



in this photo
ROCK NAME: Cherokee, Trailhead, Tuscany, and Venezia Blend

Naturally great ideas for your project

BEAUTIFUL MASONRY PRODUCTS *for ANY BUILDING PROJECT or RENOVATION USING* **ROCK SOLID ORIGINALS™**

General Shale 
Renovation Products



in this photo
ROCK NAME: Cherokee, Trailhead, Tuscan, and Venezia Blend

GREAT DESIGN IDEA

Whether you are building from scratch or renovating, General Shale thin rock can take your project from bland to beautiful without breaking the bank, AND it adds significant value to your home.

Build on the beauty of nature

*the NEW WAY to ADD CLASSIC BEAUTY...
NATURALLY*

Add more beauty and value to your renovation or new construction project by choosing **Rock Solid Originals™** thin rock from General Shale. Our thin veneers provide an ideal design solution for residential and commercial interiors and exteriors. The reduced weight of General Shale thin rock makes it ideal for most renovations or new construction projects.

Explore the new way to get more from your great indoors or outdoors with products that are naturally better.



HOW IT'S MADE

Real structural rock is cut precisely for flat and corner surfaces. The result is a rock that is thin and lightweight for use in almost any application.



front cover and this photo
ROCK NAME: Blend of Cherokee, Trailhead, Tuscany and Venezia



GREAT DESIGN IDEA

When you are planning a new home, take photos of the environment surrounding your property and share them with your architect or contractor for design inspiration. The great outdoors can lead to creative genius that pays back every time you pull into the driveway.

Celebrate nature with rock solid ideas

ROCK SOLID ORIGINALS™: NATURAL INSPIRATION COMES IN EASY-TO-INSTALL PIECES

General Shale thin rock is real quarried rock, cut thin for easy installation. Our thin rock offers limitless design possibilities while providing unique accents and total freedom of expression, the perfect solution for a natural environment.

the PERFECT COMBINATION *of* SOLID PIECES *and* RICH, INVITING TEXTURES

Choose one type and color or select several colors of General Shale thin rock and artfully blend the colors on the exterior of your home. The richly weathered appearance of General Shale thin rock brings focus to the surrounding areas and makes any home exceptionally warm and welcoming.

GREAT DESIGN IDEA

General Shale thin rock can be used in a variety of interior applications. Here are a few suggested uses for thin rock:

Accent Flooring
Accent Walls
Bathroom Walls

Columns
Fireplaces
Man Cave

Screened-In Patio
Spa or Pool Area



in this photo
ROCK NAME: Greycastle

ROCK SOLID ORIGINALS™ THIN ROCK

colors manufactured in DENVER, COLORADO



Adirondack



Alpirsbach



Aspenbark



Blueriver



Cavanal



Cherokee



Cimarron



Coppercliff



Goldrush



Greycastle



Indiansummer



Kensington



Kiamichi



Old Silverdale



Old Snowyridge



Regatta



Rustic



Seabed



Seneca



Sequoyah



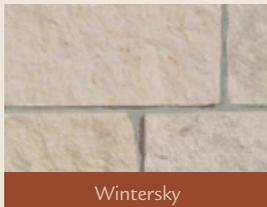
Trailhead



Tuscany

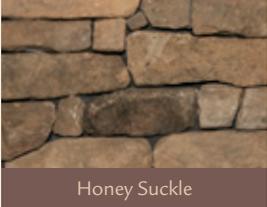


Venezia



Wintersky

colors manufactured in SPRING CITY, TENNESSEE



Honey Suckle



Meadow Creek



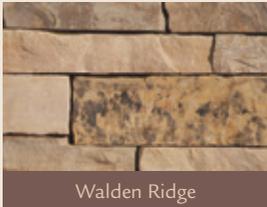
Rock Creek



Silver Creek



Tennessee Fieldstone



Walden Ridge

Product availability may vary by geographic location. Please visit your local General Shale retail location or contact your local General Shale representative for product availability in your area. Please visit www.GeneralShale.com to find the location nearest you.

Bring the look and feel of nature to your home

RENOVATIONS *are* EASY AND AFFORDABLE *with* THIN ROCK

Thin rock by General Shale is the ideal solution for increasing the curb appeal and beauty of a home. It can bring home the rustic natural feeling of a mountain lodge or the high-end look of handcrafted stone, all for a fraction of the cost.

