

BRICK IS BACK

AT THE INTERNATIONAL BUILDERS' SHOW

2025 SHOW CATALOG



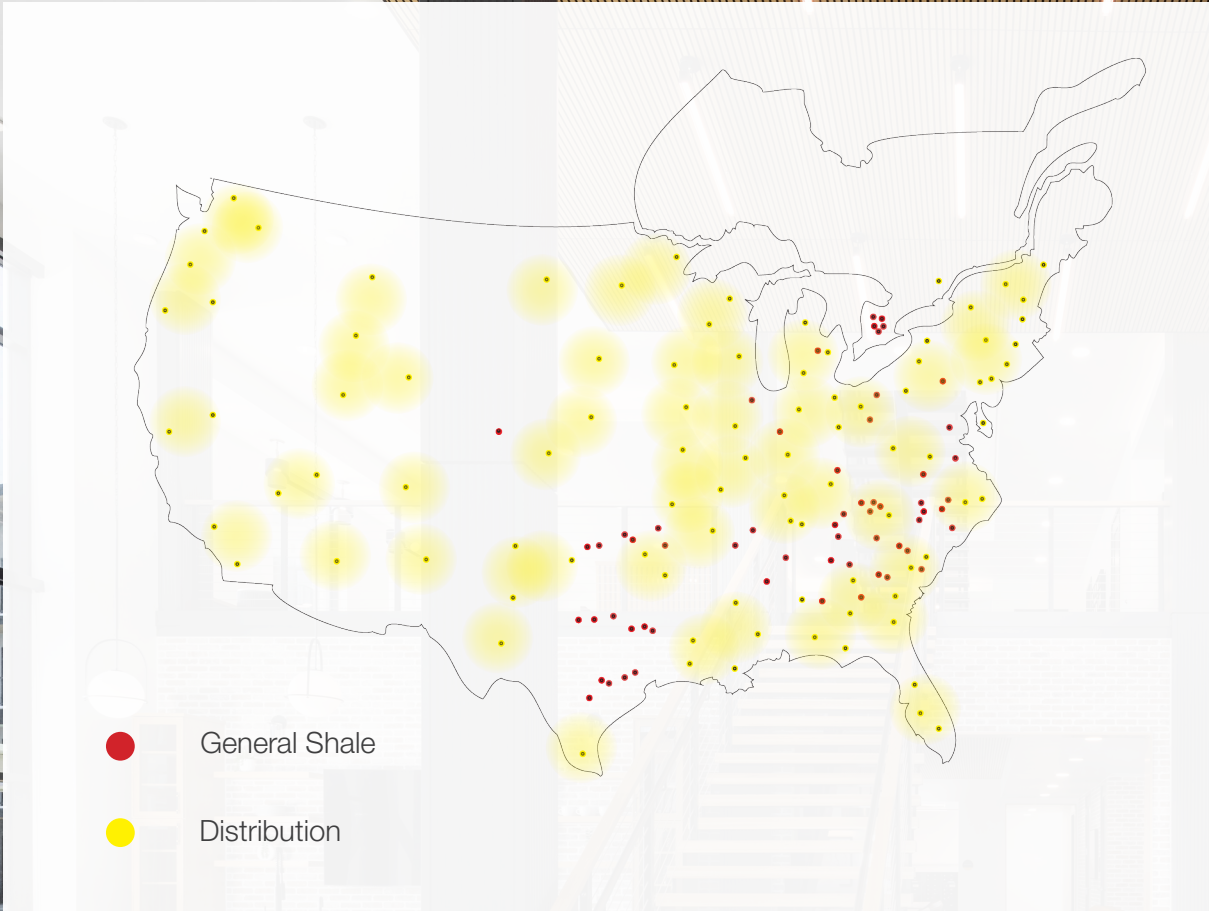
General Shale

 wienerberger



THE BRAND

General Shale is thrilled to be back at the International Builders' Show after nearly a decade away, showcasing our commitment to innovation, sustainability, and customer-focused solutions. Established in 1928, General Shale has expanded from a local company to become the largest brick manufacturer in North America. Designed to meet customers wherever they are, our new regional brand strategy services more customers than ever before through meaningful industry associations and partners.



