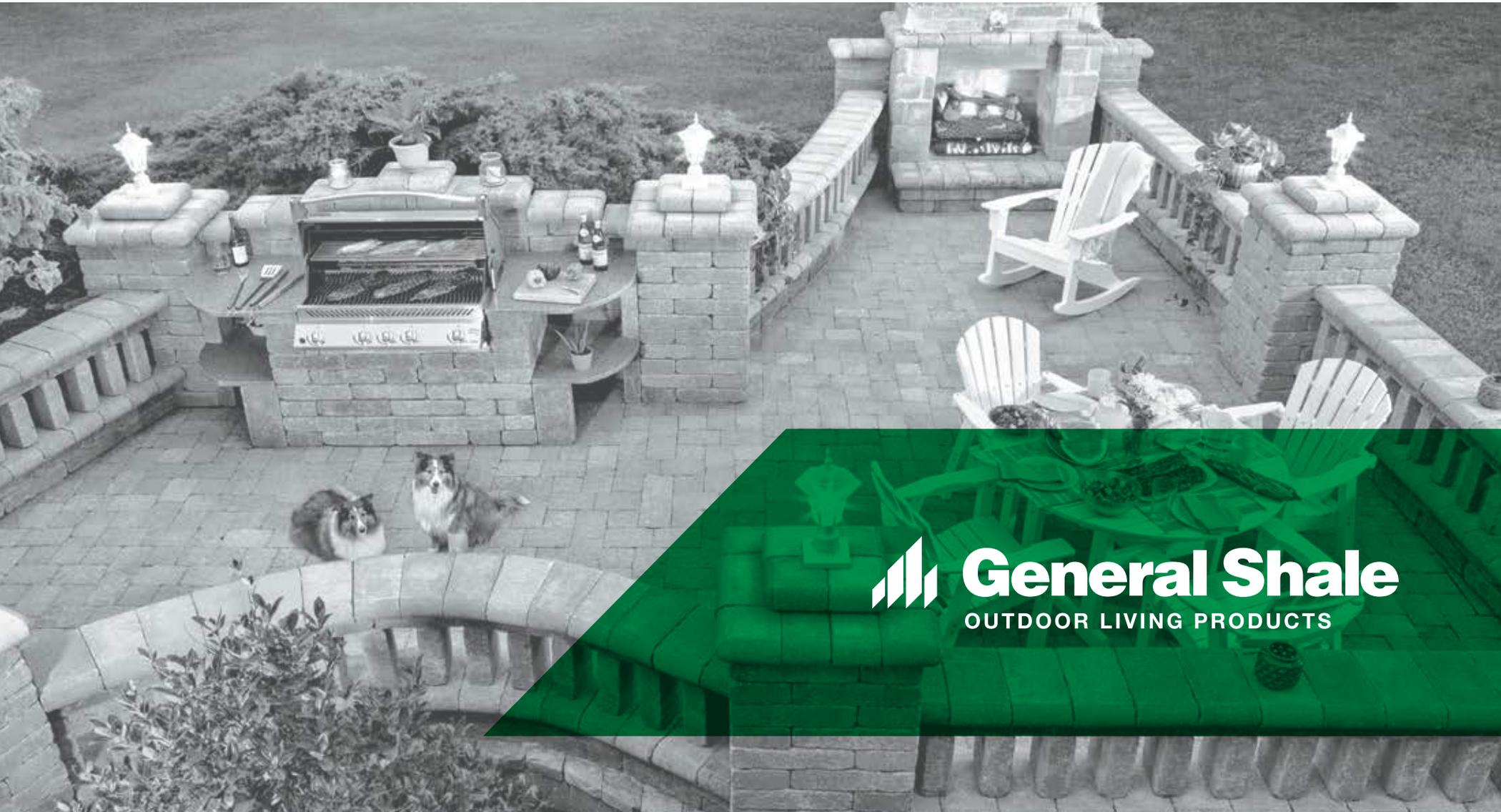


YOUR GREAT OUTDOORS

INSPIRATION FOR YOUR DIY OUTDOOR PARADISE



General Shale
OUTDOOR LIVING PRODUCTS





In this photo: Serenity 200 fireplace with custom centerpiece, Normandy landscaping stones and Autumn Ridge concrete pavers

Start Living in Your Great Outdoors

INSPIRATION FOR YOUR DIY OUTDOOR RETREAT

Are you looking for some inspiration for your backyard or outdoor living space? Well, you came to the right place.

