



***Senergy***<sup>®</sup>

# Insulated Masonry Veneer Systems

Fully integrated, code-compliant  
wall systems with unlimited  
aesthetic options

A brand of  
**MASTER**<sup>®</sup>  
**BUILDERS**  
SOLUTIONS

# Insulated Masonry Veneer Systems

Superior performance  
with unlimited aesthetic possibilities

As design trends evolve toward multi-cladding with stone and brick; architects, designers, building owners and other construction professionals are seeking alternatives that can help them achieve the required performance and multi-cladding aesthetic. Senergy Wall Systems has designed the Insulated Masonry Veneer System to specifically meet the challenges of multi-cladding construction, creating the look and feel your clients want, with code compliance and building performance you need, at a cost that facilitates project success.



*Arlington, Texas*



*Charlotte, North Carolina*

## **Reduced complexity**

Achieve a multi-cladding aesthetic from masonry veneer to metal, wood and so much more over a continuously insulated (CI) wall system from one manufacturer. Eliminate extra work detailing complex transitions between multiple claddings and manufacturers.

## **Masonry veneer**

Featuring MaxGrip Veneer Mortar, the high-strength mortar, is used to adhere up to 15 psf of natural and manufactured stone, ceramic tile, and thin brick veneer without the need to use mechanical fasteners or Z-girts, saving time and money, and eliminating the risk of mortar failure.

## **Energy efficiency**

Achieve the desired masonry veneer aesthetic without compromising the continuous exterior insulation. Seamless integration of continuous insulation, weather barrier and drainage ensures optimum heat, air and moisture control. MaxGrip Veneer Mortar is strong enough to adhere masonry veneer without the use of mechanical fasteners, keeping these critical control layers intact, which eliminates thermal bridging and reduces the risk of moisture intrusion.

## **Jobsite productivity**

Take the headache out of coordinating the sequence of trades and products from multiple manufacturers. The Insulated Masonry Veneer System can be installed by a single applicator, helping you complete the job on time and within budget.

## **Build with confidence**

Fully tested and evaluated to ensure components work as a code-compliant system, the Insulated Masonry Veneer System is listed by ICC Evaluation Service in ESR-1878 evaluation report and complies with NFPA 285 standard.

# Non-Insulated Masonry Veneer Systems

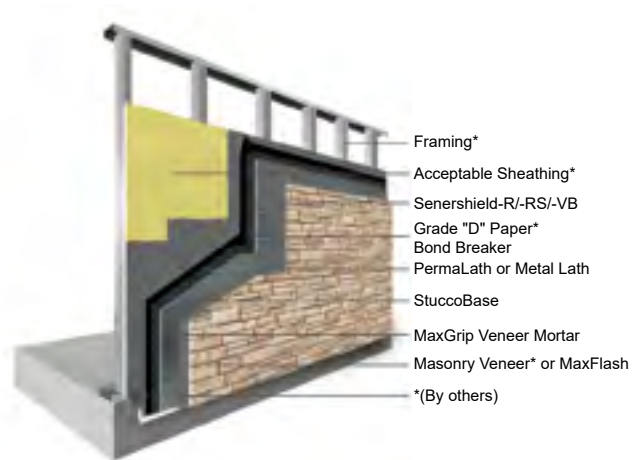
## The power of choice at your fingertips

Senergy's comprehensive portfolio of Masonry Veneer Systems empowers you to select the system that best meets your building enclosure and exterior finish objectives. MaxGrip Veneer Mortar is compatible with a variety of substrates, including cement board, stucco, concrete, CMU, and over Senergy air/water resistive barriers.



### Cement Board Stucco 1000 with MaxGrip Veneer Mortar

A highly impact and puncture resistant, water-drainage wall system incorporating a cement board core, reinforced base coat and MaxGrip Veneer Mortar.



