

# NATURALLY GREAT IDEAS

CLAY BRICK MASONRY FOR RESIDENTIAL PROJECTS



 **General Shale**  
BUILDING PRODUCTS





*In this photo: Brick name: Walnut Creek Tudor, Mortar color: Ivory Buff*

# Timeless Brick Beyond Beauty

## *INSPIRATION FOR STRUCTURES THAT LAST A LIFETIME*

A brick home or building is more than just a statement of style; it's a sound investment in a structure's future. When you choose to build with brick, your exterior can be expected to last around 100 years.

As one of the oldest building materials still in use today, brick is the embodiment of natural and sustainable

building practices. Brick is highly energy efficient, as it retains heat and coolness better than most other natural construction materials or techniques. These energy-efficient characteristics mean not only a smaller utility bill for the homeowner but also a smaller impact on our environment.

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*In this photo: Brick name: Ironworks*





*In this photo: Brick name: Salem Creek Tudor, Stone name: Citadel Indiana Blend*

# The Smart Choice For Customized Class

## *AN ENDLESS ARRAY OF STYLE OPTIONS*

General Shale brings the power of choice right to the consumer with a multitude of color and size variations to choose from. The timeless art of masonry offers an endless array of stylistic options for today's homeowner. From flemish and herringbone patterns to pinwheel or traditional layouts, a skilled mason can bring the perfect artful touch to your home or business. So make the smart choice. Choose brick and enjoy the years of natural aesthetics, energy efficiency and unmatched style that only brick can bring.











*In this photo: Brick name: Mountain Stone Tudor, Stone name: Arriscraft Renaissance® Cafe*

# Our Environmental Commitment

As one of America's largest brick manufacturers, a major concrete block manufacturer and a supplier of a variety of masonry materials for the construction industry, we are proud of our products and their role in our environmental accomplishments.

General Shale has a long history of responsible stewardship of the environment. We lead our industry with innovative processes while providing the best building materials for customers across North America. On these pages, you will find a few facts that chronicle the story of the environmental benefits of brick in different applications.



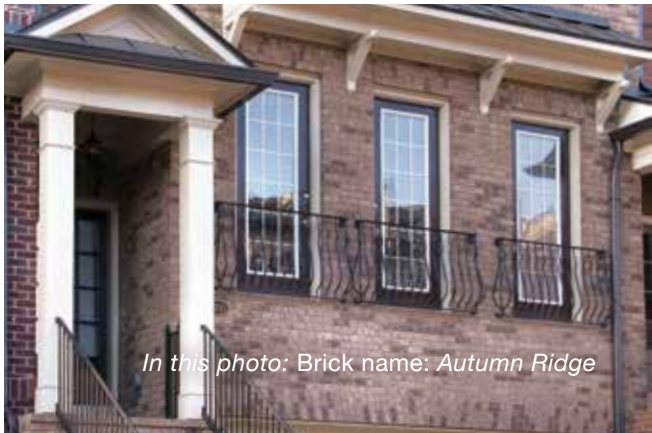
*In this photo: Brick name:  
Phoenix*



*In this photo: Brick name: Nottingham Tudor, Mortar color: Antique Buff  
Stone name: Tennessee Fieldstone, Mortar color: Colonial Buff*



*In this photo: Brick name: Cortez*



*In this photo: Brick name: Autumn Ridge*

## LONGEVITY

Clay bricks have been used for hundreds of years because they last for generations and require almost no maintenance. Buildings made of brick stand the test of time due to brick's inherent strength, durability, weather-resistant and fire-resistant qualities.

## EFFICIENCY

Compared to other building materials, brick keeps your living and working conditions much more stable. Brick's high thermal mass allows it to better regulate indoor temperature. Brick retains heat from the sun during winter days and then releases it back into the building at night.

## RECYCLABILITY

Buildings constructed from brick decades ago can be renovated for new use long after original construction. Brick can also be salvaged for use in new construction for an authentic, broken-in look and feel. It can even be crushed for use in landscaping or concrete or as a base for pavement.

