LIGHTWEIGHT MODULAR (LWM)

3-1/2" bed, 2-1/4" face, 7-5/8" length

Modular size is the most common in the industry. When laid with 3/8" mortar joints, it forms an 8" modular dimension.

LIGHTWEIGHT ENGINEERED MODULAR (LWE)

3-1/2" bed, 2-3/4" face, 7-5/8" length

Engineered Modular has the same bed size as Modular, with an increased face height. This size is often referred to as an “oversized” brick.

LIGHTWEIGHT QUEEN (LWQ)

2-3/4" bed, 2-3/4" face, 7-5/8" length

The Queen Size provides the same face as Engineered Modular with a cost-effective reduced bed depth of 3".

Photo samples are intended to represent general color range and texture. Precise color fidelity is difficult to obtain in print. Brick selection should be made from product samples.
WHY BRICK IS BETTER
COMPARING THE SQ.FT. COST & BENEFITS OF EXTERIOR CLADDINGS

<table>
<thead>
<tr>
<th>ATTRIBUTES</th>
<th>SQ.FT COST*</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHOICE</td>
<td>CHARLOTTE</td>
</tr>
<tr>
<td>Plastic Vinyl</td>
<td>$2.58’</td>
</tr>
<tr>
<td>Fiber Cement</td>
<td>$5.99”</td>
</tr>
<tr>
<td>Synthetic Stucco</td>
<td>$6.84’</td>
</tr>
<tr>
<td>Artificial Stone</td>
<td>$15.24’</td>
</tr>
<tr>
<td>Genuine Stone</td>
<td>$18.72”</td>
</tr>
</tbody>
</table>

*Installed Cost for 2,266 SQ.FT. of wall area by listed metro.
**Includes added cost of $1.56 / sq.ft. for paints & coatings if required in the field.

PROS: Very low initial cost; relatively easy to install.
Low initial cost; no special support needed to install.
Variety of color options; improved energy efficiency.

CONS: Very poor weathering; prone to wind, fire & moisture damage; poor energy efficiency & noise retention; regular maintenance; low sustainability; low resale values.
Unsightly seams may be visible; prone to wind, fire and moisture damage; likely to fade in 5-8 years from weathering requiring regular maintenance; low sustainability.
Prone to cracks, holes and even insect infestation; may have higher insurance premiums; requires continual maintenance; average sustainability.

Naturally made; offers a wide range of color and texture options; high energy efficiency and noise retention; may have lower insurance premiums; no maintenance; high sustainability.
Moderate initial cost.

Queen Size Clay Brick

CLAY BRICK
Naturally made; offers a wide range of color and texture options; high energy efficiency and noise retention; may have lower insurance premiums; no maintenance; high sustainability.

Moderate initial cost.

CHARLOTTE, NC $7.53’Q/S
RALEIGH, NC $7.32’Q/S
WILMINGTON, NC $7.47’Q/S