



**FOR IMMEDIATE RELEASE**

October 18, 2016

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**VALMARK ASSOCIATES DEVELOPS NEW  
VIDEO SERIES FOR CMS INDUSTRIES, INC.**

Amherst, NY – **Valmark Associates, LLC**, a marketing consultancy and resource agency, has produced a new series of instructional videos for **CMS Industries, Inc.**, a marketer of refractory mortar products for the construction industry sold under the **Heat Stop®** brand name.

The videos, which are visible on the firm's website, [www.heatstoprefractorymortar.com](http://www.heatstoprefractorymortar.com), provide masons, construction managers and architects a detailed view of how and where the various **Heat Stop®** brand products can be used. Also included in the video series are a companion line of insulation and restoration mortars sold under the Domestic Fireplace Mortar®, Insul Stick® and Insul Cast® brand names.

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Valmark is a marketing consultancy and resource agency that provides strategic and programmatic marketing support to its clients. The agency uses its professional partner network to deliver results-driven communications to clients locally, regionally and across the US. The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. Joe Lojacono is president of Valmark Associates. For more information, visit their web site at [www.valmarkassociates.com](http://www.valmarkassociates.com) or contact Joe Lojacono at 716.836.3414.

**CMS Industries, Inc.** is a marketer of refractory products for the construction industry sold under the Heat Stop® brand name, as well as a companion product line of insulation and restoration mortars sold under the Domestic Fireplace Mortar®, Insul Stick® and Insul Cast® brand names. Robert A. Rucker is president of the firm. Heat Stop products are available in both pre-mixed and dry formulas, and are used in the construction of chimneys, fireplaces, as well as bread and pizza ovens for residential and commercial applications. They resist temperatures in excess of 2,000 degrees Fahrenheit, are acid resistant, and are compliant with building codes across the country. Heat Stop and related products are available throughout the US through a network of dealers, as well as online at [www.MyBuildingSupplyStore.com](http://www.MyBuildingSupplyStore.com).

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