A GREAT NAME. AN EVEN BETTER EXPERIENCE.

RHONDA SAID THEY LOOK AT IT AS ONE BIG HAPPY FAMILY. CUSTOMERS SENSE THAT. THE EXPERIENCE IS THE LEGACY.

He started working in the brick yard the minute he turned sixteen. Because when your great-great grandfather is Henry Belden (known for starting a brick manufacturing company with your surname attached) - that’s just what you do.

And Paul Belden, III truly loved it. “It was great fun, and very dirty,” Paul recalled. “And I made a lot of lifelong friends in the brick industry.”

In 1965 Paul moved his young family to Grand Rapids to expand the company’s sales territory. He remembers traveling all over the state, falling in love with the area, getting to know his neighbors and friends in business, and thinking it would be a great place to stay. So he bought one of the oldest brick distributors in the nation and branched off of manufacturing to go to work promoting masonry products while building another legacy - Belden Brick & Supply Company. It went deeper than a passion for rock, brick, and stone. He was in it for the customers. And he loved it even more.

Today, Paul’s son Todd and his wife Rhonda are owning and living the business - and they love it too. When asked about their success; they attribute an incredible team, state-of-the art showroom, and the finest masonry products. Like Paul, they’re in it for the customers. People sense that. The experience is the legacy.

For the Beldens, it’s always been about more than sales. To this day, some of their greatest customers are their closest comrades. We can identify with that type of advocacy and are committed to creating those types of connections ourselves. To us, that’s true success.
“YOU KNOW, IT’S IN OUR GENES I THINK - THAT YOU GET OUT AND YOU WORK. AND YOU DO THE BEST YOU CAN! YOU DO SOMETHING THAT YOU LOVE, AND IT WORKS OUT.”

- PAUL BELDEN, III