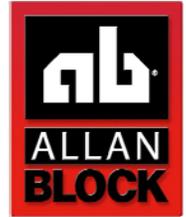


Allan Block

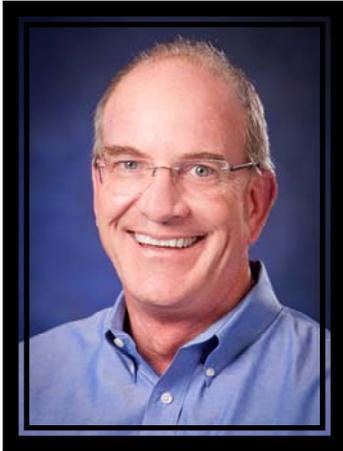
Always Better Wall of Fame



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Gordy Rich
Reading Rock, Inc.
Cincinnati, OH



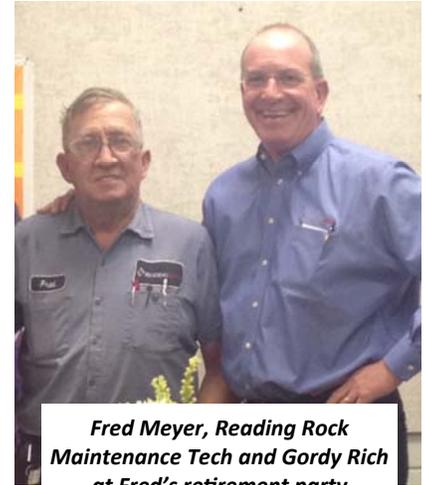
As we strive to be *Always Better* and improve all of our programs, services and initiatives, we are constantly searching for individuals who are best of the best within our community of partners. As we continue discussing our *Always Better* Wall of Fame, we remain impressed with the caliber of people selling, manufacturing, marketing and touching the

Allan Block (AB) products in one way or another. Our most recent inductee, Gordy Rich is one of those great individuals who continues to push his organization to improve and as a result he has made a significant impact within the Allan Block family.

For those of you who have had the opportunity to meet Gordy Rich, President Reading Rock, Inc., you will quickly understand why he is our next Allan Block Wall of Fame inductee. Gordy bought Reading Rock from his father in 1984 after serving as the Regional Distribution Manager since 1979. Reading Rock was created in 1947 as a block manufacturer and with Gordy's guidance, they have evolved into a corporation with five different divisions: hardscapes, masonry, precast, tile and hearth. As a corporation, they were one of the first five companies in the US to bring in European equipment specifically for concrete paver production. His vision and innovation continued when they became the first company outside of MN to sign a licensing agreement with AB in 1988. When asked what led him and Reading Rock to AB, Gordy stated, "we were manufacturing a system known as Loffelstein at the time, AB was going to help our contractors with an easier installation by being lighter weight and at the same time allowing us to leverage our existing machine capacity.....what we really did was listen to our customers, their guidance brought us to AB then and those same customers continue to direct us to new products today."



Reading Rock has grown into one of the largest AB producers in the world under Gordy's direction. How have they done it? Many things have contributed to their long-term success, but a great mix of products, adaptability and people have certainly played a role. Many Reading Rock associates show up on the weekly and annual AB Program Contests – the Overall Leaderboard, Engineering, Dealer and Contractor Programs have had at least one Reading Rock associate on one or more of them every year from their inception and corporately they have been at the top of the Contractor Program every season since it began. With regard to great products, as Gordy says “we sell color and texture – they have to be what the customer wants.” Their ability to produce great product with the color and texture customers want is not always easy, considering their geographical reach and variety of customers. Reading Rock touches seven states with AB, pavers extend beyond that and masonry/precast covers the majority of the US.



Fred Meyer, Reading Rock Maintenance Tech and Gordy Rich at Fred's retirement party

Their adaptability to meet market demands with great products, to logistically service such a large footprint, coupled with the fact they have become a go-to resource for so many types of customers, as evident by their success with the AB Program Contests, have all led to and will continue to drive their success.

With almost 30 years of AB production and many millions of AB sold, Gordy is constantly looking for new and innovative products to keep his machines moving. When asked what lies ahead? Gordy replied “AB's ability to develop new products that meet customers' demands will allow us to stay in front of the market. We know that with AB products, we will have an engineered solution for any project with an aesthetic to match.....this [AB/RR] relationship has evolved into one of the most mutually beneficial partnerships we have.”

We are extremely excited to be partnered with you and all of your employees Gordy and want to thank you for all your hard work and dedication through the years!

