



# DEALER PLAYBOOK







# Taking the lead is what we do... Join our winning team.

Technology and innovation are critical to the growth and strength of our industry—SPEC MIX® is leading the charge by continuously developing cutting-edge products and material delivery systems taking masonry into the future. Our mission is to create and produce cementitious building materials that provide designers with endless aesthetic options, engineers with proven structural integrity, and craftsmen with exceptional performance. SPEC MIX product formulations are designed and tested to rise far beyond the properties of traditional products. And when it comes to jobsite productivity, efficiency and safety, we're the team that is constantly developing equipment that provides contractors with mixing systems for maximizing manpower and profitability. With SPEC MIX ever body wins!



## PRODUCT TRAINING & TECHNICAL SUPPORT



## Industry leaders for a reason.

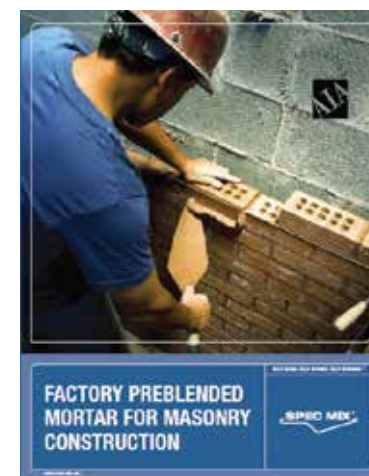
Let us be your top resource. We live and breathe mortar and grout! What separates SPEC MIX team from other suppliers is we're 100% immersed in the preblended masonry product segment of the industry. With over 70 highly trained and experienced technical representatives coupled with chemists, engineers and lab technicians, we partner with our dealers, designers and contractors to help select, design and deliver the best suited product for the building application.

## EDUCATING THE DESIGN COMMUNITY



## Working on behalf of architects and engineers.

Working on your behalf, SPEC MIX and our team of experienced market representatives is committed to educating the design community on the latest developments impacting the aesthetic value and structural performance of masonry wall systems by specifying SPEC MIX products. SPEC MIX has teamed with American Institute of Architecture (AIA) to provide a comprehensive accredited class on preblended mortar titled "Factory Preblended Mortar for Masonry Construction", which is constantly marketed and delivered to architects and specifiers all over North America.







We love working a crowd, especially when the audience needs SPEC MIX®!



If there's a tradeshow or special event that includes our target markets, we have the resources to showcase the SPEC MIX product line. Whether it's a national show or regional event, we have large-scale displays or more refined exhibits that are designed to engage and persuade attendees.



## INDUSTRY SUPPORT & PARTNERSHIPS



## We give back to the Industry!

SPEC MIX is truly committed to advancing the masonry industry by supporting and participating in national and regional initiatives that increase future growth, strength and prosperity. We are proud of our deep-seated partnership with the Mason Contractors Association of America, its regional affiliates and all the positive impact it's made on the industry. Workforce development is a top priority. Our support of SkillsUSA-Masonry and hundreds of masonry training programs across North America have earned SPEC MIX the reputation of an industry leader.

We are proud to partner with:



Photographs:  
Upper Spread: The 2019 SPEC MIX BRICKLAYER 500 Arena.  
Far left: Beat the Bricklayer competition.  
Middle left: 2019 "World's Best Bricklayer" Mario Alvescc.  
Middle right: 2019 SkillsUSA National Masonry competition prize table.  
Lower Right: Various logos of national trade associations that SPEC MIX is a member of and the World of Concrete of which SPEC MIX is a major show event sponsor.