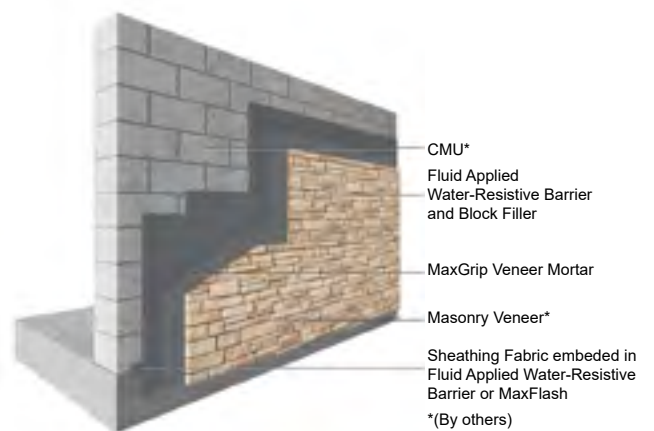
### Sentry Stucco Plus with MaxGrip Veneer Mortar

An impact and puncture resistant, cement plaster stucco system, which incorporates a Senershield-R, -RS, and -VB air and water-resistive barrier to provide a premium level of protection to the sheathing and cavity against moisture and air intrusion and features MaxGrip Veneer Mortar.



### Sentry Stucco Ultra with MaxGrip Veneer Mortar

An impact and puncture resistant, cement plaster stucco system with enhanced water management. It incorporates a Senershield-R, -RS, and -VB air and water-resistive barrier to provide a premium level of protection to the sheathing and cavity against moisture and air intrusion and MaxGrip Veneer Mortar.

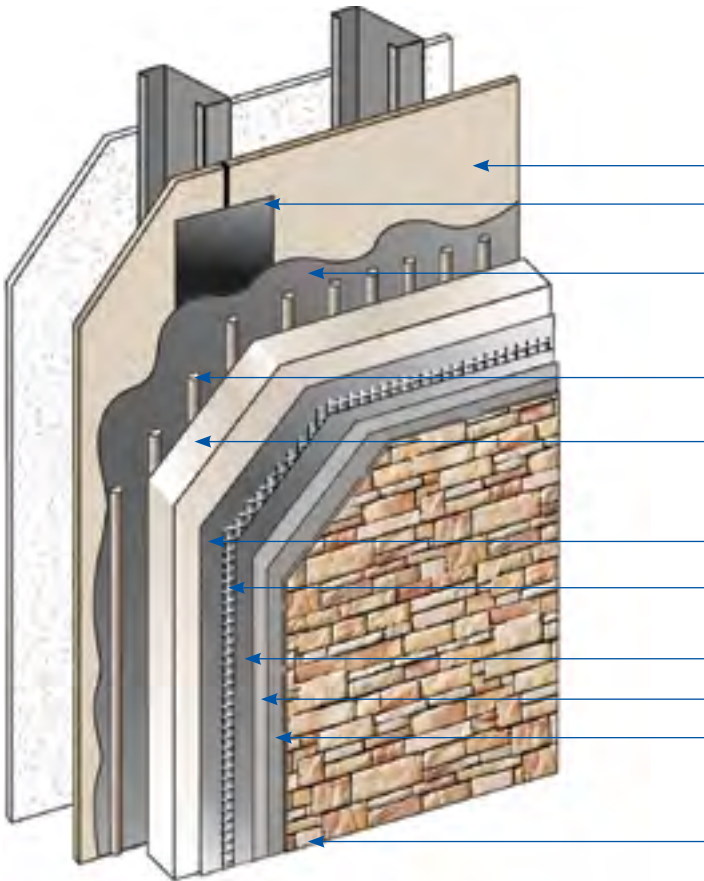


### Concrete Masonry Unit with MaxGrip Veneer Mortar

Concrete Masonry Unit with Senershield-R/-RS/-VB fluid-applied air/water-resistive barrier and MaxGrip Veneer Mortar.

# Channeled Adhesive CI Design with MaxGrip Veneer Mortar

Innovative, high-performance wall system with unlimited aesthetic options



A fully integrated wall system with continuous insulation, air/water-resistive barrier and drainage, featuring MaxGrip Veneer Mortar.

