”

CCMPA operates in close conjunction with NCMA; membership in the former organization entitles membership in the latter. More information can be found at [www.ccmpa.ca](http://www.ccmpa.ca) and [www.ncma.org](http://www.ncma.org).

“We are delighted that CCMPA has taken this significant step in broadening its reach and reinforcing its alignment with NCMA,” said Mark Hogan, President of NCMA. “We look forward to ‘building strength’ together and sharing the success that comes from it.”

**About CCMPA**

The Canadian Concrete Masonry Producers Association, operating also as Region 6 of the National Concrete Masonry Association, is the representative voice for the Canadian concrete block manufacturing industry. The Association supports concrete masonry producers and suppliers in numerous areas including standards, training, technological research, government relations, and marketing and communications. Through these areas, the Association works to ensure the highest standards of quality, and maintain the industry’s strong market presence.

**About NCMA**

The National Concrete Masonry Association (NCMA), established in 1918, is the national trade association representing the concrete masonry industry in the United States. The Association is involved in a broad range of technical, research, marketing, government relations and communications activities.

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