



News Release

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**Benjamin Obdyke Incorporated Introduces Blockade™ Mortar Deflection System
*Blocks Mortar Droppings from Clogging Weep Holes, Allows Excess Moisture to Flow Freely
Out of the Wall Cavity.***



Horsham, PA — Benjamin Obdyke Incorporated introduces its new Blockade™ Mortar Deflection System, a new masonry product designed to be used in conjunction with cavity wall construction to catch and hold mortar droppings during brick wall assembly.

When installed, Blockade will help create a brick wall that is built to stand the test of time and remain free from the deteriorating effects of mold and moisture that can become trapped behind brick exteriors, while preventing mortar droppings from clogging the weep holes in the brick wall assembly.

The product comes from Benjamin Obdyke, known throughout the industry for their high-quality, innovative moisture management products. It is the second product to be designed specifically for the masonry market, following the recent re-introduction of Home Slicker® Stone & Stucco, a rainscreen product for stone, stucco, and masonry applications.

“Our moisture management products are being enthusiastically accepted by the masonry market, which sees our products as easily solving a recognized problem with mold and moisture build-up behind the exterior claddings,” said Michael Coulton, director of marketing and new product development for Benjamin Obdyke. He added that building professionals who use alternative, often more time-consuming and labor-intensive methods of mortar deflection will find that the Blockade product installs quickly and economically.

The patented black entangled matrix design of Blockade is produced in a diagonal orientation for use at the bottom of the wall cavity. It is available in two sizes. Blockade 80 measures .8 in. deep

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x 10 in. wide x 50 ft. long, and weighs 4.5 lbs. As Blockade 150, it measures 1.5 in. deep x 10 in. wide x 35 ft. long, weighing 3.5 lbs.

For more information, contact a local Benjamin Obdyke dealer, visit www.benjaminobdyke.com, or call Benjamin Obdyke Customer Service at 800-346-7655.

About Benjamin Obdyke Incorporated

Since 1868, Benjamin Obdyke has been helping architects, builders, and contractors in the United States and Canada Build Better™ by developing and adding new advances to its product line. Benjamin Obdyke develops, sources, markets, and sells proprietary roof and wall products that improve the building envelope and the performance of other building materials for the residential new construction, repair, and remodel markets. Innovations from Benjamin Obdyke, such as the first roofing ridge vent on a roll, the first wood roofing underlayment, and the first rolled product to provide drainage and air flow in rainscreen wall assemblies, have helped shape today's building practices. Headquartered in Horsham, PA, USA, Benjamin Obdyke partners with a network of distributors, dealers, buying groups, and cooperatives to reach building professionals in the United States and Canada.

For a high-res photo of Blockade™, go to <http://benjaminobdyke.com/content/downloads> to download a photo, or contact Elva Clements at 610-520-6140, Ext. 203 or elva@alvare.com.

Photo Caption: Benjamin Obdyke Incorporated introduces Blockade™ Mortar Deflection System, a masonry product that prevents mortar dropping from clogging the weep holes in a brick wall assembly. For more information, call 800-346-7655 or visit www.benjaminobdyke.com.