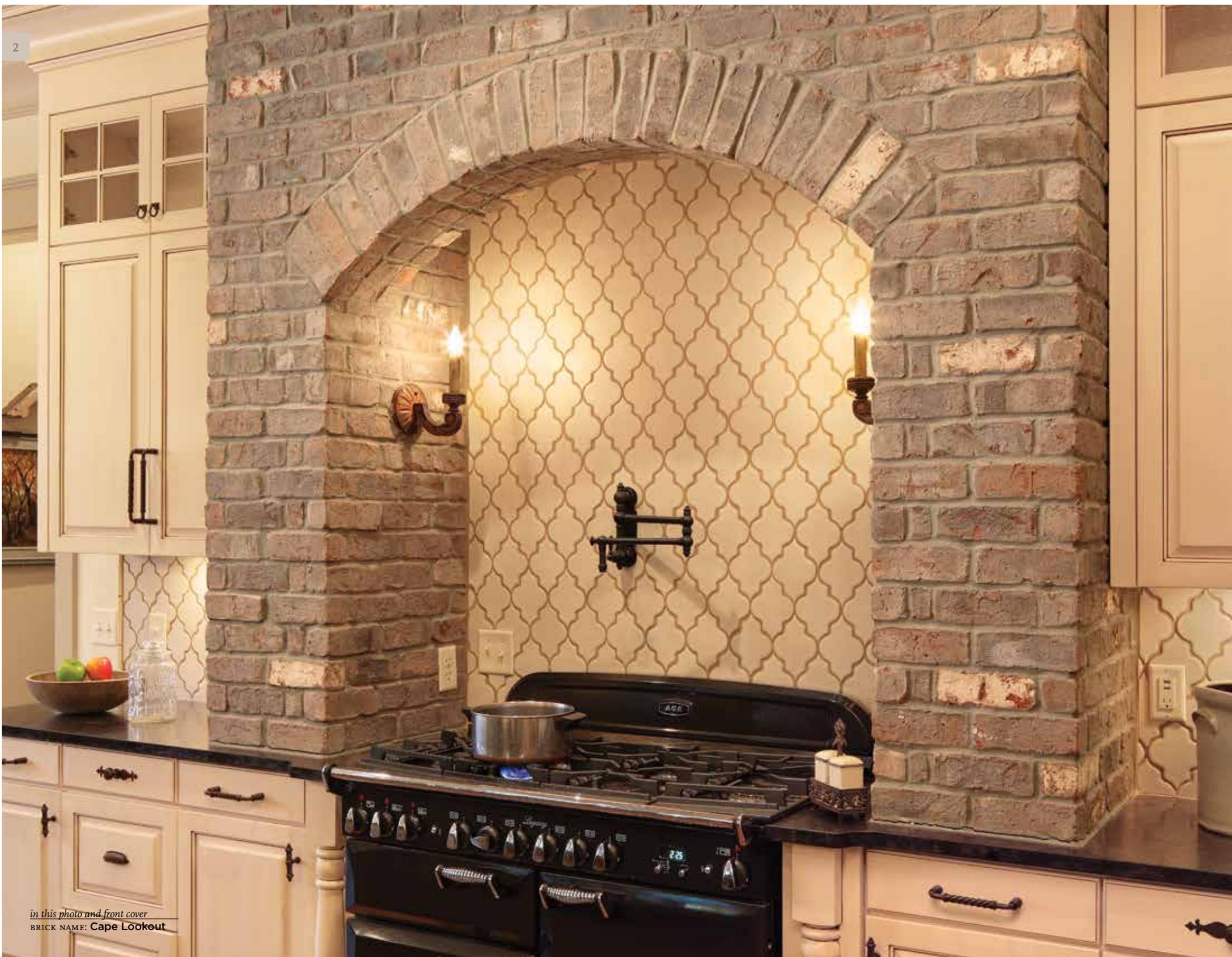




Naturally great ideas for your project

BEAUTIFUL MASONRY PRODUCTS *for ANY BUILDING PROJECT or RENOVATION* USING **OLD BRICK ORIGINALS™**

General Shale 
Renovation Products



in this photo and front cover
BRICK NAME: Cape Lookout

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 Old Brick Originals™ thin brick 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 brick makes it ideal for most renovations or new construction projects.

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



HOW IT'S MADE

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



“I wanted the truly authentic look of a hundred-year-old building.”

MARK UNICUME
The Foundry Owner



in this photo
BRICK NAME: Peppermill - paired with black mortar.