Take your time. We're here to help.

Browse through our idea book and see what others have created using General Shale Outdoor Living Products. Keep in mind that many of our products are

customizable and can fit most needs or spaces. Not only are these products durable and long-lasting, they are also probably more affordable than you think. Whether you want to start small with a fire pit or you're ready to transform an average back yard into a luxurious outdoor retreat, we have what you need to get the job done. By the way, did we mention that everything is DIY?

CONTENTS

- 8 Columns, Benches, Mailboxes
Fireplaces and More
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- 34 Next Steps to Get Started



In this photo: Serenity 200 fireplace with custom centerpiece and hearth surround, VERSA-LOK® Normandy Mosaic retaining walls, Riverside concrete pavers





In this photo: Custom patio wall using Normandy weathered landscaping stones

Columns, Mailboxes, Fireplaces and More

EVERYTHING YOU NEED FOR AN EYE-CATCHING EXTERIOR

While we offer a variety of customizable products, some prefer a simpler way to create a beautiful design. If that's you, we have a number of do-it-yourself Outdoor Living Kits already designed that might be just what's missing from your outdoor space. They're a great way to add beauty and value to your home!

Looking for project ideas? Check out [GeneralShale.com](https://www.GeneralShale.com) for outdoor inspiration galleries featuring our DIY Outdoor Living Products and much more.





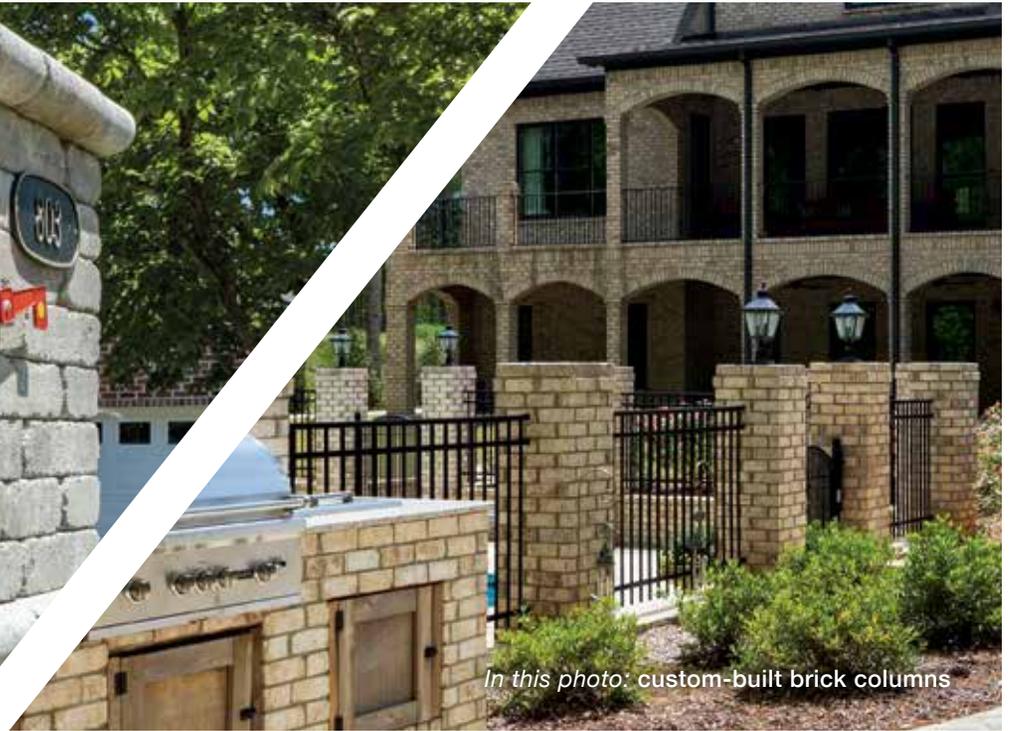




In this photo: Serenity 200 fireplace with custom centerpiece, Normandy landscaping stones and Autumn Ridge concrete pavers



