

01.  
RAVENSWOOD  
IRONSPOT SMOOTH  
FACE BRICK, STACK

02.  
BURGUNDY BLEND  
VELOUR FACE BRICK,  
RUNNING BOND

## Endicott enhances architect engagement with ARCHITEXTURES integration

Endicott Clay Products, a century-old brick manufacturer from the US, renowned for its unique “Ironspot” clays, has long worked at the intersection of traditional materials and cutting-edge architectural projects.

With a strong focus on commercial construction and a client base that includes architects, contractors and large institutions, the company recognized the need to evolve its digital offering to match the modern design workflow.

This is where ARCHITEXTURES came in.

## Outdated visualization processes

While Endicott had been ahead of the curve by digitizing their bricks as BIM models as early as 2009, the visualization tools available to them were cumbersome and disconnected from the architect’s day-to-day tools.

### Endicott needed:

- A way to let architects experiment and visualize blends in real-time
- A web-based, Revit-compatible tool to minimize friction
- A cost-saving solution to reduce unnecessary sample mockups
- Something that could scale across teams and clients with ease

*“We were doing blends using Photoshop. It was time-consuming and inefficient. We often had to produce multiple mockups for projects that might not even move forward.”*

John Ragland  
Endicott Marketing Director

## A demand from architects

While ARCHITEXTURES had been on John's radar, the real catalyst came from the field: architects began asking why Endicott was not on ARCHITEXTURES yet.

"That's when I knew I had to act. I'd been talking about needing something like this for a decade. ARCHITEXTURES was literally what I had envisioned."

## Digital visualizer and custom integration

Once the partnership began, the process moved swiftly. The ARCHITEXTURES team worked closely with John to onboard their full range of brick products and develop a custom Visualizer, embedded directly into Endicott's new website. The tool not only showcased the bricks beautifully, it let users create custom blends, view them in Revit, and share results directly with the Endicott sales team.

## Impact and results

### Faster decision making

Architects can now build their own blends on the fly, dramatically reducing back-and-forth and accelerating the sales process for Endicott.

### Ease of use

From in-house staff to architectural firms, the tool has been embraced enthusiastically.

"Our office manager picked it up immediately. One architect said she was so excited she nearly fell out of her chair."

### Embedded experience

By embedding the Visualizer directly into Endicott's website with custom branding, the company ensured architects can directly access textures within the Endicott ecosystem, while also reaching ARCHITEXTURES' significant and engaged audience in the library.

### Reduced sample waste

Because users can visualize blends before ordering samples, the number of physical mockups has dropped, saving both time and shipping costs.

"We used to create multiple mockups per project. Now it's often just one. That's a real cost saver."

*"What stood out was how simple it was to use"*

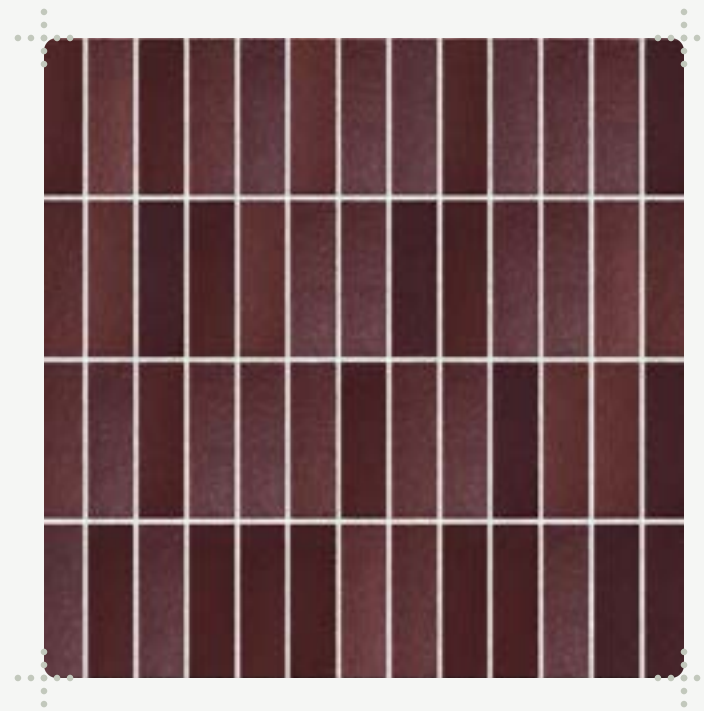
*During the onboarding, I could upload and organize materials while sitting with my wife in front of the TV."*

John Ragland  
Endicott Marketing Director





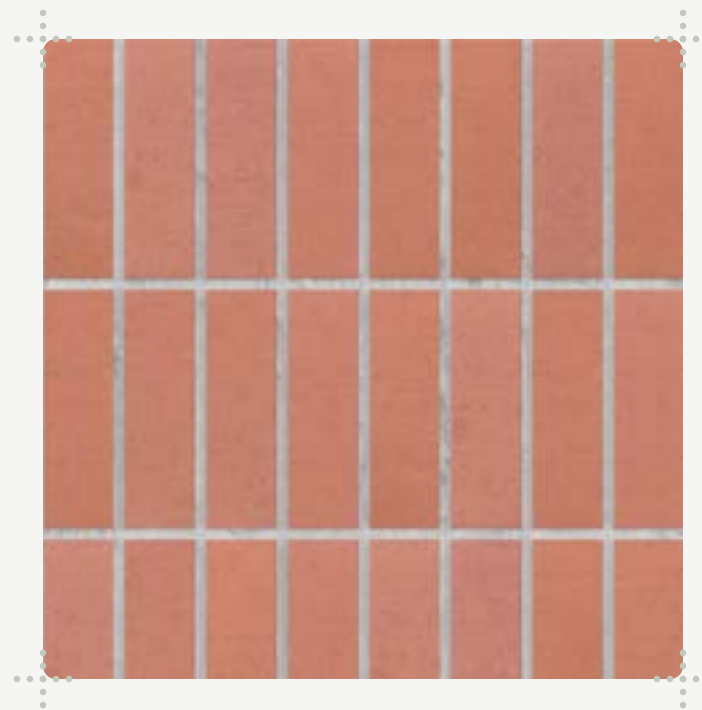
03.



04.



05.



06.



07.

## Looking ahead

With ARCHITEXTURES’ 3D visualization tools already in discussion, Endicott is set to stay at the forefront of digital innovation in the building materials industry.

“It’s not just meeting our expectations. It’s like every time we think of a new feature, ARCHITEXTURES already has it in the works.”

## Would Endicott recommend ARCHITEXTURES?

*“Absolutely. I’d love to keep it to ourselves, but I know that’s not realistic. The more it grows in North America, the better it is for everyone, including us.”*

John Ragland  
Endicott Marketing Director

[VIEW CUSTOM APP](#)

[VIEW TEXTURES](#)

03.  
LIGHT GRAY BLEND  
VELOUR FACE BRICK,  
STACK

04.  
MEDIUM IRONSPOT  
#46 SMOOTH, STACK

05.  
BUFF BLEND VELOUR  
THINBRICK MODULAR,  
STRETCHER

06.  
ROSE BLEND SMOOTH  
FACE BRICK, STACK

07.  
DARK IRONSPOT  
SMOOTH FACE BRICK  
MODULAR, STACK