General Shale Brick

Arriscraft

Summitville

Columbus Brick
SINCE 1890

Watson Town Brick

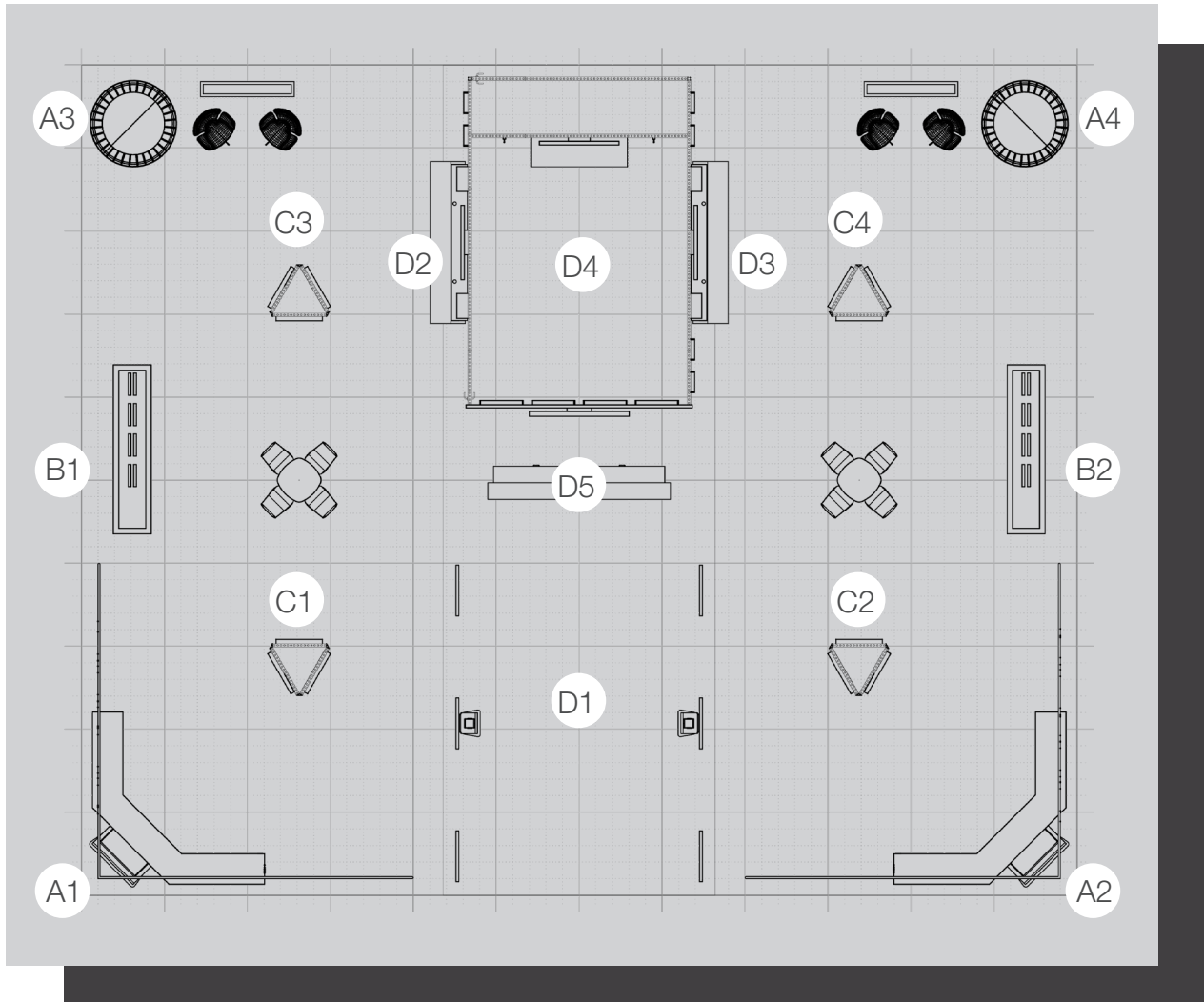
Canada Brick

Michigan Brick

Red River Brick

LUDOWICI

THE BOOTH



- A1 Thin Products
- A2 Contemporary Colors
- A3 Arriscraft Stone
- A4 Arriscraft Stone
- B1 New Products
- B2 The Building Envelope
- C1 Creativity Unleashed
- C2 The Building Envelope
- C3 Building Envelope Luxury
- C4 Palatable Design
- D1 The Six Pillars of Brick Design
- D2 Interactive Walls
- D3 Interactive Walls
- D4 Meeting Room
- D5 Customer Service Desk

