NATURALLY GREAT IDEAS
THIN ROCK MASONRY FOR NEW CONSTRUCTION OR RENOVATION PROJECTS
In this photo: Brick name: Bridgemoor Tudor. Thin Rock name: Cavanal.
Build on the Beauty of Nature

REAL ROCK MASONRY, REALLY VERSATILE

When you want to bring the aesthetic appeal of nature to the interior or exterior of your home or business, thin rock masonry could be the ideal solution. Rock Solid Originals™ is General Shale’s line of genuine, quarried rock that is cut thin for easier installation and more versatility.

Whether your project is residential or commercial, renovation or new construction, thin rock masonry from General Shale gives you the look and feel of the great outdoors with products that are naturally better.
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In this photo: Thin Rock name: Greycastle
In this photo: Brick name: Nottingham Tudor, Thin Rock name: Kiamichi
All General Shale products, from brick to rock to mortar, are available in a variety of colors and textures. Explore the endless combinations of our Rock Solid Originals™ with our traditional or thin brick masonry, and you will be amazed at the high-end look you could achieve. This mixture brings the rustic feel of a mountain lodge to new projects or renovations while providing the upscale look of natural, full-bed stone, all for significantly less cost.
In this photo: Brick name: Rembrandt, Thin Rock name: Meadow Creek
Rock Solid Originals™ Thin Rock

MANUFACTURED IN COLORADO & TENNESSEE

DENVER, Colorado

Adirondack
Alpinsbach
Aspenbark
Cavanal
Cherokee
Cimarron
Coppercliff
Goldrush
Greycastle
Kiamichi
Seabed
Seneca
Sequoyah
Trailhead
Tuscany

Wintersky
SPRING CITY, Tennessee

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 GeneralShale.com to find the location nearest you.
The Looks and Longevity of the Mountains

THIN ROCK MASONRY OFFERS DISTINCTIVE, REGIONAL APPEAL

Thin rock masonry 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 retreat or the high-end look of hand-crafted stone, all for a fraction of the cost.

Rock Solid Originals™ thin rock masonry from General Shale is manufactured in Denver, Colorado, and Spring City, Tennessee. The final products that come out of these two unique locations have a distinctive appeal all their own. When you build or renovate using thin rock masonry from General Shale, you are literally creating something from the earth that offers versatility, longevity, and unparalleled beauty.
In this photo: Thin Rock name: Kiamichi

In this photo: Thin Rock name: Tuscany

In this photo: Thin Rock name: Cavanal
Our thin rock masonry can be installed quickly, often without footings or ledges, and adheres to concrete, plywood, paneling, drywall, and even metal. Its lightweight nature provides cost efficiency in any new project, and it is much easier to install than traditional full-bed stone. The lighter weight of thin rock masonry means you no longer have to worry about load-bearing walls or additional structural support, leaving you with hundreds of design possibilities!
In this photo: Brick name: Cambridge, Thin Rock name: Meadow Creek
Simple as That

**CALCULATE THE MATERIALS**
Calculate the square footage for your interior thin rock masonry 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 FROM BOTTOM TO TOP**
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) 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 rock masonry 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.
CHECK YOUR WORK

Be sure to step back from your work every now and again to ensure that the thin rock masonry pattern is random 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 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)

HOW-TO VIDEO

To learn how to install thin rock masonry, watch our Thin Rock Application videos on the General Shale YouTube channel. These videos provide step-by-step instructions on how to perform your own DIY thin brick masonry project, specifying the tools needed and providing helpful tips along the way.
**Installation**

The General Shale preferred method of exterior installation is a drainage system with polymer modified mortar. This system is a revolutionary moisture barrier that protects exterior substrate walls when thin rock masonry is used. Thin, lightweight and easy to install, this system also provides an additional layer of insulation for your home.

**EXTERIOR INSTALLATION METHOD**

1. Sheathing
2. Weather Barrier
3. Drainage Medium
4. Cement Board
5. Thinset
6. Thin Rock and Pointing Mortar

**INTERIOR INSTALLATION METHOD**

1. Drywall or Cement Board
2. Thin-set Mortar or Adhesive*
3. Thin Rock and Pointing Mortar

* Non-sagging adhesive is recommended. Visit our website for additional thin rock installation details.
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 masonry. Thin, lightweight and easy to install, Moisture Shield also provides an additional layer of insulation for your home.

LATH & 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 rock masonry into the mortar.

LATH & SCRATCH MOISTURE SHIELD SYSTEM
The lath and scratch Moisture Shield system incorporates a metal mesh that lays over our revolutionary Moisture Shield moisture barrier to provide the ultimate in protection and insulation for the exterior walls of your home.
Thin rock masonry is extremely versatile, and with corners and flats available in every color, it can be used for anything from a single exterior wall to chimney chases, foundation skirts, fireplaces, pillars, or kitchen backsplashes, to the entire exterior of your home. Thin rock masonry is a smart alternative to conventional structural rock for adding beauty and value to your project. We hope the following photos will inspire you to use rock in unconventional ways. Let your imagination run free!
In this photo: Brick name: Handcraft Concord, Thin Rock name: Kiamichi.
In this photo: Brick Name: Nottingham Tudor, Thin Rock Name: Kiamichi
In this photo: Thin Rock name: Seabed

In this photo: Thin Rock name: Cambridge, Thin Rock Name: Meadow Creek

In this photo: Thin Rock name: Nottingham Tudor, Thin Rock Name: Kiamichi
Discover the perfect product for your building project and calculate the materials cost with the convenient General Shale 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.

Download our App

In this photo: Thin Rock name: Seabed
In this photo: Thin Rock name: Tuscany

In this photo: Thin Rock name: Seabed
In this photo:
Brick Name: Chicagorustic,
Thin Rock Name: Tuscany

In this photo: Thin Rock name: Kiamichi

In this photo: Thin Rock name: Meadow Creek
In this photo: Thin Rock name: Cavnal and Tuscany blend
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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