Natural Beauty for Commercial Projects

Diversity and Design for Unlimited Creativity

General Shale
For more than 85 years, General Shale has served as the premier supplier of building products for a variety of commercial, institutional and specialty architectural projects. We offer a comprehensive product line that includes architectural brick, building stone, thin veneers, landscaping, concrete block, outdoor living products and other building materials. With a selection of more than 250 colors, styles and textures, your design options are as endless as your creativity.

Strong, durable and maintenance-free, General Shale products are the ideal choice for multi-unit family buildings, hotels, hospitals, educational institutions and other commercial structures. What's more, we back them all with the technical assistance and data that makes specifying the right project fast and easy.
Architectural Brick

With its unmistakable aesthetic qualities and strong sense of permanence, brick offers architects and builders an impressive list of practical advantages over other exterior materials. With the acquisition of Cunningham Brick’s Cleveland County Plant (CCP) and the thin veneer line, General Shale provides the commercial building industry with the broadest portfolio and most unique choices available for architectural and commercial applications.

Our most popular colors include:

- OATMEAL
- SILVERSTONE
- GRAYSTONE
- CHESTNUT
- CASCADE WHITE
- BAYSTONE
- TAN
- SMOKE GRAY
- CASCADE WHITE ROCKFACE

Other brick options range from traditional reds and earth tones to pastel pinks, misty grays, Browns and deep burgundies. In addition, we provide smooth to heavily-textured bricks that can help you create any look you desire.
General Shale offers more than just traditional brick and masonry products. In fact, General Shale is your one-stop shop for any construction project you may be starting.

In addition to our brick, masonry and stone products, we also offer:

ADDRESS STONES
BRICK MURALS
CRUSHER RUN
SAND
VINYL LINTEL COVERS
LINTEL COVERS
MORTAR
POLYMERIC SAND
HOUSE WRAP
LINTELS

Just as tough as natural stone, Arriscraft building products stand-up to the elements and the test of time – with no cracking or fading. All-natural and offering the extraordinary qualities of quarried stone, Arriscraft stone brings an earthy, natural aesthetic to commercial applications. We offer a compelling selection of commercial stone products, from Renaissance® and Building Stone, to cutting edge Thin-Clad products.

Enhance the aesthetic appeal of any commercial space with unique designs using General Shale full bed brick, thin brick and thin rock. Our thin brick and thin rock provides ideal design solutions for commercial interiors and exteriors. And our thin rock is real quarried rock, cut thin for easy installation offering limitless design possibilities while providing unique accents and total freedom of expression when a natural environment is the perfect solution.

More and more commercial spaces are incorporating touches with a home-like feel. Fire pits, fireplaces, water features and outdoor kitchens are just a few of the many products available from General Shale’s line of outdoor living products. Our products add charm and comfort to any outdoor environment, allowing the creation of beautiful patios, walkways, terraces, courtyards and other outdoor spaces that are intimate and inviting.

Building Materials
Protecting the environment is at the core of the General Shale culture. Choosing brick provides far reaching environmental, social and economic benefits. General Shale has won numerous conservationist awards for its efforts in responsible raw material harvesting, manufacturing practices and reclamation efforts. Use of our recycled products can help you achieve points toward LEED™ certification.

“LEEDING” in Green Technology

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Leadership in Energy and Environmental Design
Expertise to Help You Specify the Right Material…Every Time

At General Shale, our goal is to become a reliable and knowledgeable partner to contractors, architects, designers and landscapers. Not only do we supply the most comprehensive line of masonry products for commercial applications, but we provide the technical expertise to make specifying the right product easy. General Shale offers a complete resource library of technical information, including CAD drawings, data sheets, detailed technical drawings, architectural catalog shapes and information from the National Concrete Masonry Association — all at your fingertips. We also guarantee that our experts will be here to help you review and specify masonry product from General Shale as long as you need us.

Manufacturing Practices You Can Trust

General Shale production facilities manufacture more than one billion bricks a year, and are located in key distribution areas within easy access to any building project in North America. Our goal is to enlist manufacturing practices that ensure the highest quality product. With dedicated R&D experts, we strive to stay on top of the latest in production technologies and design trends. We continually adapt to meet changing customer needs, making sure that we maintain a current selection that is second to none.

All of our products are manufactured using an innovative process that delivers a genuine, consistent look throughout. We guarantee that your brick or stone will look and perform exactly as you – and your customers – expect for decades to come.
Find the showroom or distributor near you.

You can find a dedicated General Shale showroom or distributor in every state in the U.S. We are supported by more than 200 distributors who offer easy access to our complete product line.

For more information or expert advice on General Shale masonry products, call us today at 800-414-4661 or visit our website at www.generalshale.com
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.