Thin rock is extremely versatile, and with corners and flats available in every color, it can be used for anything from a single exterior wall to the chimney chases, foundation skirts or the entire exterior of your home. And because thin rock is much lighter than conventional structural rock, there's no need for added structural support. Thin rock is a smart alternative to conventional structural rock for adding beauty and value to your home.



in this photo
ROCK NAME: Klamichi



in this photo
ROCK NAME: Cavanal

Thin rock interior installation overview

CALCULATE *the* MATERIALS

Calculate the square footage for your interior thin rock installation. General Shale can help you determine the exact amount of materials needed for your particular project.

PREP *the* WORK AREA

Before installation, be sure your wall surfaces are clean and free of debris. Also, protect your floor and any other surfaces with a drop cloth or protective covering.

INSTALL *the* THIN BRICK

Begin installation by applying a small amount of mortar to the concrete backer board using a notched trowel. (FIG. 1) Next, apply mortar to the back of one thin rock and firmly press into the wall mortar. (FIG. 2) Stagger the mortar joints from course to course. (FIG. 3) As needed, cut thin rock using a rock chisel or diamond blade grinder to complete each course. (FIG. 4) *NOTE: It is best to work in smaller, more manageable areas to prevent the wall mortar from drying out or becoming too firm.*



FIGURE 1



FIGURE 2



FIGURE 3

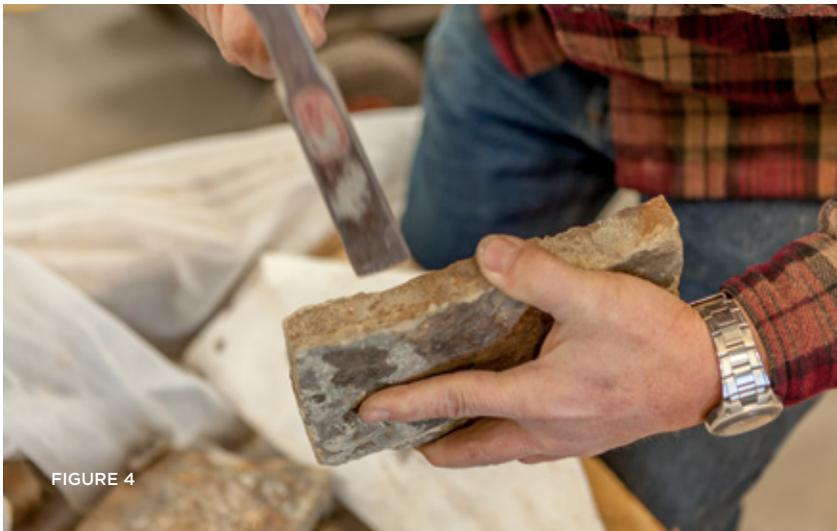


FIGURE 4



FIGURE 5



FIGURE 6

CHECK YOUR WORK

Be sure to step back from your work every now and again to ensure that the thin rock pattern is random and the mortar joints are even. Mortar is typically adjustable for about 15–20 minutes. This should provide ample time to make necessary adjustments to each course before moving on to the next course.

MIX *the* MORTAR

To finish the thin rock installation, mix the joint mortar in a bucket according to the manufacturer's instructions.

APPLY *the* MORTAR

Load a large grout bag with joint mortar, making sure it flows at a steady rate. Apply the mortar to the vertical joints first, then the horizontal joints. (FIG. 5) Once the mortar joints are firm to the touch, dress the joints to finish. (FIG. 6)



in this photo
ROCK NAME: General Shale Recommended - Venezia or Tuscany



Moisture drainage for any application

PREFERRED INSTALLATION METHOD

MOISTURE SHIELD SYSTEM

The General Shale preferred drainage system is the Moisture Shield system. Moisture Shield is a revolutionary moisture barrier that protects exterior substrate walls when using thin rock. Thin, lightweight and easy to install, Moisture Shield also provides an additional layer of insulation for your home.

LATH *and* SCRATCH SYSTEM

The metal lath and scratch system incorporates a metal mesh that lies over the moisture wrap and attaches to your exterior wall. Simply trowel a thin layer of mortar (scratch coat) over the mesh and set your thin rock into the mortar.

LATH *and* SCRATCH MOISTURE SHIELD SYSTEM

The lath and scratch Moisture Shield system incorporates a metal mesh that lies over our revolutionary Moisture Shield moisture barrier to provide the ultimate in protection and insulation for the exterior walls of your home.



