

Allan Block

Always Better Wall of Fame



allanblock.com

July 2016

William Clayton Sr.
Clayton Companies
Lakewood, NJ



To carry on our new tradition of honoring those who have done a phenomenal job representing Allan Block through the years, the next recipient of the ***Always Better Wall of Fame*** is a gentleman who helped bring Allan Block to New Jersey in the late 1980's – virtually right when AB was starting. William Clayton, founder of Clayton Companies was a visionary who, from his youth knew he wanted to be in the construction industry. His goal was to help build surrounding communities and to provide an honest day's work to those who believed in his dream. Mr. Clayton began with a mining company in Lakewood, NJ and under his guidance Clayton Companies has grown into a corporation with a network of plants and mining sites that completely service New Jersey as well as parts of New York and Pennsylvania with concrete, block, aggregates, recycled material and products.

What led Clayton Companies to Allan Block? In the late 1980's, Clayton had several block facilities and a retraction in the NJ, NY and PA markets created a drastic reduction in gray block sales. It was at this time Allan Block was making a splash in the industry and Mr. Clayton along with a sales associate, John Barr, were quick to see the opportunity with AB. To have the opportunity to manufacture alternative blocks to share overhead and stay competitive became the driving force leading to Allan Block along with complimentary paver production. Prior to the partnership with AB, Clayton was simply reselling other wall systems and the total units sold accounted for approximately 1% of the company's total sales. Today, over 26% of Clayton Block Company's sales are associated with Allan Block products.

"Our local sales team has done a great job and has been the driving force for adopting this product" says Mr. Clayton. He goes on to say that Clayton and AB have had a "fantastic working relationship" and the AB programs have benefited us by assisting with the relationships between the manufacturer, salesperson and contractors. "When there is a loyalty towards mutual benefit, everyone wins" and the AB programs help us provide that. Clayton is regularly at the top of the Engineer, Contractor and Overall Program leaderboards. They routinely hold AB Certification classes as well as numerous engineering presentations throughout the year. Clayton feels that a huge benefit to their business has been the training and education of contractors, which in turn has led to customer loyalty and increased sales.

Mr. Clayton is now 88 years old and is still living his dream. He has the same passion today that he had when he started his company almost 70 years ago and in fact today he is regularly seen at the office, meeting contractors, driving to ongoing jobs, visiting mining locations as well as Clayton retail stores. When asked about turning over the baton, Mr. Clayton laughed and stated, "you don't ever retire from this industry" – he is living proof that if you love what you do it will never feel like work. His passion drove the growth of the company beginning nearly 70 years ago and even today he constantly evaluates how to continue growing the business for the benefit of everyone. Mr. Clayton, from all of us at Allan Block, we would like to thank you for allowing us the opportunity to work with your great company and we look forward too many more successful years as partners.