## ENVIRONMENTAL FOOTPRINT

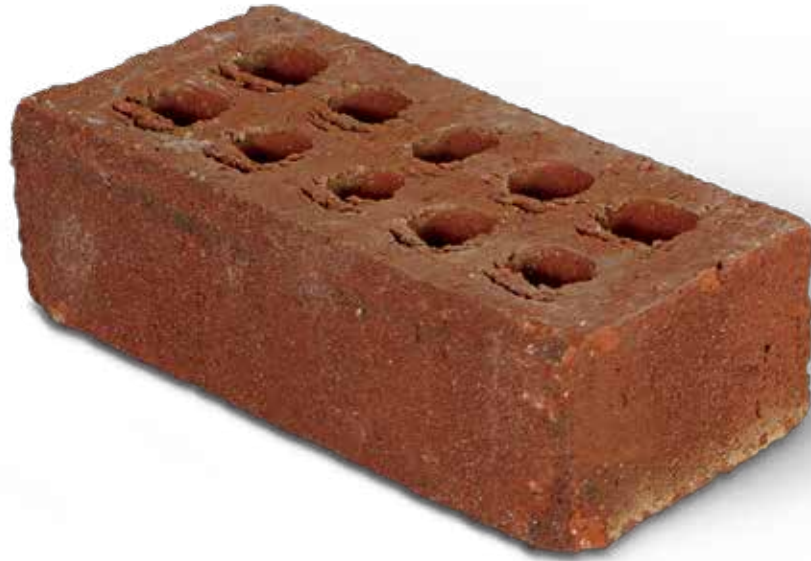
Because brick can be recycled, is energy efficient and lasts for such a long period of time, its cumulative environmental footprint is far smaller than materials that are considered disposable after 10 to 15 years.

## HEALTH & SOCIAL BENEFITS

Brick interior walls contribute to better air quality by eliminating the need for interior paint, which can contain harmful VOCs. Brick also fosters a positive emotional environment, as the warmth of natural materials has been shown to improve overall outlook in people who occupy those environments on a regular basis.

## OUR ENVIRONMENTAL FUTURE

As General Shale brings ancient building materials into our modern times, we will continue to strive for better use of our natural resources and more efficient methods of production and distribution. Our continual goal is to achieve a level of environmental stewardship worthy of our planet and of the natural materials that lie at the heart of our business. Whether we are fortunate enough to have a relationship with you as a mason, a general contractor, a homeowner or a weekend warrior, we want you to rest assured that our products are created with the utmost care and respect for our planet.



**BRICK \$9.25\* / SQ. FT.**

**Benefits:** Naturally made; offers a wide range of color and texture options; high energy efficiency and noise retention; may have lower insurance premiums; no maintenance; high sustainability.

**Disadvantages:** Average initial cost.



**VINYL SIDING \$3.05\* / SQ. FT.**

**Benefits:** Very low initial cost; easy to install.

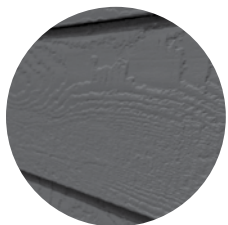
**Disadvantages:** Fades, dents, tears and rots from poor weathering; prone to wind, fire and moisture damage; poor energy efficiency, noise retention; requires continual maintenance; low sustainability; lower resale values.



**SYNTHETIC STUCCO \$7.32\* / SQ. FT.**

**Benefits:** Offers a variety of color options; improved energy efficiency and noise retention.

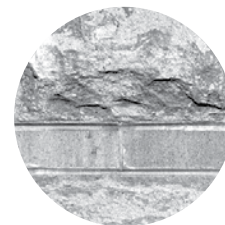
**Disadvantages:** Prone to cracks, holes and even insect infestation; may have higher insurance premiums; requires continual maintenance; average sustainability.



**FIBER SIDING \$4.60\* / SQ. FT.**

**Benefits:** Low initial cost; no special support needed for installation.

**Disadvantages:** Unsightly seams may be visible; prone to wind, fire and moisture damage; likely to fade over time due to weathering; requires regular maintenance; low sustainability.



**REAL STONE \$22.33\* / SQ. FT.**

**Benefits:** Naturally made; offers various design options; high energy efficiency; low maintenance; high sustainability.

**Disadvantages:** High initial cost; requires special trade skill to install.

\*Listed price is a national average for 2,266 sq. ft. of exterior wall space for a 2-story home with 2,700 sq. ft. of living space, for product and typical installation and is based on data by RSMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study; October 2015

# Square Foot Pricing

Virtually every building material—whether it's roofing, siding or flooring—is priced by a square foot value. The price of brick per square foot is competitive when compared to other exterior cladding materials. While slightly more expensive, brick is the only cladding material outside of genuine stone that is naturally produced.



