

About Us

History

Master Wall Inc. began business in 1987 with the goal of manufacturing the best quality products available in the marketplace, crafted by people who care about the industry. The early years were marked by success in residential and commercial construction, serving primarily the southeastern United States.

Product acceptance and recognition grew through the early years. Applicators appreciated the smooth workability for better-looking jobs while Architects trust the common-sense approach to design assistance. The increased growth helped Master Wall expand to national distribution and recognition in the mid 1990's. Today, after starting with a handful of distributors, our network covers the entire United States.

Manufacturing expanded rapidly to meet product demand. Starting from a relatively small 5,000 square foot facility, new personnel and equipment were added to improve production and efficiency in our Lithonia, Georgia manufacturing plant. To date, our Lithonia plant and Columbus, Georgia corporate facilities occupy over 50,000 square feet. A new manufacturing facility was opened in Payson, Utah in 2006.

Care and experience is key to a quality product. The President of Master Wall has over 25 years experience in blending and process manufacturing. He served for seven years as a plant manager for a leading EIFS manufacturer in the United States and was instrumental in setting up that company's largest domestic operation and first overseas facility. Additionally, Master Wall has assembled a management team with over 75 years experience in the EIFS industry. This team consists of all business facets associated with our trade: Sales, sales management, technical field services, architectural support services, national account services, product development and financial management.

Mission Statement

- To **Manufacture** the highest quality EIFS, stucco and related products (coatings, adhesives, etc.) available in the market.
- To be the service leader of our industry in the region and areas that we market our products.
- To be respected in our industry because of honesty and integrity within our ranks.
- To encourage our employees to set the highest standards possible for their careers and their personal lives by supporting them through education, training and sharing any God given wisdom we may obtain. To compensate all employees in such a way that they can support themselves and their families in a comfortable manner.
- To seek God's guidance in all decisions, and to give Him glory for any results.



PUT YOUR BEST FACE FORWARD
WITH AN UNMATCHED LINE OF PRODUCTS AND APPLICATIONS



Corporate Office

P.O. Box 397
Fortson, GA 31808
800-755-0825
FAX 706-569-6704
Email: corporate@masterwall.com

Atlanta (Metro) Manufacturing

2265 Lithonia Industrial Boulevard
Lithonia, GA 30058
800-755-0824
FAX 770-482-9617



Utah Manufacturing

810 West Utah Avenue #1
Payson, UT 84651
888-492-0023
FAX 801-465-1129

Sales Office

72-1/2 West Main Street
Suite #2
Danville, IN 46122
888-313-9966
FAX 317-745-0321

Master Wall Inc.
Building a Culture of Excellence

STUCCO

FOCUSED

On Quality Exterior Systems All Around the Nation.