In this photo: Sentinel 100 Mailbox



In this photo: custom-built brick columns

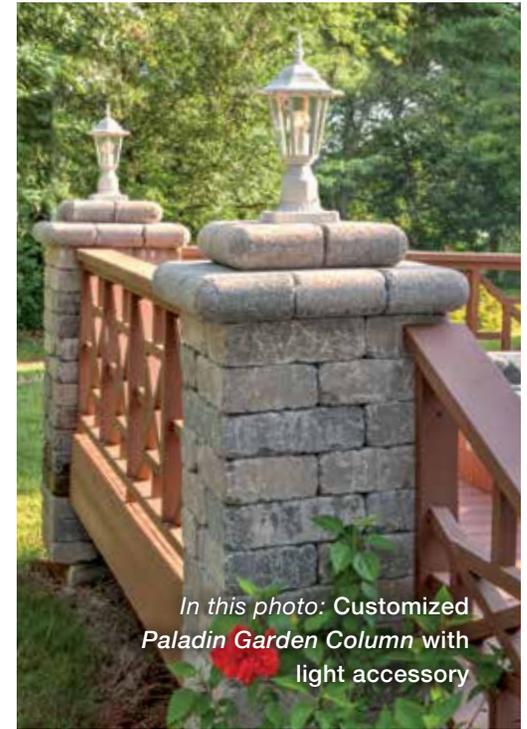
GREAT OUTDOOR IDEA

Create a lasting first impression with a brick or stone mailbox. Then, use our pathway pavers as the grand entrance leading to your front door.



In this photo: Autumn Ridge concrete pavers, Normandy weathered landscaping stones

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.



*Sentinel 100 Mailbox
MBX-100*



*Paladin Garden Column
COL-100*



*Column Upgrade
COL-UPGRD*



*Entertainer 75 Round Fire Pit
FPR-75*



*Gathering 75 Square Fire Pit
FPS-75*



*Serenity 100 Fireplace
FPL-100*



*Serenity 150 Fireplace
FPL-150*



*Serenity 175 Fireplace
FPL-175*



*Serenity 200 Fireplace (shown with rock-face lintel)
FPL-200*



*Retreat Garden Bench
BCH-100*



*Stacker 150 Wood Box
WBX-150*



*Stacker 200 Wood Box
WBX-200*



*Serenity 100 Fireplace
FPL-100
Stacker 150 Wood Box (x 2)
WBX-150*



*Serenity 150 Fireplace
FPL-150
Stacker 150 Wood Box (x 2)
WBX-150*



*Serenity 200 Fireplace (shown with rock-face lintel)
FPL-200
Stacker 200 Wood Box (x 2)
WBX-200*