Old becomes new with easy-to-install **Old Brick Originals™**

THIN *is* IN

Thin brick goes easily into any space. Made from real earthen clay brick that has been cut thin, Old Brick Originals can transform your home from bland to breathtaking. Because thin brick is so lightweight, you no longer need to worry about load-bearing walls or reinforced subfloors. Lightweight brick can also easily transform a home by replacing siding, increasing the home's value.

VINTAGE INSPIRATIONS

Professional designers, architects and contractors love the personality that thin brick provides. From the distressed-edge design of a Frenchquarter thin brick for an office to the worn and rustic look of Peppermill thin brick for any man cave, Old Brick Originals provides hundreds of design possibilities.

GREAT DESIGN IDEA

General Shale thin brick can be used in nearly any interior or exterior application. Here are a few suggestions:

Accent Flooring	Entry Foyer	Home Exterior
Arches	Fireplace	Kitchen Backsplash
Columns	Foundation Wall	Wine Cellar



in this photo
BRICK NAME: Ironworks

OLD BRICK ORIGINALS™ THIN BRICK

STANDARD COLORS



Cigarfactory



Cityhall



Englishpub



Frenchquarter



Ironworks



Operahouse



Peppermill



Schoolhouse



Seawall



Smokestack



Townsquare



Trainstation

CUSTOM COLORS



Buckingham Tudor



Cape Lookout



Mountain Stone



Nottingham



Old Louisville



Phoenix



Salem Creek Tudor



Silas Lucas



Virginia Vintage

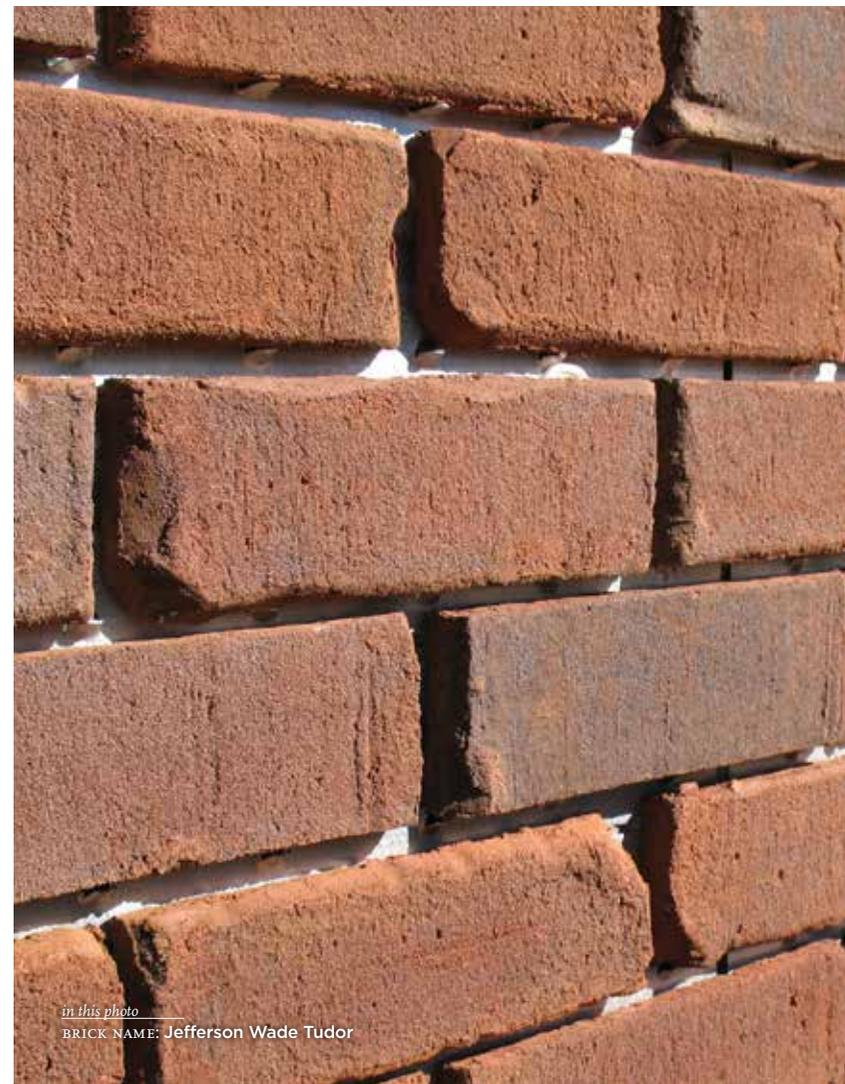
Product availability may vary by geographic location. Please visit your local General Shale retail location or contact your local General Shale representative for product availability in your area. Please visit www.GeneralShale.com to find the location nearest you.

