



FOR IMMEDIATE RELEASE
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VALMARK ASSOCIATES CREATES INSTRUCTIONAL GUIDE FOR NYS CONCRETE MASONRY ASSOCIATION

Amherst, NY – **Valmark Associates, LLC**, a marketing consultancy and resource agency, has produced an instructional guide for **CMS Industries, Inc.**, a marketer of refractory mortar products for the construction industry, and the **New York State Concrete Masonry Association**. The reference guide, entitled Tek Spec 4.0, provides specifications and advice to contractors, architects, and do-it-yourselfers for the installation of fireplaces and outdoor ovens. The 12-page, full-color guide was produced in both English and Spanish.

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 products sold under the Insul Stick and Insul Cast brand names.

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Heat Stop and related products are available throughout the US through a network of dealers, and online at www.MyBuildingSupplyStore.com.

Valmark Associates LLC is a marketing consultancy about ideas. The agency improves marketing efforts by integrating client history, industry knowledge and a time-tested approach to generate ideas that are cost-effective, on-target and minimize risk. By choosing Valmark Associates, clients are selecting a process and a plan, not a product and a promise.

The firm provides marketing services for small, medium and even larger businesses that want to partner with an expert to execute all or part of their marketing programs.

Valmark is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. For more information, visit their web site at www.valmarkassociates.com or contact Joe Lojacono, founder and president, at 716.836.3414.

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