*In this photo: Brick name: Old Georgian Tudor*



*In this photo: Brick name: Natchez*







*In this photo: Brick name: Hamilton*

# Energy Efficiency

Brick homes are very energy efficient. Due to its high thermal mass, brick responds slower than other exterior cladding materials to changes in temperature; this phenomenon is called “thermal lag.” Thermal lag keeps the inside temperature of a home at a more moderate temperature level when outside temperatures change and thus reduces peak heating and cooling loads on a home’s HVAC system.



*In this photo: Brick name: Nottingham Tudor*



*In this photo: Brick name: Old Georgian Tudor*

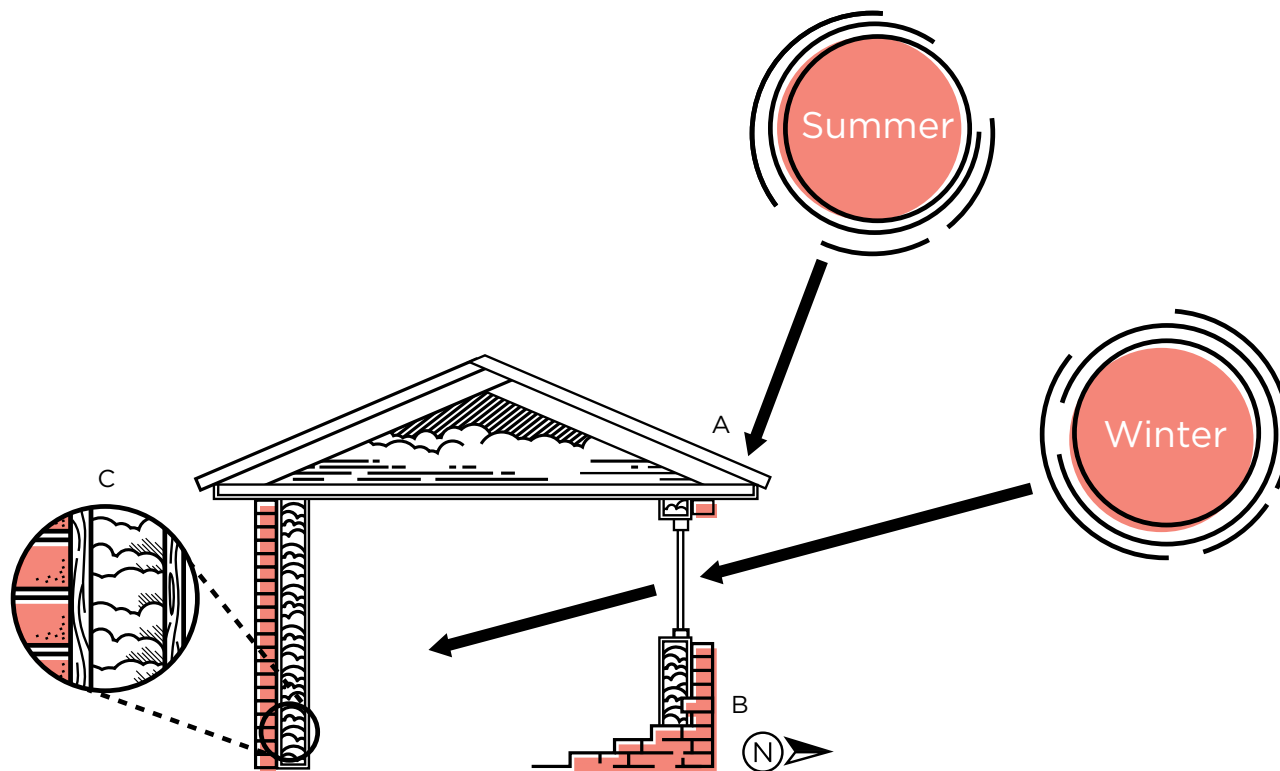
*In this photo: Brick name: Providence*

## MAKE THE MOST OF ENERGY SAVINGS

To make the most of the energy-saving properties of brick, build your home facing north, with large front windows. This orientation allows for different benefits at different times of year.