Add character to the exterior of your home

AFFORDABLE RENOVATIONS *are* **EASY**
with **THIN BRICK**

Thin brick by General Shale is the ideal solution for increasing the curb appeal and beauty of a home. When used with one of our three available drainage systems, thin brick alignment and installation are a breeze.

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



in this photo
BRICK NAME: Jefferson Wade Tudor



in this photo
BRICK NAME: Jefferson Wade Tudor



in this photo
BRICK NAME: Schoolhouse

Thin brick interior installation overview

CALCULATE *the* MATERIALS

Calculate the square footage for your interior thin brick 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.

MEASURE *and* LINE *the* WALLS

Once the walls are clean, measure and mark your walls for each course of brick. Use a level to make reference lines across the wall surfaces to ensure that your thin bricks are straight and level. (FIG. 1)

INSTALL *from* BOTTOM *to* TOP

Begin installation by applying a bead of brick veneer construction adhesive to the backs of several bricks. (FIG. 2) Begin working at the bottom of the wall and work your way to the top, staggering the mortar joints from course to course. (FIG. 3) As needed, cut thin brick using a tile cutter or diamond blade grinder to complete each course. (FIG. 4)





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 bricks are straight and the mortar joints are even. Construction adhesive 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 brick 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 vertical joints and dress them using a masonry joint tool. (FIG. 5) Once the vertical mortar joints set, use the same technique on the horizontal joints and dress the joints to finish. (FIG. 6)



