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, 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
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:

Accents: 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

- Carriagehouse
- Cigarfactory
- Cityhall
- Englishpub
- Frenchquarter
- Ironworks
- Operahouse
- Peppermill
- Schoolhouse
- Seawall
- Smokestack
- Towerbridge
- Townsquare
- Trainstation

NEW!

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.
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)
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)
“Now when I look at the before photos, the painted walls just look bland. The brick adds so much more depth and character to the kitchen.”
the before photos, the painted bland. The brick adds so much more character to the kitchen.”

Jonathan Livingston
Moisture drainage for any application

**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.
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.

**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**

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**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: Englishpub

in this photo
brick name: Ironworks

in this photo
brick name: Seawall

General Shale comparable product

brick name: Ironworks
General Shale comparable product

BRICK NAME: Smokestack

in this photo

BRICK NAME: Englishpub

General Shale comparable product

BRICK NAME: Smokestack
In this photo, the brick name is 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 WSLS-TV
Brick name: Peppermill - paired with white mortar

Brick name: Schoolhouse

General Shale comparable product
Brick name: Operahouse
in this photo
BRICK NAME: Englishpub

in this photo
BRICK NAME: Peppermint

Cape Lookout

in this photo
BRICK NAME: General Shale comparable product
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In this photo

brick name: Cape Lookout

General Shale comparable product
brick name: Schoolhouse

painted brick name: Innsbrook

exposed brick name: Innsbrook
In this photo
BRICK NAME: Englishpub
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 eighty 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 of project—a small patio renovation or a large new home, multifamily housing or multistory 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 find 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

**BUILDING THE AMERICAN DREAM FOR MORE THAN EIGHTY YEARS**

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- Natural Stone
- Outdoor Living Kits
- Pavers
- Real Brick Siding
- Thin Brick
- Thin Rock

**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 80210
  - (303) 783-3000
- 2415 East Mulberry Street
  - Unit #9
  - Ft. Collins, CO 80524
  - (970) 484-1292
- 2122 Highway-6 & 50
  - 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 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
  - Mooresville, IN 46158
  - (317) 831-4614

**KENTUCKY**
- 307 Peterson Drive
  - Elizabethtown, KY 42701
  - (270) 765-2116
- 211 N. English Station Road
  - Louisville, KY 40216
  - (502) 484-1775

**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**
- 2027 McCullough Boulevard
  - Tupelo, MS 38801
  - (662) 840-8221

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

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

**NORTH CAROLINA**
- 10800 Reames Road
  - Charlotte, NC 28269
  - (704) 599-2877
- 1622 Long Branch Road
  - Grover, NC 28073
  - (704) 937-7431
- 1060-A Highway 66 South
  - Kernersville, NC 27332
  - (336) 993-0882

**OHIO**
- 245 Brick Plant Road
  - Columbus, OH 43219
  - (614) 578-0000

**OKLAHOMA**
- 307 Peterson Drive
  - Elizabethtown, KY 42701
  - (270) 765-2116
- 211 N. English Station Road
  - Louisville, KY 40216
  - (502) 484-1775

**TENNESSEE**
- 7833 Lee Highway
  - Chattanooga, TN 37421
  - (423) 485-1260
- 400 Witschen 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
- 1838 West Morris Boulevard
  - Morrisstown, TN 37813
  - (423) 586-9666
- 909 Mountain View Drive
  - Piney Flats, TN 37686
  - (423) 538-3332
- 241 Hoyt 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 Lincolnway
  - Cheyenne, WY 82001
  - (307) 634-4474

**RETAIL LOCATIONS**
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.

General Shale comparable product
BRICK NAME: Trainstation