Tradition meets performance.

General Shale
Denver, CO Plant
Classic and modern styles to suit any commercial project
General Shale’s Denver, Colorado plant offers a rich history of product excellence and style variety. For over 100 years this facility has balanced tradition with modernity, providing a commercial brick selection that satisfies both traditional and contemporary designs.

All Denver products are manufactured from clay in the vicinity. The product line offers the deep and rich tones of the west in both clean and distressed styles.

General Shale provides the commercial community superior design opportunities and offers the broadest portfolio and unique choices available for architectural and commercial applications.
Strength and Durability for the Long Run

The Denver, Colorado plant manufactures brick to the highest standards.

With its unmistakable aesthetic qualities and strong sense of permanence, brick offers architects and builders an impressive list of practical advantages over other exterior options. Its strength and durability are proven, affording our clients virtually maintenance-free use of their structure.

QUALITY
Our products exceed ASTM C216 standards and are produced to Grade SW (Severe Weather) for superior durability and less maintenance than lower grade brick.

PERFORMANCE
Our products also perform above and beyond standard FBX brick to enhance the appearance and quality of finished walls. Type FBX delivers minimal waste, chips, cracks, and warpage.

SELECTION
In addition to superb quality, our Denver product also offers a unique “rumbling” process, which tumbles bricks for an incredibly authentic, weathered look.
Architectural Classics
Simple sophistication in beautiful colors

Our Architectural Classics line provides aesthetic excellence and accurate, repeatable colors to ensure maximum usage. The broad palette includes traditional red and earth tones to deep, striking colors to pastel pinks and whites.

Designer Classics
Classic with a touch of character

Clean, crisp edges combined with traditional tones and patterns offer a sophisticated look with a hint of charm from our Designer Classics line. Choose from a wide array of color options to highlight any commercial project.

New Traditions
Authentic traditions are new again

Achieve an antique charm with high-grade brick instead of reclaimed with our New Traditions line. This tumbled brick is offered in a spectacular range of colors and provides that rustic surface and feel designers seek for character projects.
The General Shale Denver manufacturing plant offers two sizes of brick.

**MODULAR**

- **Size in Inches**
  - Width: 3-5/8"
  - Height: 2-1/4"
  - Length: 7-5/8"

- **Style Availability**
  - Designer Classics
  - Architectural Classics
  - New Traditions

**NORMAN**

- **Size in Inches**
  - Width: 3-5/8"
  - Height: 2-1/4"
  - Length: 11-5/8"

- **Style Availability**
  - Designer Classics
  - Architectural Classics

**Full Bed or Thin - Your Choice**

All styles and colors of Denver brick are available in thin brick units. Please see our Thin Brochure “Discover the new face of thin.” for more information.
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.

For more information or to order Denver Plant products, contact General Shale today at 800-477-9002 or visit our website at www.generalshale.com.