BEFORE

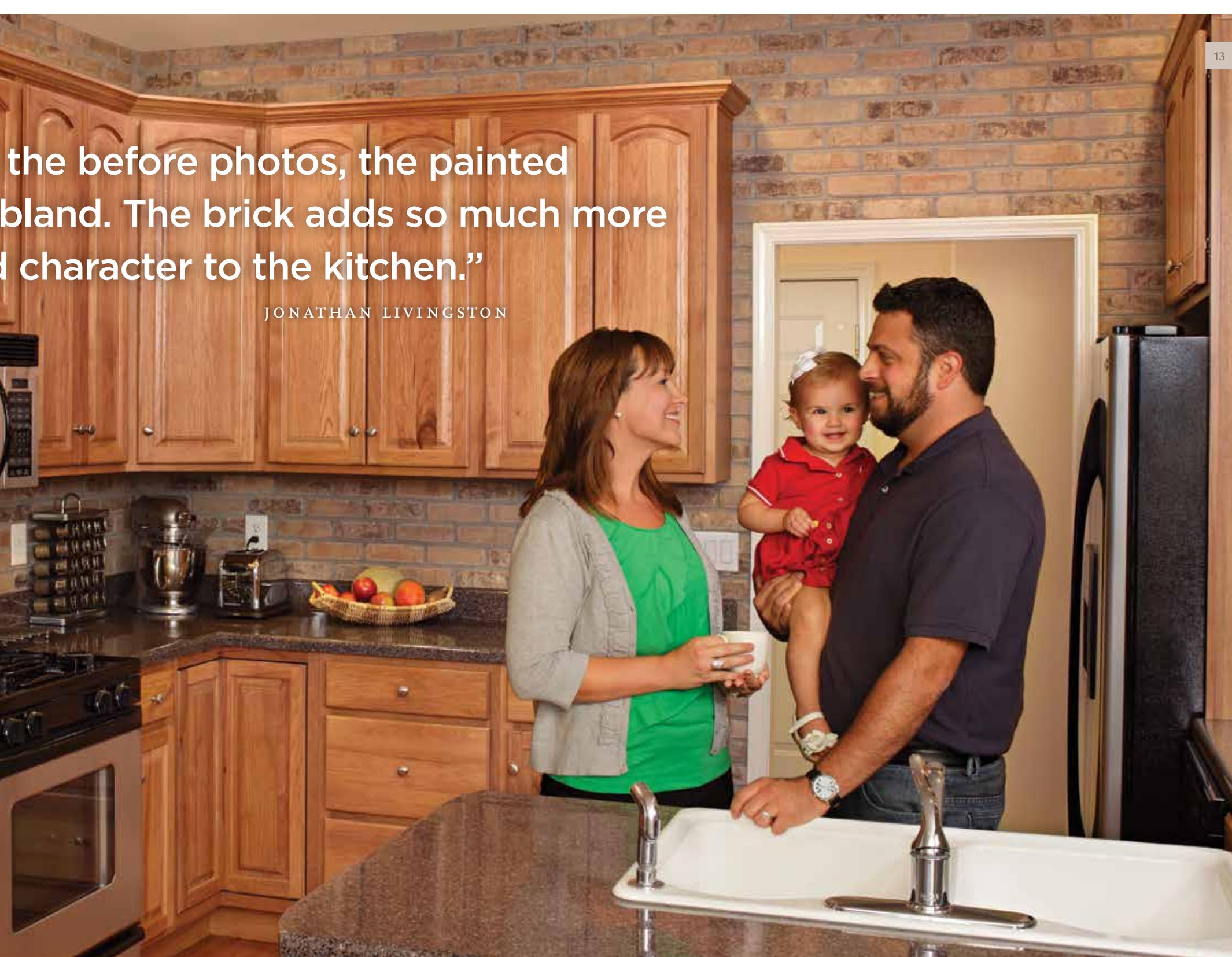


“Now when I look at
walls just look
depth and

AFTER in this photo
BRICK NAME: Ironworks

the before photos, the painted
bland. The brick adds so much more
character to the kitchen.”

JONATHAN LIVINGSTON



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 thin brick is used. 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 lays 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 brick into the mortar.

METAL DRAINAGE SYSTEM

A metal drainage system is commonly used with thin brick in exterior applications. This system utilizes metal alignment panels with an adhesive to ensure that the brick siding is locked in place. The locking function secures each brick to the panel and also supports the weight of the brick for easy, accurate installation.



Preferred Moisture Shield System



Lath and Scratch System



Metal Drainage System



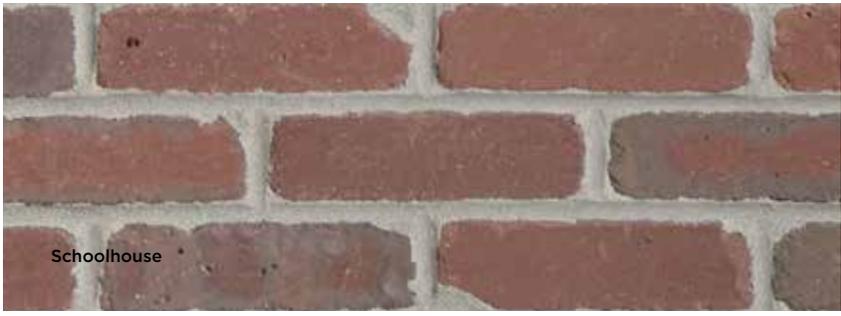
Cigarfactory



Englishpub



Frenchquarter



Schoolhouse



Seawall

Making home renovations easy

BRICK ACCESSORIES

General Shale offers a wide variety of mortar colors to best match the brick products that you are using for your renovation project. With the ability to mix and match, you have endless design possibilities. 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.



