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General Shale Introduces New Additions to Denver-Based Architectural Classics Brick Series

JOHNSON CITY, Tenn. — General Shale has added three new products to its Denver, Colorado-based Architectural Classics brick series — providing builders, architects and designers with soft tones and natural hues for meeting contemporary design trends.

Headquartered in Johnson City, Tennessee, General Shale is the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

The new brick selections — Honeycomb, Java and Parchment — harness the soft colors provided by rich clays sourced at the base of the Rocky Mountains.

“General Shale is proud to introduce three all-new masonry colors to one of our best-selling brick collections,” says General Shale President and CEO Charles Smith. “These newest products provide homeowners and industry professionals with unique-looking and durable products, and reflect our commitment to meeting the design and fashion needs of the brick industry.”

General Shale's Architectural Classics Series features a broad range of 23 modern color options that complement other General Shale products. The collection is suitable for designers and architects to use as a primary cladding or accent layer for residential and commercial projects.

ABOUT GENERAL SHALE

General Shale is one of North America's largest brick, stone and concrete block manufacturers, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects. These materials include brick, thin veneers, stone, outdoor living kits, concrete block and various building materials, which include Arriscraft Stone Products. The company offers an endless array of sizes, colors and textures to complete any building project. With a life cycle of more than 100 years, the sustainability of brick is the company's commitment to responsible stewardship.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of more than 40 retail showrooms and over 300 affiliated distributors across North America. In 1999, General Shale grew even stronger when it joined Wienerberger AG of Vienna, Austria, the world's largest brick manufacturer.

General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.

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