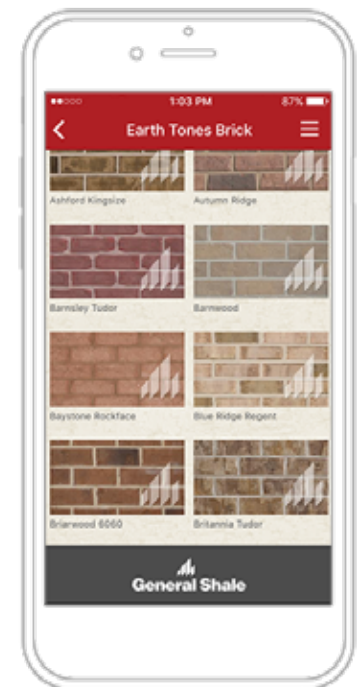
In the summer, the sun is higher in the sky. A good roof with overhanging eaves deflects the heat of the summer sun and shades your windows, while your brick walls absorb heat from the internal air, all of which helps keep your home cooler.<sup>A</sup> In the winter, the sun is lower in the sky, meaning the rays penetrate your home under the eaves. At the same time, your brick walls absorb heat from the sun during the day, then slowly release it into your home at night.<sup>B</sup>

With these things in mind, and with well-insulated internal walls,<sup>C</sup> your new brick home will be far more energy-efficient than one built with light, thin materials like vinyl or fiber cement siding.



## Download Our App

Discover perfect products for your building project with the convenient General Shale iOS or iPhone app! Browse products, then calculate the cost of materials and save for viewing or editing. Easily email the quote to other key decision makers like a spouse or contractor. A running total automatically provides you with the details needed to estimate a specific job quote.





*In this photo: Brick name: Nottingham Tudor*



*In this photo: Brick name: Scottish Manor Tudor*

*In this photo: Brick name: Castle Rock Tudor*



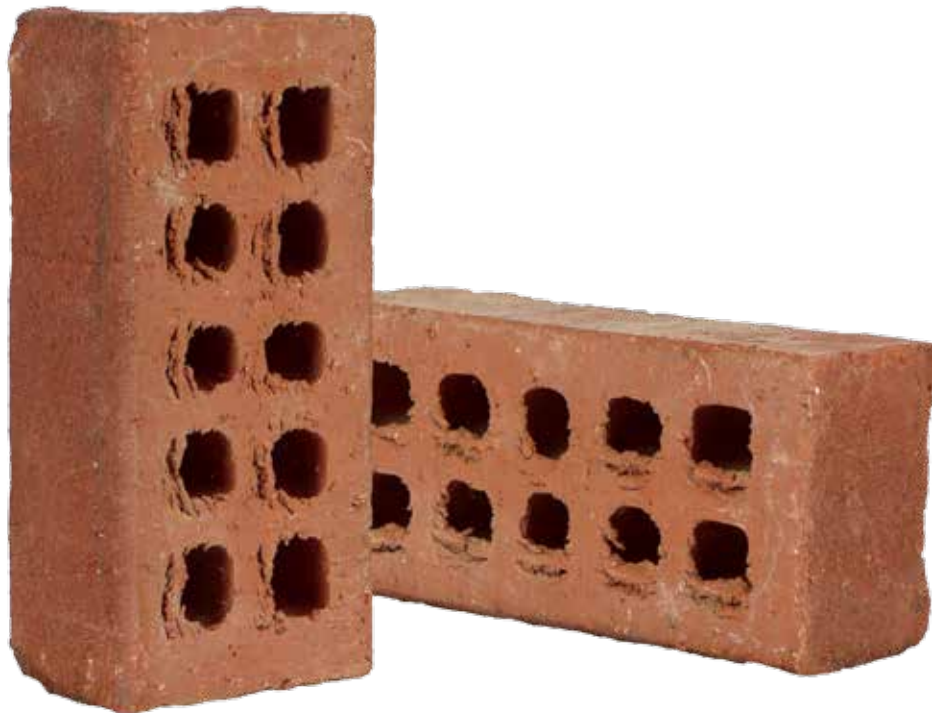
*In this photo: Brick name: Walnut Creek Tudor, Stone name: Mocha - Citadel*

## Bricks by Size

Brick size can dramatically change the look and cost of a home. Depending on the scope of your project, it's very important to determine the correct size of brick for your new home.



*In this photo: Brick name: Carrington Tudor*



### **LIGHTWEIGHT MODULAR**

*3½" BED, 2¼" FACE, 7⅝" LENGTH*

Modular size is the most common in the industry. When laid with  $\frac{3}{8}$ " mortar joints, it forms an 8" modular dimension. With a slightly larger void area (30% versus 24%), C652 units allow for a greater fire resistance rating.