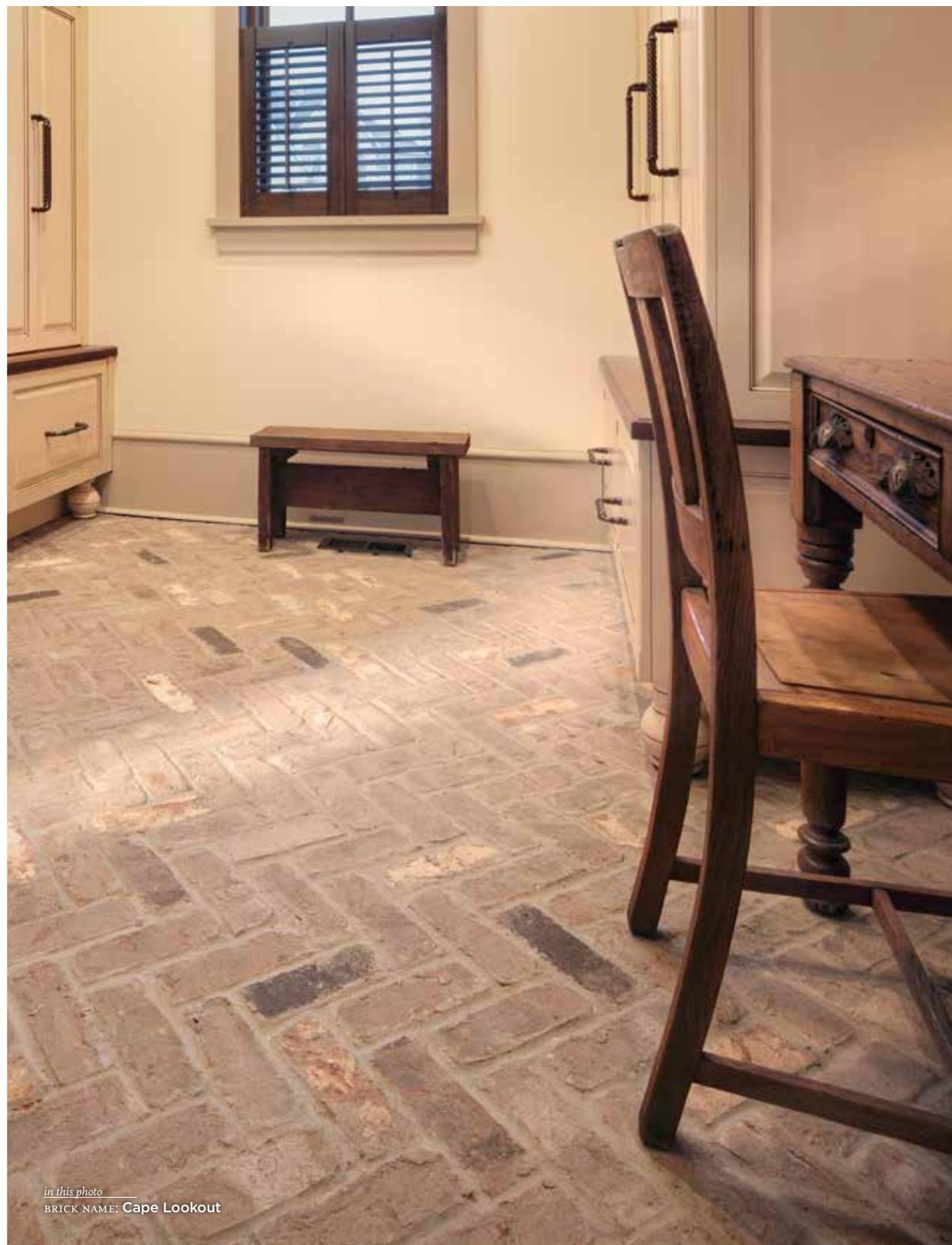
HELPFUL HINT

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 brick has ever gone before

THINK OUTSIDE *the* BOX
with THIN BRICK VENEERS

From floor to ceiling and everything in between, the lighter weight of General Shale thin brick means that brick veneers are no longer limited to walls and only walls. Because thin brick is so lightweight, you no longer need to worry about load-bearing walls or reinforced subfloors, so you now have hundreds of design possibilities. We hope the following photos will inspire you to use brick in unconventional ways. Let your imagination run free!



