Thin Brick and Thin Stone for Renovation and New Build Applications

Peppermill Thin Brick
The Foundry
Winter Park, Colorado

Discover the new face of thin.
Enhance your design with thin veneers.
A new way to add classic beauty... naturally.

Add more beauty and value to your renovation or new construction project by choosing thin brick or thin rock from General Shale. Our thin veneers provide an ideal design solution for interiors and exteriors. The reduced weight of General Shale thin veneers makes it an easy choice 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.
Thin Brick

From Vintage Inspirations To Modern Chic

General Shale’s thin brick goes easily into any space. Made from real earthen clay brick, thin brick can take your creativity to the next level. Because thin brick is so lightweight, you no longer need to worry about load-bearing walls or reinforced subfloors. Architects and designers love the personality that thin brick provides. From the neat square edges to the worn and rustic look, the design possibilities are endless when thin brick is part of the solution.

Thin brick is available in four distinct styles.

› New Traditions
› Old Brick Originals™ (Rumbled Finish)
› Designer Classics (Straight Edged)
› Architectural Classics

Unique “Rumbling” Process For A Weathered Look

Many of our thin brick products are manufactured using an innovative rumbling process. Rumbled brick are tumbled after the firing process, creating a more natural look. The rumbled brick product is manufactured in our Denver, Colorado facility in a process that allows us to rumble up to five components simultaneously. As a result, each rumbled brick product is very beautiful and unique, helping to create a distinguished style.

Englishpub Thin Brick
Bourbon Brothers Southern Kitchen
Colorado Springs, Colorado
Architect: Architectural Innovations, LLC

General Shale thin brick can be used in nearly any interior or exterior application.

Here are a few applications:

› ACCENT FLOORING
› ARCHES
› COLUMNS
› ENTRY FOYER
› FIREPLACE
› FOUNDATION WALL
Trainstation Thin Brick

Lucha Catina
Colorado Springs, Colorado
Thin Rock

Natural Inspirations

General Shale’s 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.

Rock Solid Originals™ can bring home the rustic natural feeling of a mountain lodge or the high-end look of hand-crafted 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 project. 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.
Seabed Thin Rock

Top Notch Spa
Stowe, Vermont
THIN ROCK PRODUCT USED:

LEFT
Alpirsbach
Thin Rock
Alpirsbach Clubhouse
Newland, North Carolina

ABOVE RIGHT
Greycastle
Thin Rock
Rocklin Train Station
Rocklin, California

LOWER RIGHT
Seabed
Thin Rock
Top Notch Spa
Stowe, Vermont
Kiamichi Thin Rock
One Steamboat Place
Steamboat Springs, Colorado
Advantages of Real Thin Brick & Natural Thin Rock

Benefits of Adhered Natural Thin Rock and Thin Brick

› Lightweight - transportation costs are significantly reduced.

› Reduced structural requirements – steel lintels are eliminated, steel shelf angles are eliminated, and 5” to 7” of brick ledge on footing is no longer required.

› Reduced overall wall thickness contributes to more usable floor space or a smaller building footprint and more green space.

› Potential lower labor costs (Installed by various trades).

› More design freedom (cantilevers, etc.) due to lighter weight.

› Easily mixed with other light-weight facade materials (EIFS, sidings, etc).

› Year-round installation.

› Easier to change façade in future renovations (retail typically changes every 7-9 years).

› Masonry installers benefit from quick and efficient installation methods.

Thin Clay Brick Manufacturing Process

› Manufactured as full size brick

› Kiln-fired

› Cut into thin flats and corners

› Certain styles go through a tumbling or rumble process for a “weathered” look
Precast & Tilt Up Brick Panels
Prefered Installation Methods:
› Thin Set Direct Adhered
› Precast & Tilt-Up Brick Panels

Versatile Installation Methods
As a result of their structure and light weight, General Shale’s thin products offer the versatility of two distinct installation methods.

Installation Methods
Heritage 441 Thin Brick

Precast & Tilt Up Brick Panels
Precast and Tilt Up brick panels reduce installation time when compared to conventional masonry construction. Prefabricated brick panels reduce superstructure costs and energy costs associated with the manufacturing and transportation of regular brick. Erection of finished precast brick panels means fewer materials onsite resulting in a cleaner work environment. Coating equipment applies wax over the thin brick during panel fabrication that eases cleaning, eliminating jobsite cleaning of the brick and additional construction time and cost.

Precast brick eliminates cleaning of the brick at the jobsite and additional construction time and cost.
Real Thin Brick & Natural Thin Rock Adhered Installation

Exterior thin brick is installed with a systems approach consisting of a polymer fortified mortar such as Laticrete’s Hi-Bond Masonry Veneer Mortar and waterproofing such as Laticrete’s Air and Water Barrier. To complete the system, the joints may be pointed using a pointing mortar and tooled to a weather resistant finish.
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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