General Shale Brick

Technical Bulletin – Selling Precast Projects

For Internal Use Only

General Shale does not certify products to the PCI Specification for the Embedded Clay Thin Brick Standard. However, General Shale does have products that are suitable for use in pre-cast applications. The following are selling guidelines for pre-cast projects with embedded thin brick

- The PCI Embedded Clay Thin Brick Specification is a non-consensus document. Unlike ASTM Standards which are issued through a consensus process that is based on balanced committee participation and open voting. Additionally, the Brick Industry Association (BIA) does not endorse the PCI standard and this is clearly noted in BIA's Tech Notes on thin brick.
- Only Denver products should be considered or submitted for PCI projects.
- To install, distribute color/texture range throughout the project. For best results, draw thin brick from multiple boxes/pallets to ensure material is randomly dispersed. To achieve proper appearance, thin brick needs to be cleaned after installation.
- Our selling approach should be focused on the aesthetic value of Denver products which do not have a "Cookie Cutter" appearance. We should focus on this aspect and emphasize the Denver products look like a brick wall and not a tile wall in pre-cast applications.
- General Shale cannot certify compliance with the dimensional tolerance requirements of the PCI specification. The PCI standard requires dimensional tolerances of +0"/-1/16" which is impractical. Instead we can certify that the Denver thin brick products comply with ASTM C1088 dimensional tolerances for type TBX (with the exception of chips for OBO products). We should emphasize to the customer that there are several form liners available that work well with Denver thin brick including OBO's. These form liners include manufacturers such as Innovative, Advanced Form liners, and Architectural Polymers.
- The PCI Standard requires cold water absorption (CWA) of less than 6%. The CWA rates for Denver products average between 5% - 8%, so many Denver products do not meet this requirement. We should emphasize that the critical aspect of PCI testing is the pullout testing for pre freeze and post freeze pullout. If these pullout values are met, the CWA values should be of little consequence.
- If we are submitting products on a precast application, we should do so in the form of a certification letter. All submittals need to be approved by Engineering Services before submitted to customer.
- Our products are ¾" with a flat saw cut back. There is no back surface texture as required by the PCI standard.