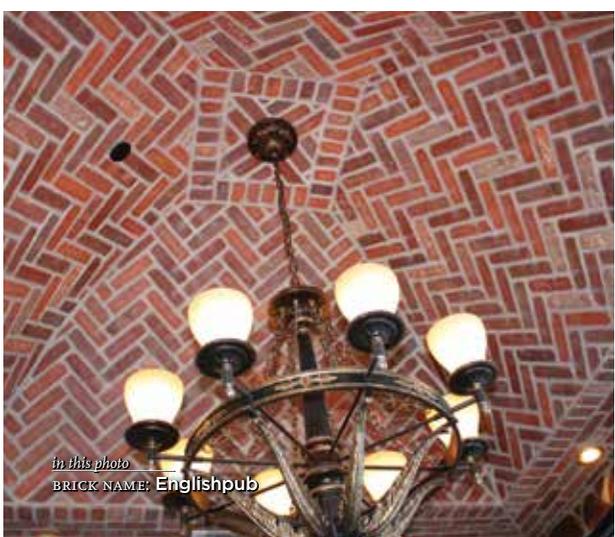
in this photo
BRICK NAME: Cape Lookout



General Shale comparable product
BRICK NAME: **Ironworks**



General Shale comparable product
BRICK NAME: **Ironworks**



in this photo
BRICK NAME: **Englishpub**



in this photo
BRICK NAME: **Seawall**



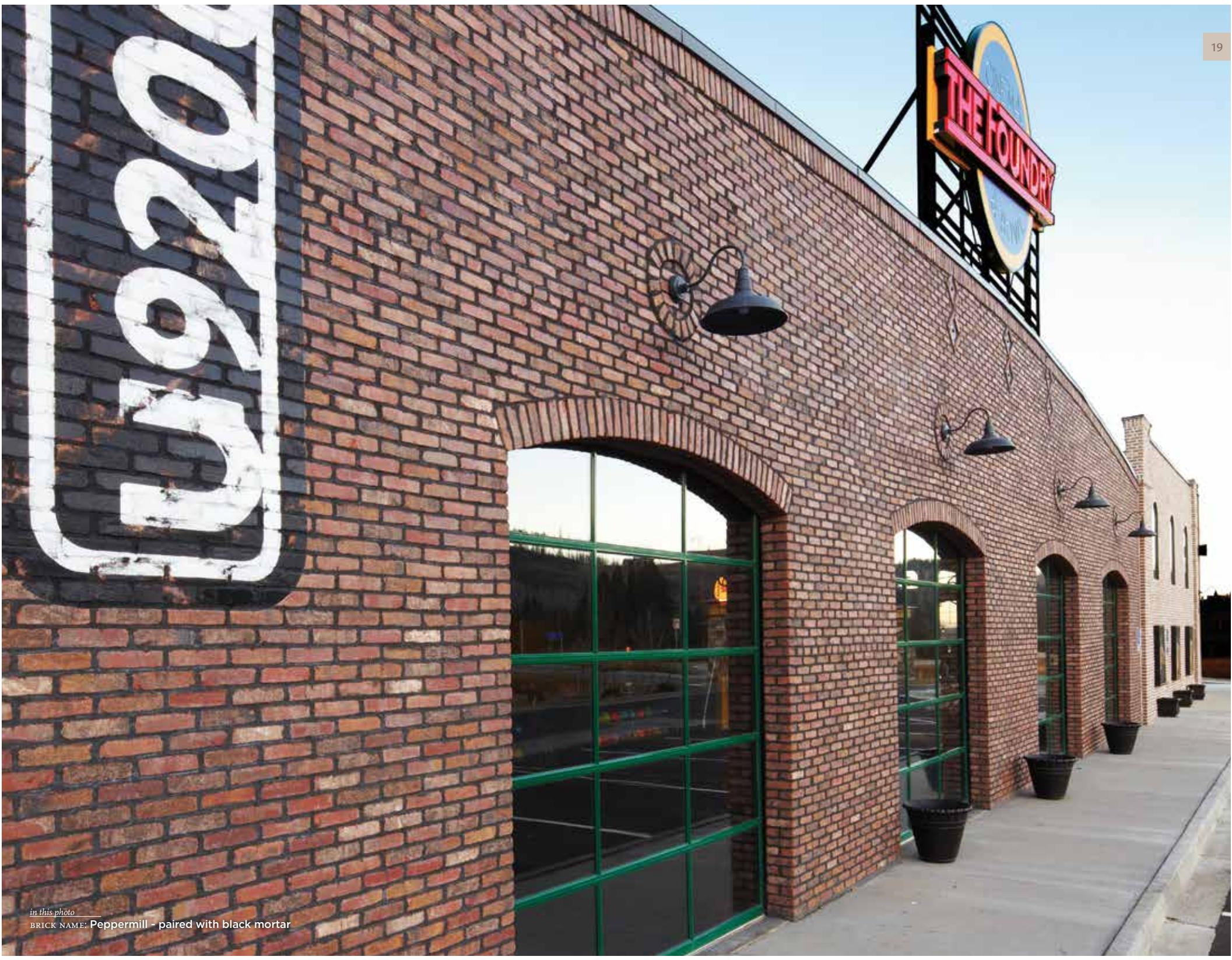
General Shale comparable product
BRICK NAME: **Smokestack**