In this photo: Serenity 200 fireplace with Stacker 200 wood boxes

Patio and Pathway Pavers

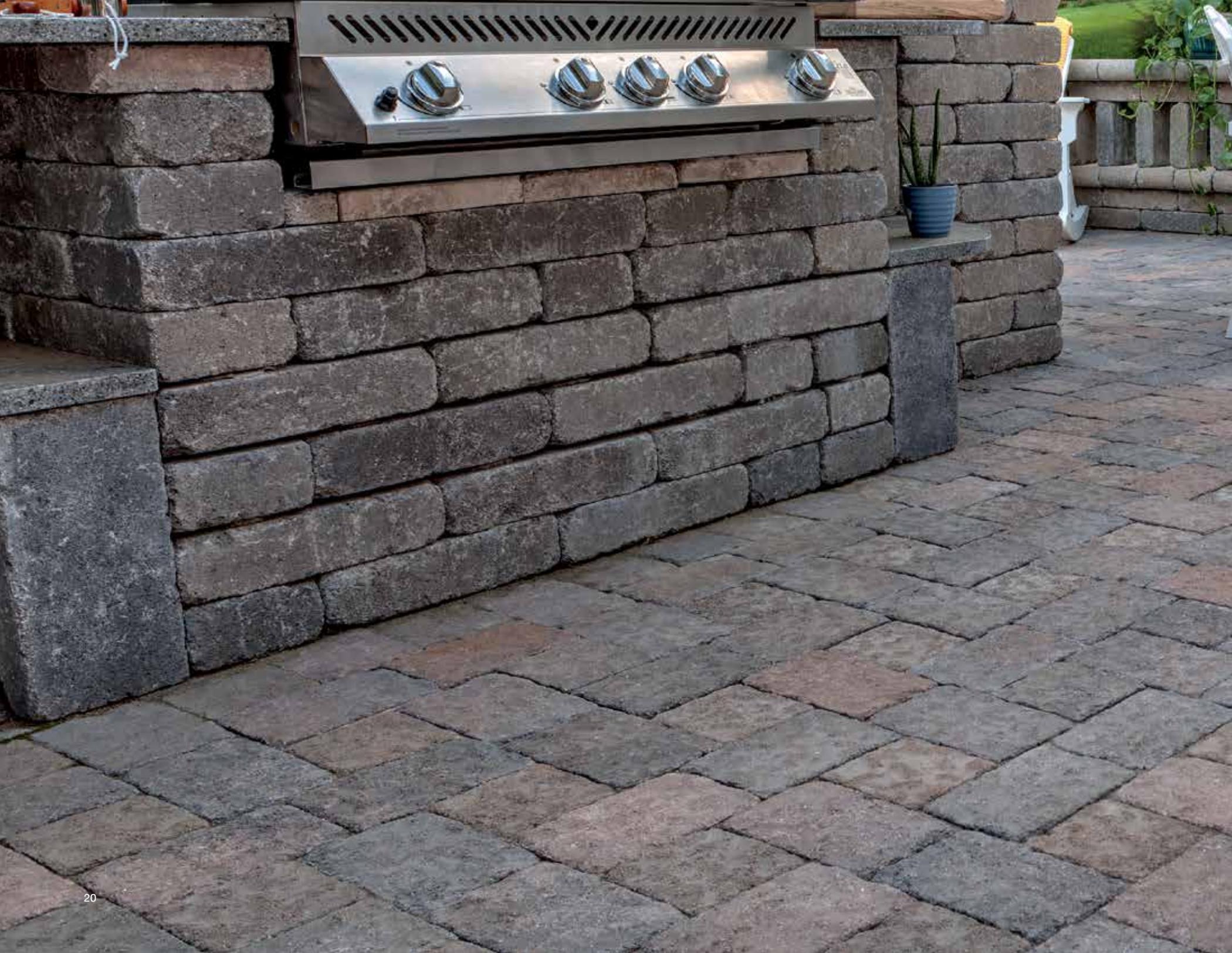
LEAD THE WAY TO YOUR NEW OUTDOORS

What's a great way to have all the benefits of a concrete sidewalk or patio, while maintaining the natural feel, you ask? That's a very specific question, but we have a simple answer – pavers. Not only do clay and concrete pavers endure over time, but they also come in different colors so you can put your own touch on your new path or pool deck.

As an accentuation to your beautiful pavers design, add even more interest with outdoor lighting accessories, landscaping stone or other outdoor features. Like our Facebook page for more outdoor living inspiration.









In this photo: Autumn Ridge concrete pavers, Normandy weathered landscaping stones

GREAT OUTDOOR IDEA

Give your driveway or patio the update you want with the quality you need using concrete and clay pavers.



In this photo: Autumn Ridge concrete pavers



In this photo: Riverside concrete pavers

CONCRETE PAVERS

Concrete paver products are not available to customers in the Mountain Region.



Weathered-Edged | Concrete Paver ▶

WEATHERED-EDGED



Autumn Ridge



Riverside



Buff

CLAY PAVERS



Brickwalk



Brookstown 2.25"



Brookstown



Courtyard



In this photo: Autumn Ridge concrete pavers



Harbortown



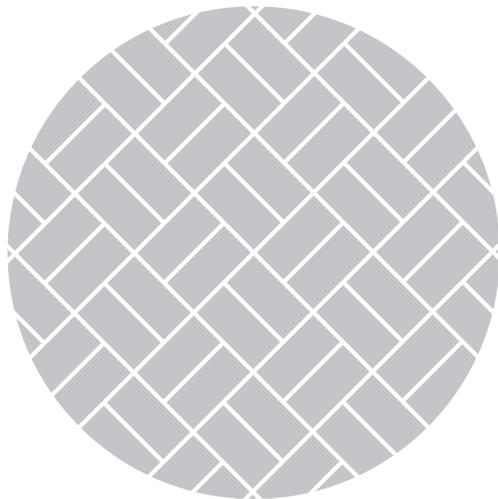
In this photo: Riverside concrete pavers

Paver Bond Patterns

A wide variety of bond patterns are possible. The bond patterns shown are only a small sample of possible configurations. To view more, please visit our website at GeneralShale.com or download our mobile app. For technical information about bond patterns, please contact a General Shale sales representative.