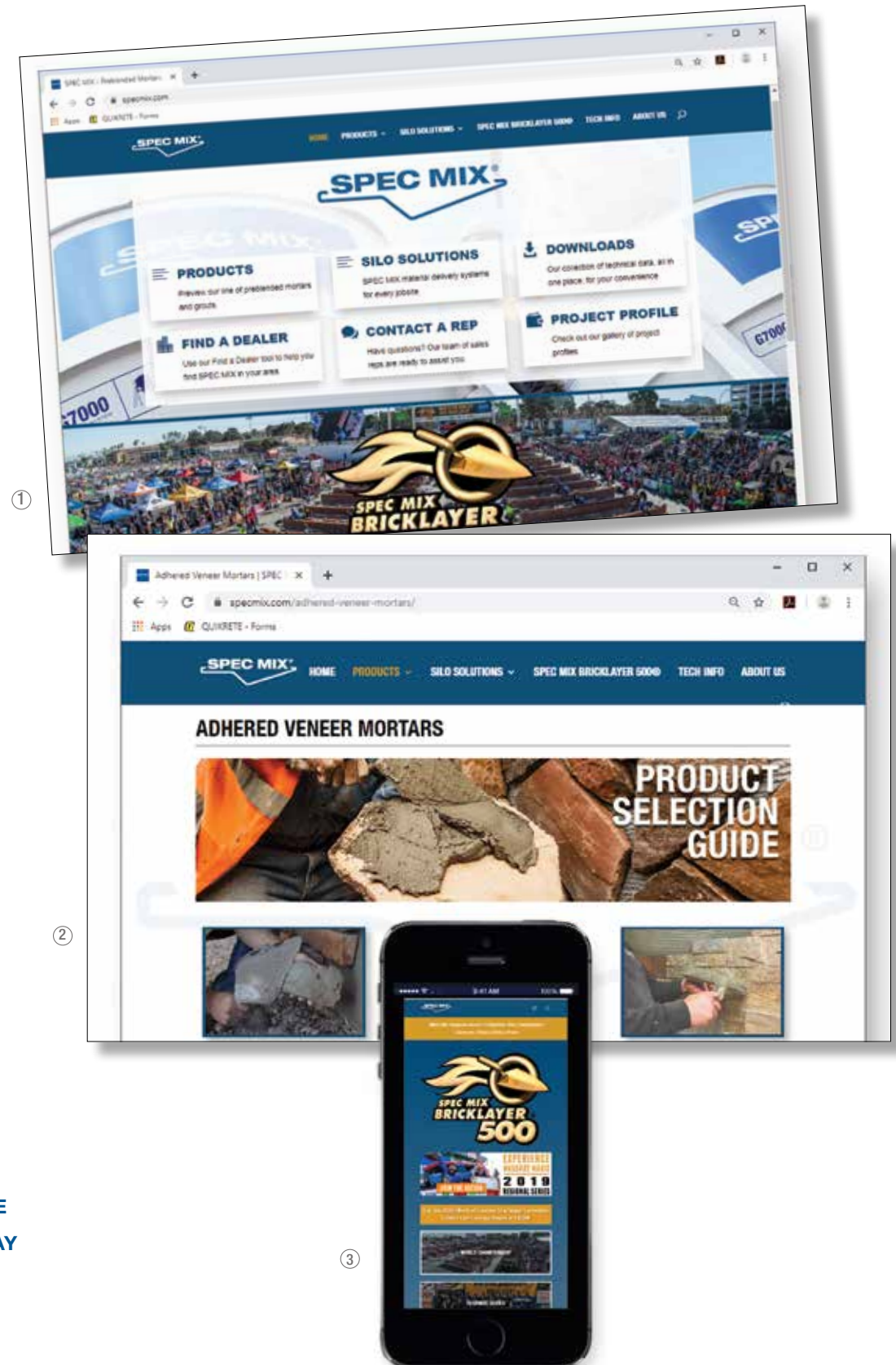
Your partners in print and digital advertising.



SPEC MIX is recognized by the construction industry as a leading advertiser and promoter of the competitive advantages gained by utilizing our products and equipment. Whether the opportunity is for print or digital mediums, our ad strategy is simple: Go Big—full page, Go Bold—power image—and Be Clear—sell features, benefits and solutions!

## Digital Solutions for a Digital Age

The SPEC MIX® website is carefully designed for ease of use on all media platforms. The site's "Find a Dealer" feature connects architects and contractors to each dealer's customized page linking them to a sales team possessing the knowledge and information needed for a project. This new, easy-to-use tool is at your fingertips to help better assist you and your customers when searching for information on SPEC MIX products and silo solutions. This digital sales tool includes a technical information database, a colored mortar swatch request form, product selection guides, and a comprehensive look at the world famous SPEC MIX BRICKLAYER 500® campaign. Bookmark [www.specmix.com](http://www.specmix.com) today and discover the many ways we have simplified our resources for your convenience.