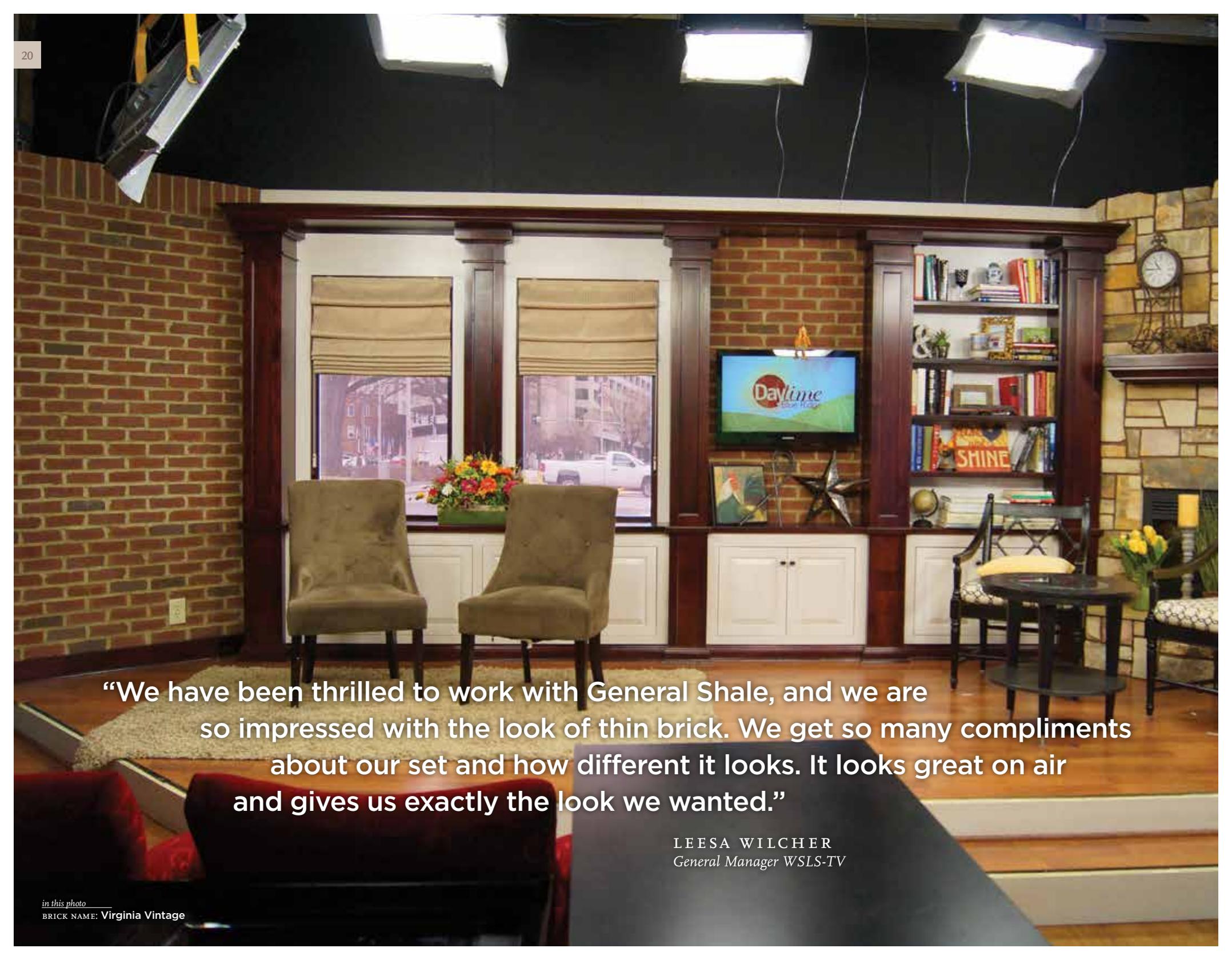
in this photo
BRICK NAME: **Englishpub**



General Shale comparable product
BRICK NAME: **Smokestack**



in this photo
BRICK NAME: Peppermill - paired with black mortar



“We have been thrilled to work with General Shale, and we are so impressed with the look of thin brick. We get so many compliments about our set and how different it looks. It looks great on air and gives us exactly the look we wanted.”