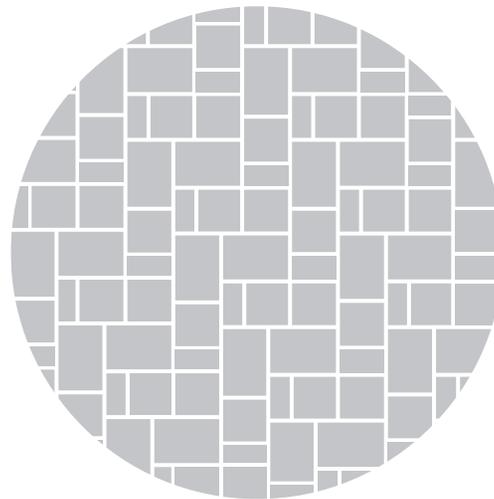


In this photo: Riverside concrete pavers



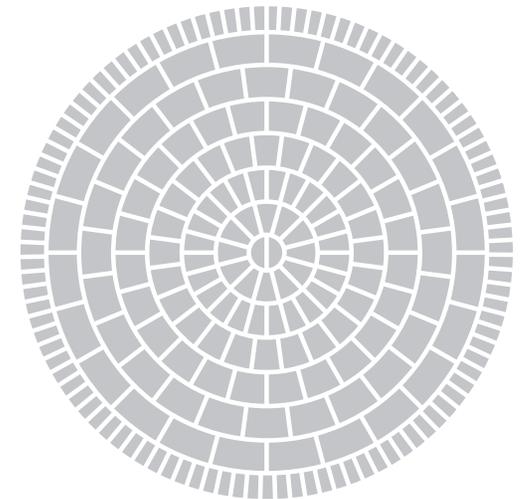
GEOMETRIC

Great for a more modern garden where angular layouts are prevalent



IRREGULAR

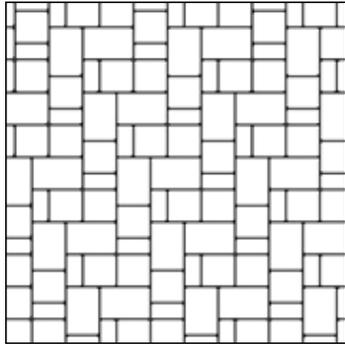
Beautiful in landscapes that are inspired by European-style “natural growth” gardens



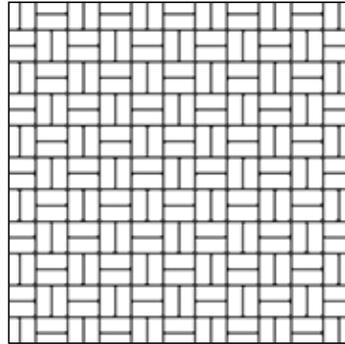
CURVED / CIRCULAR

A little more complicated, but perfect around an elegant water feature or family fire pit

