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General Shale Introduces New At Home, At Work Magazine

JOHNSON CITY, Tenn. — General Shale has launched a redesigned magazine showcasing the company's most notable residential and commercial projects from the previous year.

An annual publication designed to meet the needs of customers and construction professionals in both the residential and commercial build segments, At Home, At Work replaces the company's previous magazine, Great North American Homes.

The At Home section of the magazine offers beautiful images of outstanding residential projects built with a variety of General Shale products, often with unique results. Readers can simply flip the magazine over to view the At Work section, which highlights some of the company's most distinctive commercial projects from the past year. Both sections also include extensive information pertaining to the design and construction of each featured project.

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.

"As our company continues to grow and evolve, we have expanded our commercial offerings, and builders and designers are taking note," says Charles Smith, president and CEO of General Shale. "Our At Home, At Work magazine, in tandem with our newly redesigned website, features some exceptional General Shale commercial projects, while continuing to spotlight some of the most breathtaking new homes in North America that have been built with our products.

"Ranging from high-end multi-family residential townhomes and single-family dream homes to health care, retail, educational and municipal facilities and commercial high-rises, this magazine provides both inspiration and valuable information to help you achieve your goals," Smith adds.

As the premier supplier of building products for a variety of residential, commercial, institutional and specialty architectural projects, General Shale offers a comprehensive product line that includes architectural brick, building stone, thin veneers, landscaping, concrete block, outdoor living products and other building materials, along with an extensive selection of colors, styles, sizes and textures.

To order a copy of the most recent issue of At Home, At Work magazine, please [click here](#).

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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