Moisture Shield System



Lath and Scratch System



Lath and Scratch Moisture Shield System



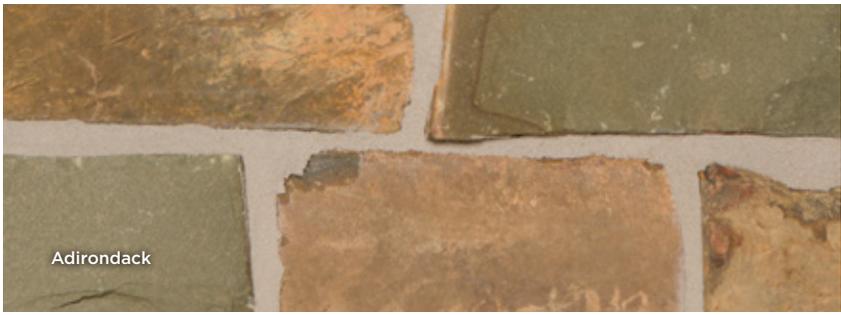
Blueriver



Kiamichi



Old Snowyridge



Adirondack



Walden Ridge

Making home renovations easy

THIN ROCK ACCESSORIES

General Shale offers a wide variety of mortar colors to best match the thin rock product that you are using for your renovation project. With the ability to mix and match, the design possibilities are endless. Visit your nearest General Shale retail location for additional information.

the DIY STARTER BUCKET

General Shale's DIY Starter Bucket is the essential starter kit for your next home renovation. The starter bucket includes adhesives, spacers, detailed instructions and other necessary equipment to jump-start any renovation.



HELPFUL HINT

Your local General Shale retail store offers a complete line of accessories for the easy and safe installation of masonry products, from trowels to levels and much, much more. Ask your General Shale representative for the right tools to complete your project.

Going where no rock has ever gone before

THINK OUTSIDE *the* BOX with THIN ROCK VENEERS

The lighter weight of General Shale thin rock means that rock veneers are no longer limited just to walls. From fireplaces to pillars to kitchen backsplashes, the light weight of thin rock means you no longer have to worry about load-bearing walls, leaving you with hundreds of design possibilities. We hope the following photos will inspire you to use rock in unconventional ways. Let your imagination run free!





in this photo
 ROCK NAME: Tuscany and Greycastle Blend



in this photo
 ROCK NAME: Cavanal



in this photo
 ROCK NAME: Coppercliff



in this photo
 ROCK NAME: Cavanal and Tuscany Blend



in this photo
 ROCK NAME: Seabed



in this photo
 ROCK NAME: General Shale Recommended - Greycastle



in this photo
 ROCK NAME: General Shale Recommended - Tuscany



The thin stone we used gives our set such a rich, personal touch. It transforms a cold, bright studio into a warm, inviting home. It has been such a welcomed change—the viewers love it, and so do we!