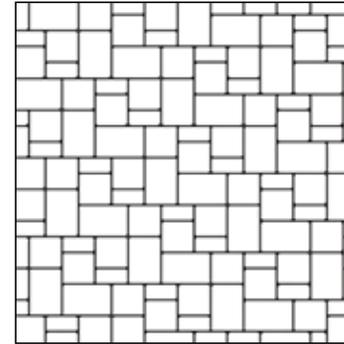
CONCRETE PATTERN EXAMPLES



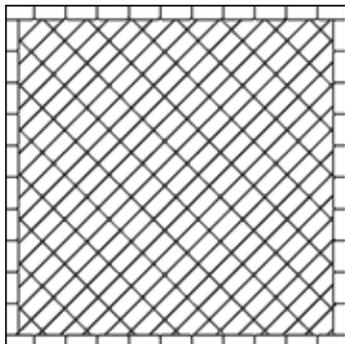
Georgian Bond



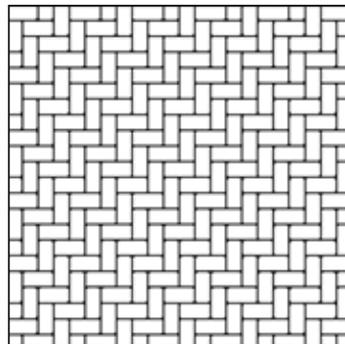
Basket Weave Bond



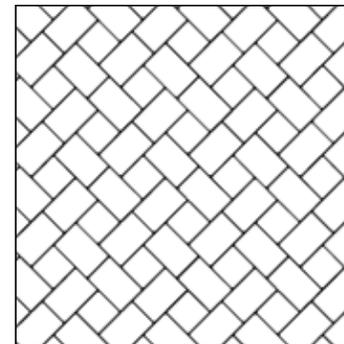
Chateau Bond



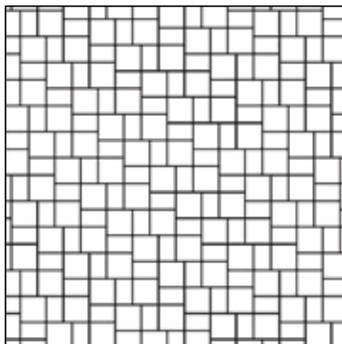
Waterford Bond



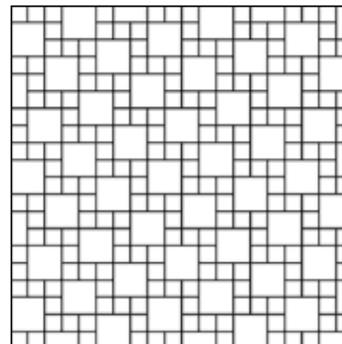
Herringbone Bond



Oxford Bond



Craftsman Bond



Pacifico Bond

Download our app

Discover the perfect product for your building project by browsing Outdoor Living products from your mobile device. Calculate an estimated cost of pavers and save for easy sharing with other key decision makers like a spouse or contractor. A running total automatically provides you with the details needed to estimate the cost of materials. The General Shale app makes building projects easy from concept to completion!



Retaining Walls

ADD BEAUTY TO THOSE TRICKY SPACES

Yes, we have even more ways to help improve your outdoor living space. Let's talk about retaining walls. They are a great way to tame that steep slope in your yard and turn it into a beautiful, layered terrace of flowers and shrubbery; not to mention the extra usable space a retaining wall can add to your patio area!

For more inspiration, visit our Houzz site at [Houzz.com/pro/generalshale/general-shale](https://www.houzz.com/pro/generalshale/general-shale).









In this photo: Buff Mosaic weathered retaining wall and Riverside concrete pavers



In this photo: Gray Mosaic weathered retaining wall

GREAT OUTDOOR IDEA

Create a one-of-a-kind landscape while keeping everything in its place with retaining wall solutions.



In this photo: VERSA-LOK® Buff Mosaic weathered retaining wall

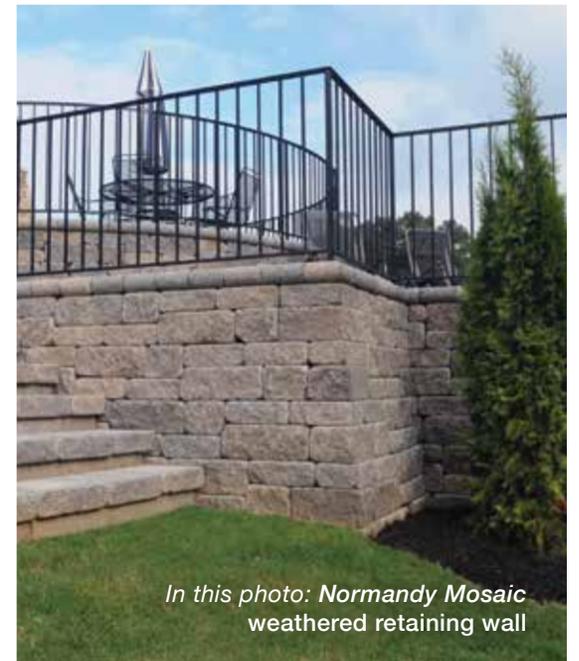
RETAINING WALLS

To see samples, please contact your General Shale sales representative, or visit our website at GeneralShale.com.

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.



In this photo: Buff Mosaic weathered retaining wall



In this photo: Normandy Mosaic weathered retaining wall





In this photo: Normandy Mosaic weathered retaining wall, Autumn Ridge concrete pavers

Ready to Get Started?