LEESA WILCHER
General Manager WSL5-TV



in this photo
BRICK NAME: Peppermill - paired with white mortar



General Shale comparable product
BRICK NAME: Operahouse



in this photo
BRICK NAME: Schoolhouse



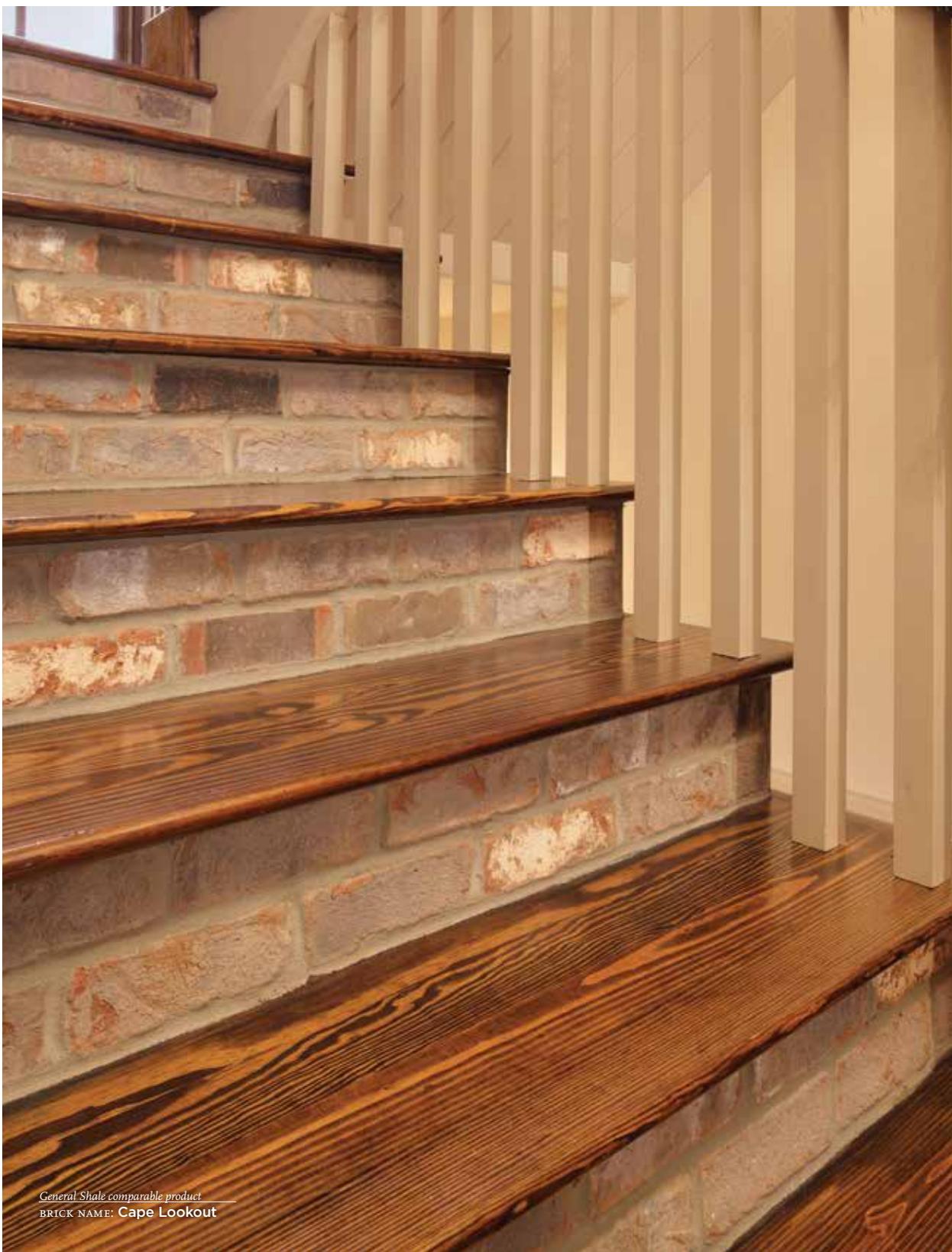
in this photo
 BRICK NAME: Cape Lookout (painted)



General Shale comparable product
 BRICK NAME: Salem Creek Tudor



in this photo
 BRICK NAME: Peppermill (painted)



General Shale comparable product
 BRICK NAME: **Cape Lookout**



in this photo
 BRICK NAME: **Englishpub**



in this photo
 BRICK NAME: **Peppermill**



in this photo
 PAINTED BRICK NAME: Innsbrook
 EXPOSED BRICK NAME: Innsbrook



General Shale comparable product
 BRICK NAME: Schoolhouse



in this photo
 BRICK NAME: Cape Lookout



in this photo
BRICK NAME: Englishpub



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
Brick Murals
Concrete
Grills

Heaters
House Wrap
Landscape Lighting
Mortar

Natural Stone
Outdoor Living Kits
Pavers
Real Brick Siding

Thin Brick
Thin Rock

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
Ft. 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

KENTUCKY

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

2304 Ralph Avenue
Louisville, KY 40216
(502) 448-1780

212 South Park Road
Fairdale, KY 40118
(502) 368-2551

MARYLAND

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

MICHIGAN

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

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

MISSISSIPPI

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

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

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

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

SOUTH CAROLINA

405 McGee Road
Anderson, SC 29625
(864) 222-9110

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

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

2910 Creekmore Drive
Johnson City, TN 37601
(423) 232-4800

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

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

1615 East Yellowstone Highway
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



General Shale comparable product
BRICK NAME: Smokestack

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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