## LIGHTWEIGHT ENGINEERED MODULAR

*3½" BED, 2¾" FACE, 7⅝" LENGTH*

Engineered Modular has the same bed size as Modular, with an increased face height. This size is often referred to as an "oversized" brick.



## ELITE

*3½" BED, 3⅛" FACE, 10⅞" LENGTH*

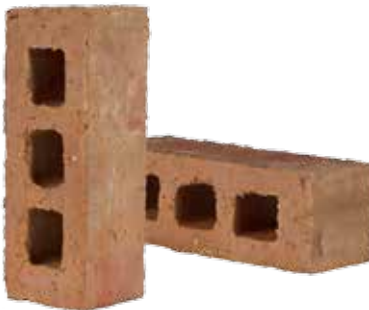
The Elite brick is an ASTM C216 unit that is commonly used in Canada. This brick is referred to as a solid unit because the void area is less than or equal to 25%. Face shell is ¾" or greater.



## LIGHTWEIGHT KING SIZE

*2¾" BED, 2¾" FACE, 9⅝" LENGTH*

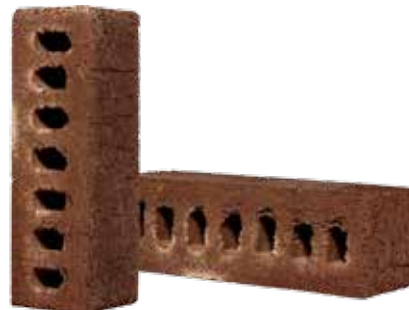
The King Size unit provides a very low installed wall cost because fewer bricks are required per square foot. The 2¾" width complies with model building codes in the U.S. (Minimum 3" bed depth is required in Canada.)



## LIGHTWEIGHT QUEEN SIZE

*2¾" BED, 2¾" FACE, 7⅝" LENGTH*

The Queen Size provides the same face size as Engineered Modular with a cost-effective reduced bed depth of 3".



## UTILITY

*3⅝" BED, 3⅝" FACE, 11⅝" LENGTH*

Utility-sized bricks bring labor costs down compared with standard or modular-sized bricks. Its larger length dimension, 11⅝" wide, makes it well suited for a wide range of commercial and institutional applications.



## ENDURANCE RS4

*5⅝" BED, 2¾" FACE, 11⅝" LENGTH*

The Endurance unit is a load-bearing structural brick that can be reinforced with steel to provide very strong walls capable of handling high loads.







*In this photo: Brick name: Salem Creek Tudor*

# Residential with General Shale

*BUILD A BRICK HOME THAT'S ALL YOUR OWN*

Our vast selection of brick, stone, thin brick, and other masonry supplies gives homeowners the ability to bring their visions to life. No matter where you are in the homebuilding process, General Shale can help. Our sales representatives are knowledgeable and experienced, and are always willing to work hand in hand with you through the life of your project and beyond.









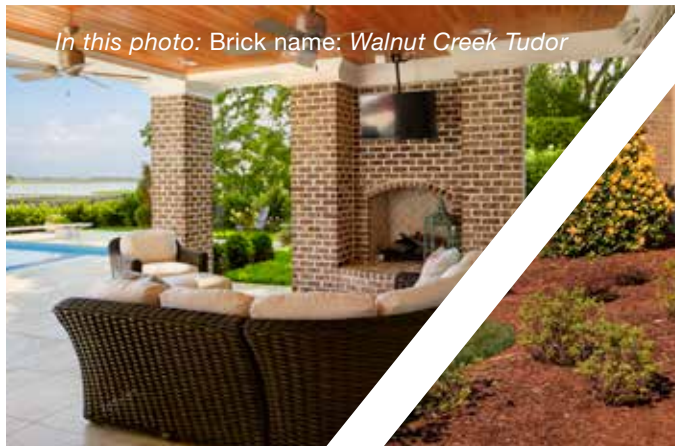
*In this photo: Brick name: Providence*



*In this photo: Brick name: Mallory Creek*



*In this photo: Brick name: Rome Plantation*



*In this photo: Brick name: Walnut Creek Tudor*



*In this photo: Brick name: Salem Creek Tudor*

# Multi-Living with General Shale

*TAKE YOUR PROJECT TO THE NEXT LEVEL*

Whether renovating historic buildings or creating new luxury apartments, every multi-living developer benefits by partnering with General Shale. No matter where you are working in North America, there is a General Shale distributor or showroom nearby. From the most basic concrete block to ultra-upscale brick styles, we have everything you need to make your vision a reality. Create your legacy with General Shale.