TAKE THE NEXT STEP THAT IS RIGHT FOR YOU

Just browsing for ideas, but not quite ready to take action:

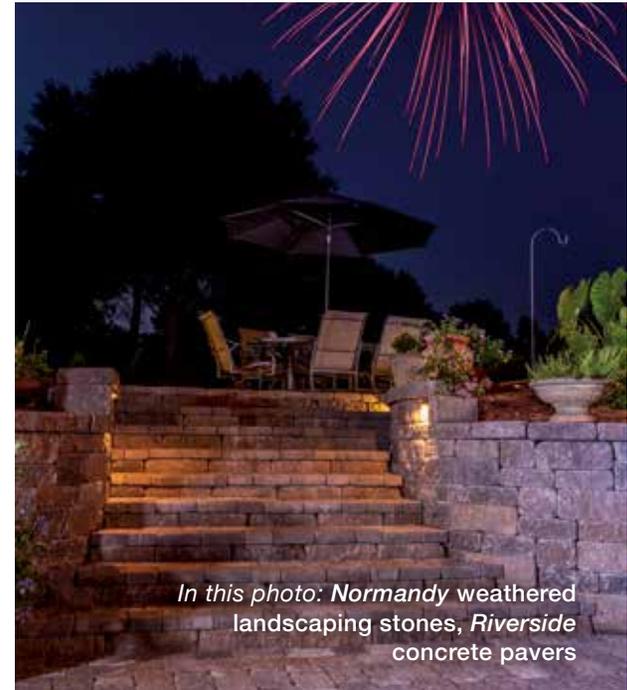
- Sign up for General Shale news and product updates. Visit GeneralShale.com and scroll to the bottom of the page to enter your email address.

Really like what you have seen so far, but want more information:

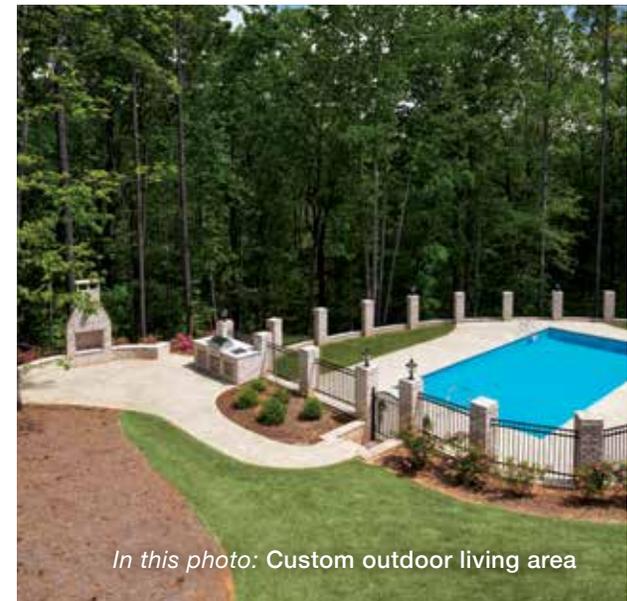
- Visit a General Shale showroom near you. Find one at GeneralShale.com/locator
- Shop all of our Outdoor Living DIY Kits at GeneralShale.com/products/outdoor-living
- Download our app. Just search for “GeneralShale” in The App Store.

You have a plan and you’re ready to begin:

- Contact your local General Shale sales representative, and let the building begin.



In this photo: Normandy weathered landscaping stones, Riverside concrete pavers



In this photo: Custom outdoor living area

Things to Consider

Ask yourself these questions when you’re thinking about an outdoor living project:

- Is your outdoor living area spacious or modest in size?
- What type of outdoor activities do you and your family enjoy?
- What features currently exist in your outdoor space?
- Are you looking to add to your space or remodel a particular area?
- What type of atmosphere would you like to create?

As long as you take the time to research your options, consider a professional for difficult installations, and allow the appropriate amount of time to complete your project, your new outdoor living space is sure to be ideal for you and your family.



In this photo: Autumn Ridge concrete pavers

Frequently Asked Questions

Q: Do I need experience to build your Outdoor Living Kits?

A: Our kits require novice-level to expert-level building knowledge to construct. While all of our kits are do-it-yourself (DIY) products, some may require professional experience for proper construction. Ask a General Shale sales representative or download each kit's installation instructions online at generalshale.com/outdoor-living prior to purchase for information on building difficulty.