ROB BUNCH, JR.
Director of Digital Operations, MG Markets

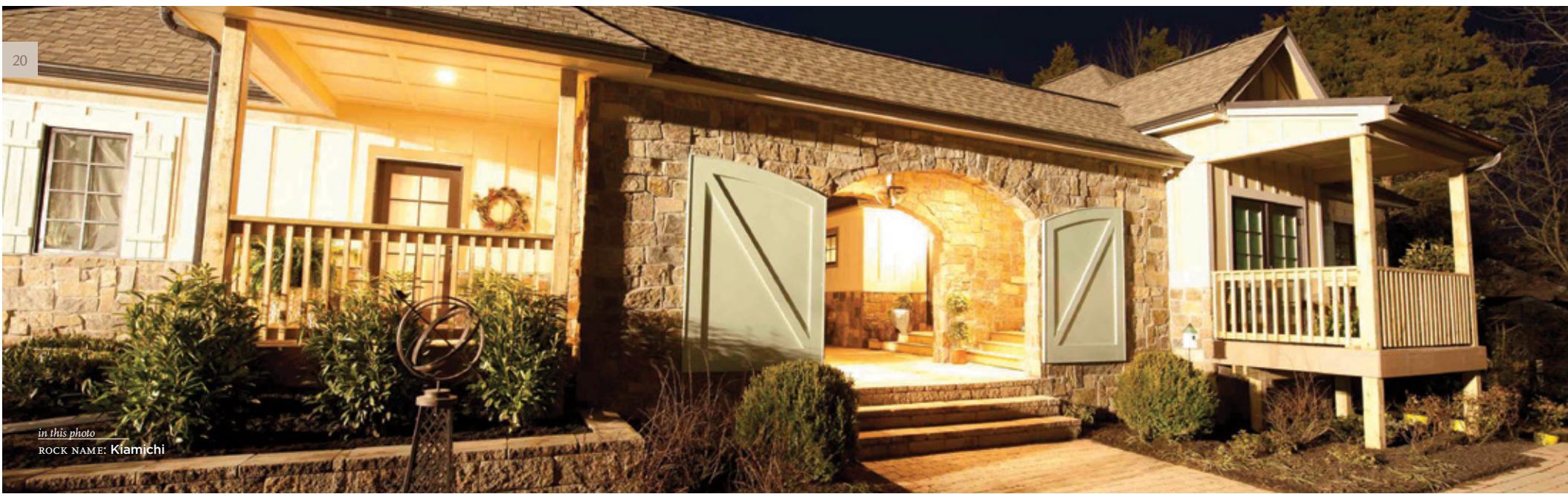
in this photo
ROCK NAME: Walden Ridge



in this photo
ROCK NAME: General Shale Recommended - Meadow Creek



in this photo
ROCK NAME: Adirondack



in this photo
ROCK NAME: Kiamichi



in this photo
ROCK NAME: General Shale Recommended - Greycastle



in this photo
 ROCK NAME: General Shale Recommended - Venezia or Tuscany



in this photo
 ROCK NAME: Coppercliff



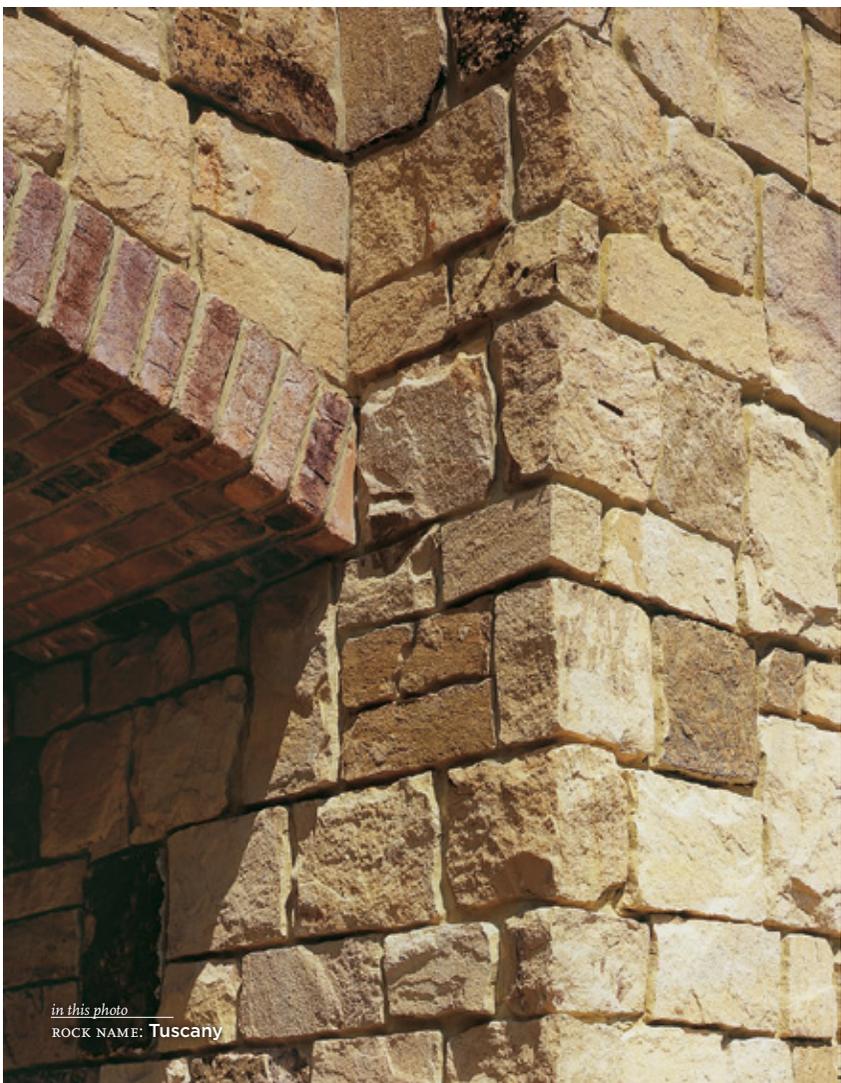
in this photo
 ROCK NAME: Tuscany



in this photo
ROCK NAME: Cavanal and Tuscany Blend



in this photo
ROCK NAME: Seabed



in this photo
ROCK NAME: Tuscany



in this photo
ROCK NAME: Cavanal and Kiamichi Blend



in this photo
 ROCK NAME: **Aspenbark**



in this photo
 ROCK NAME: **General Shale Recommended - Tennessee Fieldstone**



in this photo
 ROCK NAME: **General Shale Recommended - Meadow Creek**



in this photo
ROCK NAME: Tuscany



BUILDING *the* AMERICAN DREAM *for* MORE THAN EIGHTY YEARS

In 1928, General Shale began as a local brick manufacturer in East Tennessee. Over the years, we have grown to be one of America's leading masonry suppliers, with manufacturing and sales sites across the U.S. and Canada. Strategic acquisitions and plant expansions have broadened our product offering to include Arriscraft™ Stone Products, a well-known brand among commercial and residential builders, and a complete line of outdoor living products in the form of Do-It-Yourself kits. In 1999, General Shale joined forces with the world's largest producer of bricks, Wienerberger of Vienna, Austria, further establishing our commitment to the brick industry.

General Shale has been a driving force in building the American dream for over 80 years. From professional-grade products for some of America's greatest landmarks to high-quality goods for home renovations and backyard projects, our entire portfolio of products stands for quality, service and lasting beauty. Regardless of the size—a small patio renovation or large new home, multi-family housing or multi-story commercial buildings—General Shale is the right solution for your project. Stop by one of our General Shale locations or visit us at www.GeneralShale.com to see our entire selection of products such as:

Brick	Heaters	Natural Stone	Thin Brick
Brick Murals	House Wrap	Outdoor Living Kits	Thin Rock
Concrete	Landscape Lighting	Pavers	
Grills	Mortar	Real Brick Siding	

RETAIL LOCATIONS

ALABAMA

7029 Highway 72 West
Huntsville, AL 35806
