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Contact Information: Luke Guinn
800-414-4661, luke.guinn@generalshale.com

General Shale Introduces New Mobile App and Website to Help Architects, Builders and Homeowners Design Projects

The My Designs app offers a new and exclusive way to visualize exterior design components for residential and commercial projects

JOHNSON CITY, Tenn. — [General Shale](#) announces the launch of its [My Designs mobile app and website](#), delivering an exclusive, personalized platform for users to design residential and commercial projects using the company's most popular brick and stone colors.

The My Designs app provides homeowners with the ability to instantly see how a home would look with different [brick](#) and [stone](#) selections from General Shale and [Arriscraft Stone](#), along with various colors of roofing, siding accents, trim and mortar. Similarly, architects and building contractors can gain inspiration for their design concepts — including Craftsman, European or modern-style residences, multifamily housing, and commercial and educational facilities.

Users can download the app free from [Apple's App Store](#) to create and visualize as many variations as they desire. Both the My Designs app and website make it easy to share designs with colleagues, friends, family or contractors via one-tap access to email and social media. When users are finished creating their designs, the app generates a summary of color selections for easy reference. By entering their zip codes, users are also provided with a complete list of nearby [General Shale locations](#).

"The My Designs app is a unique way to bring a project vision to life," says Charles Smith, president and CEO of General Shale. "My Designs equips architects, builders, contractors, designers and homeowners with easy-to-use tools for producing stunning designs that utilize some of our most popular products. These concepts enable homeowners and building professionals to pick and choose endless combinations of General Shale's brick and stone selections, and quickly select and compare various masonry and mortar blends in real-time viewing, either from their office desktops or straight from the job site."

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.

ABOUT GENERAL SHALE

General Shale is one of North America's largest brick, stone and concrete block manufacturers. Founded in 1928, the company offers an endless array of sizes, colors and textures in a wide variety of masonry materials to complete any residential, commercial or specialty architectural project. These materials include brick, thin masonry, stone, outdoor living products, concrete block and various building materials, which include [Arriscraft Stone](#) and [Pipelife Jet Stream](#) products.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of 30 sales locations and over 300 affiliated distributors across North America. The company grew even stronger in 1999 when it joined [Wienerberger AG](#) of Vienna, Austria, the world's largest brick manufacturer. With a life cycle of more than 100 years, the sustainability of brick is General Shale's commitment to responsible stewardship.

General Shale is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.

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