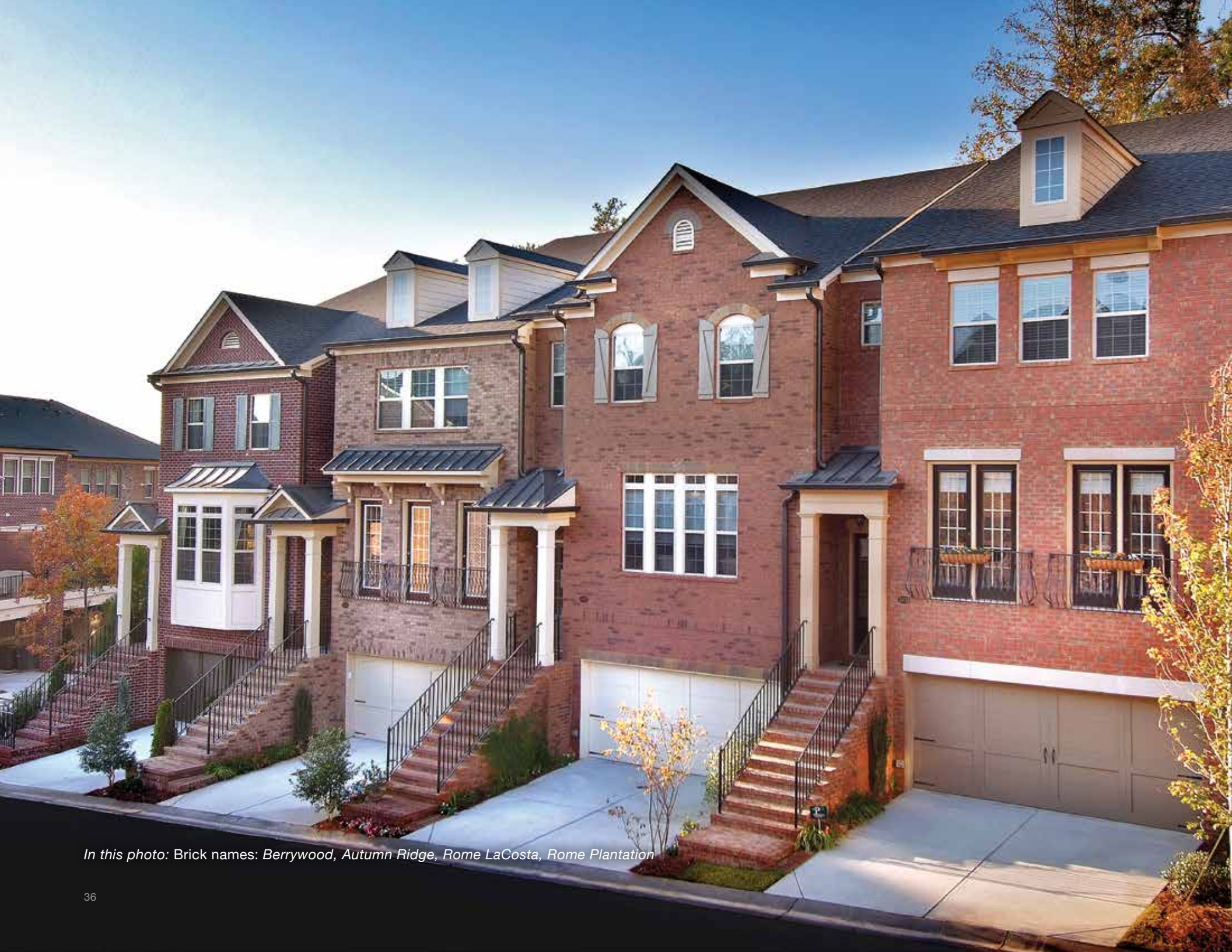








*In this photo: Brick names: Rome Cortez, Stonewood Tudor*



*In this photo: Brick names: Berrywood, Autumn Ridge, Rome LaCosta, Rome Plantation*



*In this photo: Brick name:  
Salem Creek Tudor,  
Stone name: Arriscraft  
Citadel® Indiana Blend*

*In this photo: Brick name: Walnut Creek Tudor*



*In this photo: Brick name: Raleigh Court*



*In this photo:  
Brick name: Berrywood*



*In this photo: Brick name: Red Range Wirecut 6024*



*In this photo: Brick name: Federal Hill, Stone name: Arriscraft Renaissance® Nutmeg Sandblasted*

# Top Ten Brick Colors by Plant

*SEE WHAT STYLE YOUR NEIGHBORS ARE CHOOSING*

The color of General Shale brick you choose for your project may depend upon the region of the country in which it was manufactured. Selecting brick from a General Shale plant near you can help you save on delivery costs; and some colors are available only in select areas. Find the plant nearest you on our website, and see which colors are most popular in specific regions in the following pages.