1. Acceptable substrate<sup>†‡</sup>
2. Approved Joint Reinforcement: MaxFlash or Sheathing Fabric embedded in Senershield-R/-RS/-VB
3. Senershield-R/-RS/-VB  
Fluid-applied air and water-resistive barrier provides effective air and moisture protection
4. Senergy Adhesive  
Drainage plane for effective moisture control
5. Approved EPS Insulation Board<sup>‡</sup>  
Continuous exterior insulation delivers optimal energy efficiency
6. Senergy Base Coat
7. Intermediate 12 Reinforcing Mesh  
Structural wall support impact resistance
8. Senergy Base Coat
9. Skim Coat of MaxGrip Veneer Mortar
10. MaxGrip Veneer Mortar  
High strength, setting bed mortar, used to adhere a variety of masonry veneers
11. Adhered Veneer<sup>‡</sup>  
Compatible with a variety of masonry veneers, from stone to tile and thin brick

## Code Compliance

Document	Description
ICC ESR-1878	Complies with 2018 and 2015 IBC and IRC
ASTM E2568 / AC 235	Complies with requirements
ASTM E119	Does not detract from fire rating of base wall
NFPA 285 and 268	Acceptable on non-combustible construction
ICC-ESR 2986 (Senershield-R/-RS)	Air/water-resistive barrier*
Air Barrier Association of America recognized (Senershield-R/-RS/-VB)	Can be used on projects where ABAA recognized air barriers are specified

\*Senershield-R/-RS/-VB can be used behind all claddings where more than one wall system is specified, creating one continuous AWRB system. This is appropriate whenever Senergy Channeled Adhesive CI Design with MaxGrip Veneer Mortar is used with other cladding types on a multi-clad building.

<sup>†</sup>Acceptable substrates:

PermaBase<sup>®</sup> Cement Board and other cement boards conforming with ASTM C1325 (Type A - exterior); poured concrete/unit masonry; ASTM C1177 type sheathings, including Weather Defense<sup>™</sup> Platinum sheathing, GreenGlass<sup>®</sup> sheathing, eXPTM sheathing, GlasRoc<sup>®</sup> sheathing, Securock<sup>™</sup> glass-mat sheathing, and DensGlass<sup>®</sup> exterior sheathing; DensElement (sheathing only), gypsum sheathing (ASTM C79/C1396); Exposure I or exterior plywood (Grade C/D or better); or Exposure I OSB; Huber Zip (sheathing only).

<sup>‡</sup>By other manufacturer

# MaxGrip Veneer Mortar

## Maximum strength and adhesion

**High-strength and specially formulated, MaxGrip Veneer Mortar is a setting bed mortar used to adhere up to 15 PSF of natural and manufactured stone\*, ceramic tile†, and thin brick veneer‡ to a broad range of substrates. No mechanical fasteners required.**

- Complies with ANSI 118.4, the American National Standard Specifications for Modified Dry-Set Cement Mortar, sets a minimum standard for modified standard mortars
- Complies with ANSI 118.15, the American National Standard Specifications for Modified Dry-Set Cement Mortar, the most stringent freeze/thaw testing for polymer-modified mortars
- Freeze-thaw stable bond showing resistance to deterioration after repeated temperature cycling per ASTM C-666 (modified using full IVS composite in place of concrete beam)
- Fully tested per ASTM C109, Standard Test Method for Compressive Strength of Hydraulic Cement Mortars



**IMVS Seismic  
and Racking Study**



**IMVS Short-Term  
Deflection Study**



*For complete application recommendations on the use of MaxGrip Veneer Mortar, please review the Product Bulletin.*

*\*Manufactured stone must comply with applicable requirements of ICC-ES Acceptance Criteria AC51 or ASTM C1670.*

*†Tile shall comply with applicable requirements of the Tile Council of North America and/or ANSI A137.1.*

*‡Thin brick veneer shall comply with applicable requirements of ASTM C 1088 or per the Brick Industry Association.*



# Looking for some inspiration?



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