1. SPEC MIX HOME PAGE
2. SPEC MIX PRODUCT PAGE
3. SPEC MIX MOBILE DISPLAY



Take advantage  
of sales tools that work.

When you partner with SPEC MIX, you have our full support and a complete line of powerful marketing materials carefully designed to engage the customer and close the sale.

- PICTURED
- 1. COLORED MORTAR 25-CHANNEL KIT & COLOR CANISTER PROGRAM
  - 2. COUNTER MATS—22"x16" rubber backed
  - 3. TRI-FOLD LITERATURE HOLDER—2 tier
  - 4. PULL-UP BANNER—30"W x 72"H
  - 5. FABRIC TABLE COVER—6 ft. or 8 ft.
  - 6. TOWER OF POWER DISPLAY—with Faux Bags & Tri-Fold Literature Holder
  - 7. A SELECTION OF PROMOTIONS—Below







Providing project designers and contractors with the detailed technical resources and information needed to construct a building is essential to being the product selected for the job.

Providing project developers, designers and contractors with detailed product information, engineering data and proper training that are critical for on-time project completion. From product application to mixing instructions to safety guidelines, the portfolio of SPEC MIX Product & Safety Data Sheets are created to ensure decision makers know our products are formulated, tested and produced to meet specification, and the applicator's performance expectations.

PICTURED

- 1. FULL-PAGE PRODUCT DATA SHEETS
- 2. TRI-FOLD PRODUCT DATA SHEETS—4x9 pocket-size
- 3. HIGH PERFORMANCE PRODUCTS BINDER—clear cover catalog
- 4. PERFORMANCE PRODUCTS CATALOG—3-ring binder







## COUNTERTOP DISPLAYS



Put your  
countertops to work  
selling product.

We created several display pieces designed to engage, interact and educate your customers with product information giving them solutions for their projects.

### PICTURED

1. **COLORED MORTAR 25-CHANNEL KIT**
2. **COUNTER MATS**—22"x16" rubber backed
3. **COUNTER TOP DISPLAY SYSTEM**—11"x17" with Tri-Fold Literature Holder
4. **TRI-FOLD LITERATURE HOLDER**—2 tier
5. **COLORED MORTAR PIGMENT CANISTER**



# SHOWROOM & FREE-STANDING DISPLAYS

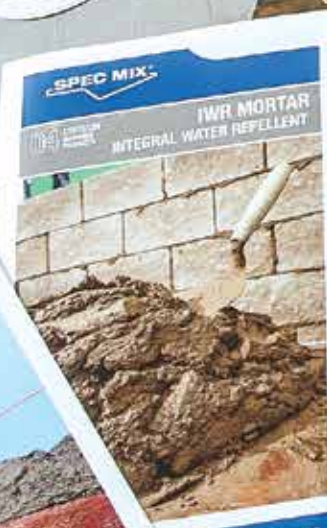
We're not shy about taking center stage!

When customers drive into your lot and visits your showroom, our signage and display systems let them know you proudly carry SPEC MIX...The best product for the job.

- PICTURED
- 1. **FENCE BANNER**
  - 2. **TOWER OF POWER DISPLAY** — with faux bags & Tri-Fold Literature Holder
  - 3. **FAUX BAG DISPLAY**
  - 4. **PULL-UP BANNER** — 30"W x 72"H
  - 5. **COLOR MORTAR DISPLAY** — Shown on top of Tower of Power display







**SPEC MIX®**

[WWW.SPECMIX.COM](http://WWW.SPECMIX.COM)

**Great Workability.  
Increased Productivity.**

**MIXING INSTRUCTIONS GLO**  
**WEAR IMPERVIOUS GLO**  
1. Mixing in batch applications  
2. Use clean, potable water, and  
3. Mixing times are for 10 min  
using a mechanical batch mixer

1230 EAGAN INDUSTRIAL RD. STE160, EAGAN, MN 55121