*In this photo: Brick name: Jefferson Wade Tudor*



*In this photo: Brick name: Coliseum*



## SPRING CITY, Tennessee



Everest Gray Tudor



Innsbrook



Jefferson Wade Tudor



Magnolia Ridge



Nottingham Tudor



Old Louisville Tudor



Old Vienna



Rembrandt



Scottsdale



Stonefield Tudor

## DENVER, Colorado



Addison



Cambridge



Carbondale



Coffeebean



Cooperstown



Culpepper



Larimer



Mistyhollow



Old Georgetown



Waterton

## MONCURE, North Carolina



Bradford Hall Tudor



Cape Lookout



Colony Pointe



Hamilton



Millbrook



Monticello



Old Marlborough



Phoenix



Red Range Smooth



Stone Ridge

## ROANOKE, Virginia



Annapolis



Blue Ridge Regent



Buckingham Tudor



Jefferson Wade Tudor



Morning Smoke



Mountain Stone Tudor



Nottingham Tudor



Old English Tudor



Raleigh Court



Salem Creek Tudor

## ROME, Georgia



Berrywood



Castle Rock Tudor



Cortez



Millstone



Mountain Creek



Newcastle Gray



Old Georgian Tudor



Preservation Red



Rome LaCosta



Woodhaven Tudor

## MOORESVILLE, Indiana



Ashford



Barnsley Tudor



Coopers Mill



Essex Tudor



Federal Hill



Indiana Millstone



Kings Mill



Manor House Tudor



Shadow Grey Tudor



Windsor White Tudor

# Designer's Choice

With their unique textures, our Canyon Series of brick offers designers and architects even more options for a distinctly historical, yet modern, appearance.



*In this photo: Brick name: Hamilton*

## CANYON SERIES

The appearance of clay brick goes beyond simply color. Part of what makes brick such a compelling building product is the character it provides through subtle color variations but most notably its texture. While our selection of brick includes various texture options, perhaps none have captured the industry-unique look of the all-new Canyon Brick Series! Canyon Brick contains sweeping, cavernous-like indentations that run beautifully along the face, echoing the organic look of natural canyon landmarks.



Bryce Canyon



Copper Canyon



Cottonweed Canyon



Logan Canyon



*In this photo: Brick name: Nottingham Tudor*

# How to Get Started

TAKE THE NEXT STEP THAT IS RIGHT FOR YOU

## Browsing for ideas:

- Sign up for General Shale news and product updates. Visit [GeneralShale.com](https://www.GeneralShale.com) and scroll to the bottom of the page to enter your email address.

## Really like what you have seen so far, but want more information:

- Visit a General Shale showroom near you. Find one at [GeneralShale.com/locator](https://www.GeneralShale.com/locator)
- Or download our app. Just search for “GeneralShale” in The App Store or on Google Play.

## You have a plan and you’re ready to begin:

- Contact your local General Shale Sales Representative, and let the building begin.

## We’re Excited to Team Up with You!

General Shale has been a staple for architects, builders and homeowners since 1928. Our manufacturing facilities are strategically located across the Southeast and Midwest. With more than 300 quality distributors from coast to coast, our products are within easy access of any building project in North America.

We take pride in the relationships we have built with our customers. We are proud to be your brick supplier, and we see ourselves as your partner, working with you as you approach each new structure.

From concrete masonry units to clay brick and full-bed stone to match practically any environment, to thin masonry that adds warmth and texture without the need for additional structural support, General Shale has everything you need for your project. We even offer retaining wall options, outdoor living products, lintels, arches and much more.





*In this photo:*  
Brick name: Coliseum

## FAQs

**Q: How does the cost of brick compare to other exterior cladding materials?**

**A:** Beyond just cost, it's important to consider the short-term and long-term benefits of exterior claddings before deciding which is best for your project. When comparing the features and benefits, square foot value, home configuration and total cost of construction, the comparative monthly cost of building a brick home can be very affordable. Learn more at [generalshale.com/why-brick-is-affordable](https://generalshale.com/why-brick-is-affordable).