Q: Once I build my kit, can it be relocated?

A: Each Outdoor Living Kit is shipped with "thin set" adhesive designed to adhere the individual blocks together during construction. Once constructed, the kit cannot be relocated.

Q: Do your Outdoor Living Kits come with a warranty?

A: Yes. Please refer to individual kit installation instructions for warranty information.

Q: Will General Shale ship my Outdoor Living Kit to me?

A: Kits purchased at direct General Shale locations can be shipped to your building site (fees apply). In-store pickup is also available for customers with vehicles capable of sustaining heavy loads. Please ask a General Shale sales representative or download each kit's installation instructions for approximate weight for each kit.

Q: Can I customize my Outdoor Living Kit?

A: Yes. All of our outdoor living kits are designed to be displayed in a standard format or customized to suit your outdoor design. Options include (but are not limited to) cladding your outdoor kit with thin brick or thin rock masonry units. You can also add landscaping stones to fireplaces to use as wing walls or hearths. The options are virtually endless.

FOLLOW US ON SOCIAL MEDIA





In this photo: Autumn Ridge concrete pavers



In this photo: Buff retaining wall



In this photo: VERSA-LOK® Normandy Mosaic retaining wall block, Riverside concrete pavers



In this photo: Serenity 200 fireplace



In this photo: Riverside concrete pavers





In this photo: VERSA-LOK® Normandy Mosaic retaining wall block, Riverside concrete pavers

RETAIL LOCATIONS

COLORADO

1845 West Dartmouth Avenue
Denver, CO 80110
(303) 783-3000

2216 Airway
Ft. Collins, CO 80524
(970) 484-1292

GEORGIA

121 Turner Bend Road SW
Rome, GA 30165
(706) 802-0777

ILLINOIS

Chicago (South)
16109 108th Avenue
Orland Park, IL 60467
(708) 460-4581

Chicago (West)
1975 Aucutt Road
Montgomery, IL 60538
(630) 897-7922

INDIANA

105 Carmel Drive West
Carmel, IN 46032
(317) 846-2566

3401 Mt. Vernon Avenue
Evansville, IN 47712
(812) 425-3381

148 Sycamore Lane
Mooresville, IN 46158
(317) 831-4614

KENTUCKY

307 Peterson Drive
Elizabethtown, KY 42701
(270) 765-2116

211 N. English Station Road
Louisville, KY 40223
(502) 448-1780

MICHIGAN

42374 Mound Road
Sterling Heights, MI 48314
(586) 726-0400

6556 Whitmore Lake Road
Whitmore Lake, MI 48189
(734) 665-8800

MONTANA

531 Sugar Avenue
Billings, MT 59101
(406) 259-9222

NORTH CAROLINA

10800 Reames Road
Charlotte, NC 28269
(704) 599-2877

1060-A Highway 66 South
Kernersville, NC 27284
(336) 993-0882

245 Brick Plant Road
Moncure, NC 27559
(919) 777-6899

8820 Westgate Park Drive
Raleigh, NC 27617
(919) 828-0541

2507 Jefferson Davis Highway
Sanford, NC 27332
(919) 775-2121

3750 Highway 421 North
Wilmington, NC 28401
(910) 452-3498

SOUTH CAROLINA

425 Oak Road
Piedmont, SC 29763
(864) 603-1160

TENNESSEE

7833 Lee Highway
Chattanooga, TN 37421
(423) 485-1260

400 Wittichen Lane
Humboldt, TN 38343
(731) 824-5272

3015 Bristol Highway
Johnson City, TN 37601
(423) 282-4661

925 East Stone Drive
Kingsport, TN 37660
(423) 245-6131

9714 Parkside Drive
Knoxville, TN 37922
(865) 531-6203

605 Morrison Street
McMinnville, TN 37110
(931) 473-2139

2076 Whitten Road
Memphis, TN 38133
(901) 363-1887

909 Mountain View Drive
Piney Flats, TN 37686
(423) 538-3332

241 Hoyal Lane
Spring City, TN 37381
(423) 365-2444

VIRGINIA

2353 Webster Road
Roanoke, VA 24012
(540) 977-5505

7500 Mason King Court
Manassas, VA 20109
(703) 368-9991

WYOMING

1615 East Yellowstone
Highway
Casper, WY 82601
(307) 234-4831



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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