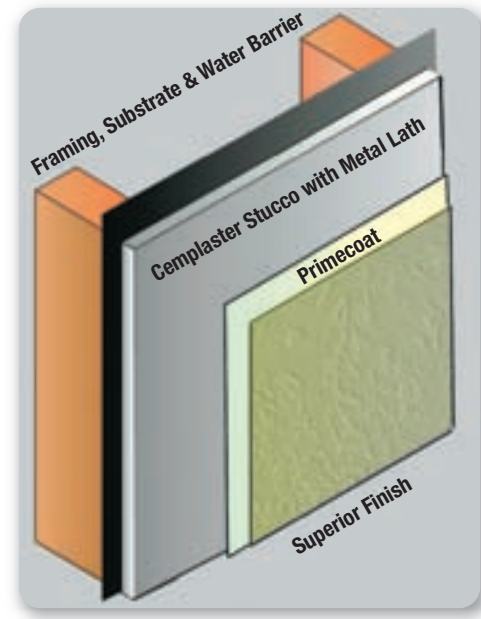


Building a Culture of Excellence

Technical Service: 800-760-2861

masterwall.com

Stucco Cladding



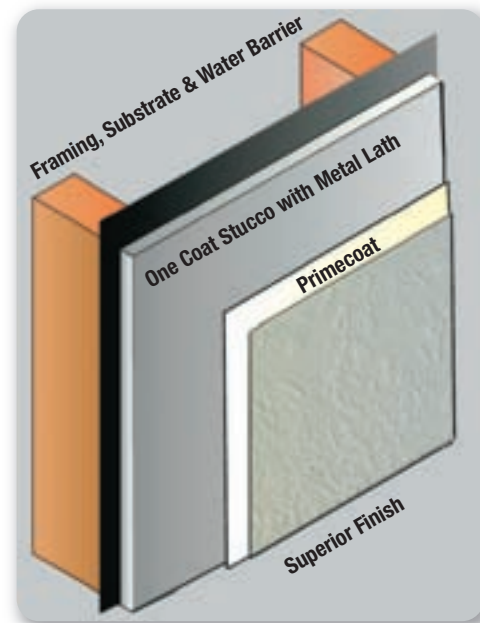
Cemplaster Stucco

Master Wall takes the best part of traditional Portland cement stucco and improves it. Cemplaster includes fiber reinforcement in the stucco mix for better crack resistance, simplified mix designs with field, concentrate and ready versions and design assistance for your project. We offer several warranty levels featuring improved performance options including acrylic additives, primer and elastomeric finishes.

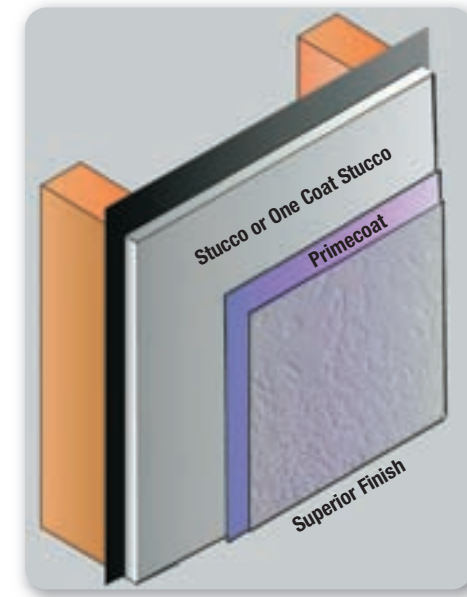
5 7 10
Year Limited Warranties Available

One Coat Stucco

One Coat Stucco (OCS) is an engineered version of traditional stucco. This advanced technology allows OCS to be applied thinner than regular stucco while offering better crack resistance and higher tensile strength. Master Walls OCS systems are available with three warranty options with performance improvements including acrylic additives, primers and elastomeric finishes.



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Year Limited Warranties Available



Superior Finishes over Stucco

Improve the look of your traditional stucco with Master Wall's Superior Finishes. They improve the curb appeal of any home or building with their fresh colors and crisp textures.

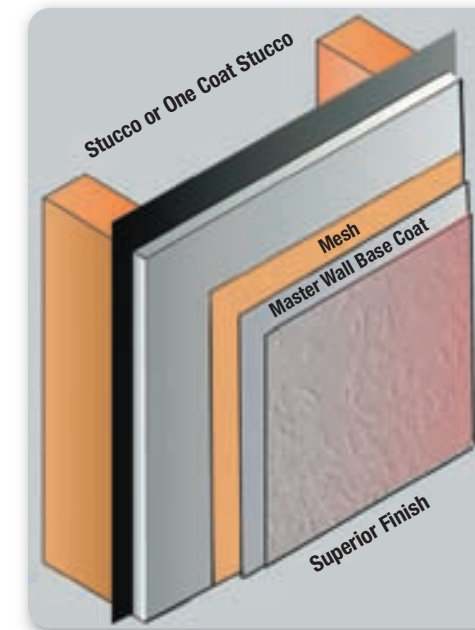
Stucco includes several variations including traditional three-coat stucco or One Coat Stucco. Common installations include the stucco, some reinforced foam trim aesthetic pieces and a Master Wall Superior Finish.

For professional results, the wall should be primed with Master Wall Primecoat followed by our Superior Finish. For extra durability specify Superior Elastomeric Finish - it's designed to bridge the minor cracking that's common to stucco.

Reinforced Base Coat over Stucco

Give traditional stucco a boost with extra reinforcement and a leveling base coat. This extra application provides additional water protection, reinforces and bridges minor cracking and helps fine-tune the flatness of the wall.

The fine grained Master Wall base coat is creamy and easy to work with and reduces the surface roughness that can affect the texturing. The acrylics in the base coat act as a surface primer that helps finishes texture more evenly.



STUCCO

Colors, Textures & More



Elastomeric Finishes

Need more flexibility in your finish? Master Wall's Superior Elastomeric Plus finish is designed to bridge minor hairline cracks in stucco. The highly flexible elastomeric polymers bend easily in all temperature extremes while maintaining a crisp finish texture.

Superior Elastomeric Plus is available in all colors and textures.

Custom finishes — in any color you want. Master Wall offers 64 standard colors and a fan deck with over 600 colors. We also custom color match to paint manufacturer colors or any color you send for matching.