**Q: Can I see how a particular style of brick looks on an actual house?**

**A:** Our website includes inspiration galleries featuring many of our products in finished projects. Don't see the product you like? Contact your local General Shale sales representative for assistance.

**Q: How high can I build my brick wall?**

**A:** The maximum height of a brick wall depends on what code is followed to design it. For example, one code may limit a masonry wall to no more than 20 times its thickness; but another code may have a different requirement. Learn more at [MasonryConstruction.com](https://MasonryConstruction.com).

**Q: How much material will I need?**

**A:** The answer to this question depends upon a number of factors, such as the square footage of your project, the type of brick you choose (for example, Endurance RS4® vs. Kingsize), whether you are using another type of siding in addition to brick, etc. Your General Shale sales representative can help you determine how much material you need for your specific project.

### FOLLOW US ON SOCIAL MEDIA



## RETAIL LOCATIONS

### COLORADO

1845 West Dartmouth Avenue  
Denver, CO 80110  
(303) 783-3000

2216 Airway  
Ft. Collins, CO 80524  
(970) 484-1292

### GEORGIA

121 Turner Bend Road SW  
Rome, GA 30165  
(877) 556-0009

### ILLINOIS

Chicago (South)  
16109 108th Avenue  
Orland Park, IL 60467  
(708) 460-4581

Chicago (West)  
1975 Aucutt Road  
Montgomery, IL 60538  
(630) 897-7922

### INDIANA

105 Carmel Drive West  
Carmel, IN 46032  
(317) 846-2566

3401 Mt. Vernon Avenue  
Evansville, IN 47712  
(812) 425-3381

148 Sycamore Lane  
Mooresville, IN 46158  
(317) 831-4614

### KENTUCKY

307 Peterson Drive  
Elizabethtown, KY 42701  
(270) 765-2116

211 N. English Station Road  
Louisville, KY 40223  
(502) 448-1780

### MICHIGAN

42374 Mound Road  
Sterling Heights, MI 48314  
(586) 726-0400

6556 Whitmore Lake Road  
Whitmore Lake, MI 48189  
(734) 665-8800

### MONTANA

531 Sugar Avenue  
Billings, MT 59101  
(406) 259-9222

### NORTH CAROLINA

10800 Reames Road  
Charlotte, NC 28269  
(704) 599-2877

1060-A Highway 66 South  
Kernersville, NC 27284  
(336) 993-0882

245 Brick Plant Road  
Moncure, NC 27559  
(919) 777-6899

8820 Westgate Park Drive  
Raleigh, NC 27617  
(919) 828-0541

2507 Jefferson Davis Highway  
Sanford, NC 27332  
(919) 775-2121

3750 Highway 421 North  
Wilmington, NC 28401  
(910) 452-3498

### SOUTH CAROLINA

425 Oak Road  
Piedmont, SC 29763  
(864) 603-1160

### TENNESSEE

7833 Lee Highway  
Chattanooga, TN 37421  
(423) 485-1260

400 Wittichen Lane  
Humboldt, TN 38343  
(731) 824-5272

3015 Bristol Highway  
Johnson City, TN 37601  
(423) 282-4661

925 East Stone Drive  
Kingsport, TN 37660  
(423) 245-6131

9714 Parkside Drive  
Knoxville, TN 37922  
(865) 531-6203

605 Morrison Street  
McMinnville, TN 37110  
(931) 473-2139

2076 Whitten Road  
Memphis, TN 38133  
(901) 363-1887

909 Mountain View Drive  
Piney Flats, TN 37686  
(423) 538-3332

241 Hoyal Lane  
Spring City, TN 37381  
(423) 365-2444

### VIRGINIA

7500 Mason King Court  
Manassas, VA 20109  
(703) 368-9991

### WYOMING

1615 East Yellowstone  
Highway  
Casper, WY 82601  
(307) 234-4831



General Shale masonry products are an integral part of a systems solution for sustainable construction. From highly efficient and environmentally friendly production to extremely long product life cycles, General Shale products can benefit both the environment and the building's occupants.

Our company has a long history of responsible stewardship of the environment and has received numerous awards for our conservationist accomplishments. We are proud of leading the masonry products industry with innovative processes while providing the world's best building materials for customers across North America.



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