(256) 837-8685

COLORADO

3255 Drennan Road
Colorado Springs, CO 80910
(719) 390-5477

1845 West Dartmouth Avenue
Denver, CO 80110
(800) 477-9002

2415 East Mulberry Street
Unit 9
Fort Collins, CO 80524
(970) 484-1292

711 South 15th Street
Grand Junction, CO 81501
(970) 248-9723

GEORGIA

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

ILLINOIS

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

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

INDIANA

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

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

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

KENTUCKY

307 Peterson Drive
Elizabethtown, KY 42701
(812) 425-3381

211 N. English Station Road
Louisville, KY 40216
(502) 448-1780

MARYLAND

34 Thomas Avenue
Baltimore, MD 21225
(410) 789-2708

MICHIGAN

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

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

MISSISSIPPI

2189 McCullough Boulevard
Tupelo, MS 38801
(662) 840-8221

MONTANA

531 Sugar Avenue
Billings, MT 59107
(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) 774-6634

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

OKLAHOMA

902 1/2 North Magnolia
Wister, OK 74966
(918) 655-6765

SOUTH CAROLINA

320 Tandem Drive
Greer, SC 29650
(864) 801-1775

TENNESSEE

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

2202 Gibson Wells Street
Humboldt, TN 38343
731-824-5272

3015 Bristol Highway
Johnson City, TN 37601
(800) 414-4661

925 East Stone Drive
Kingsport, TN 37661
(423) 245-6131

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

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

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

1838 West Morris Boulevard
Morristown, TN 37813
(423) 586-9666

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

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

VIRGINIA

7164 Lee Highway
Atkins, VA 24311
(276) 783-3156

16019 Lee Highway
Bristol, VA 24202
(276) 591-5400

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

2353 Webster Road
Roanoke, VA 24012
(540) 977-5505

WYOMING

1605 East E Street
Casper, WY 82601
(307) 234-4831

601 East Lincoln Way
Cheyenne, WY 82001
(307) 634-4474



P.O. Box 3547
3015 Bristol Highway
Johnson City, TN 37602
(800) 414-4661 · www.GeneralShale.com



in this photo
ROCK NAME: Greycastle

General Shale

Renovation Products




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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