THIN PRODUCTS



IRONWORKS



CITYHALL



IRONWORKS



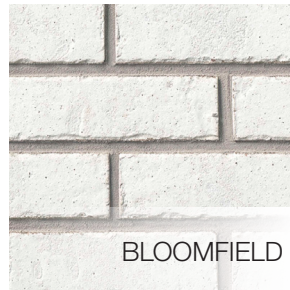
TRAINSTATION



BLACK LAKE



GRAYLING



BLOOMFIELD



CONGRESS PARK



OLE MONTAUK



WATERFRONT PARK



LIMESTONE

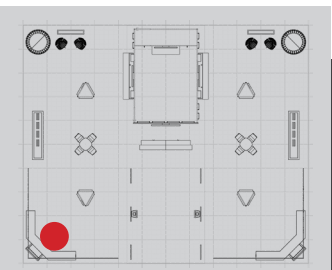


ABBAY ROAD



CAPE COD

BOOTH LEGEND



ENGLISH PUB



WATERFRONT PARK

CONTEMPORARY COLORS



BLACK METALLIC



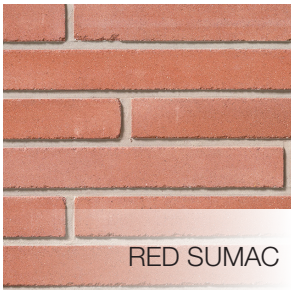
IRONWORKS



WINTERHAVEN



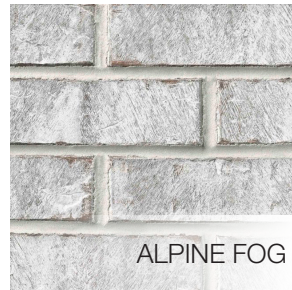
FORGED STEEL



RED SUMAC



WHITE PEARL



ALPINE FOG



DOMINO



STEELE CANYON



DIAMOND WHITE



MIDNIGHT MIST



OYSTER BAY



WINTERHAVEN

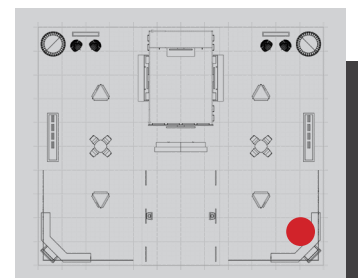


OYSTER BAY



STEEPLECHASE CANYON

BOOTH LEGEND



ARRISCRAFT STONE



BLOOMINGTON
NEW



BEDFORD

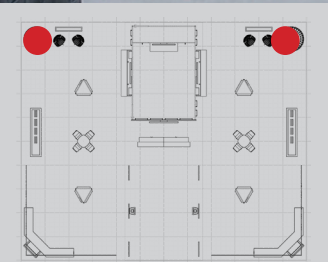


SILVERADO



MOONSTONE

BOOTH LEGEND



FRESCO SILVERADO

NEW PRODUCTS



ANVILTEX



BARNTEX



RUBYTEX



CINNTEX



BOOMTOWN



WOLFTOWN



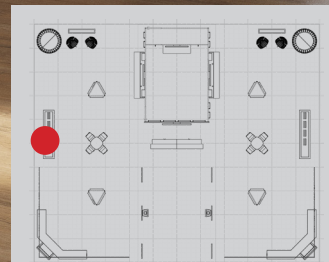
GATLINTOWN



SPURTOWN

BOOMTOWN

BOOTH LEGEND



BUILDING

General Shale is proud to offer a full range of products that encompass the entire building envelope. From the roof to the floor, our large variety of high-quality materials creates a beautiful facade that is both durable and energy efficient. Our brick provides strength and timeless beauty for walls, clay roof tiles offer lasting protection and style, pavers create stunning outdoor spaces, and thin brick delivers versatility for any design. With General Shale, you get a complete solution for a structurally sound and visually striking build.



JEFFERSON WADE
TUDOR



GRAPHITE
SMOOTH



SCARSDALE
PAVER



RIVERWALK



BLACK CORAL



COASTAL FOG

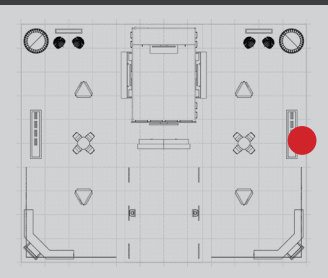


OCEAN MIST

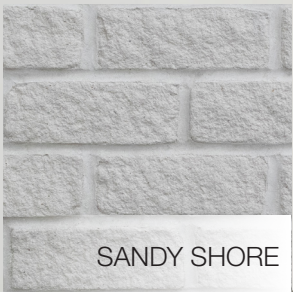


SEA SHELL

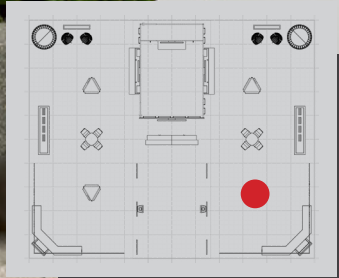
BOOTH LEGEND



ENVELOPE



BOOTH LEGEND



BUILDING ENVELOPE LUXURY PRODUCTS



AGED CEDAR

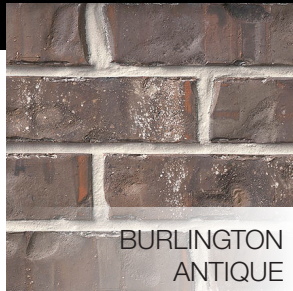


GRAYLING



ST. LOUIS

LUDOWICI ROOF TILES



BURLINGTON
ANTIQUE



STEELE MANOR

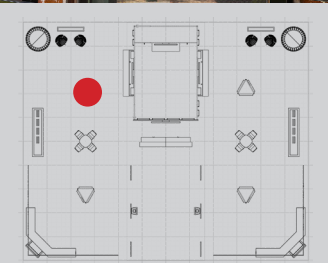


DAUPHIN PAVER



ST. LOUIS

BOOTH LEGEND



ALVERTON FLASHED
PAVER



MODENA PAVER

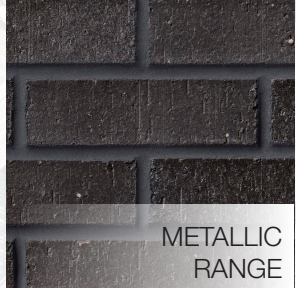


CORTEZ

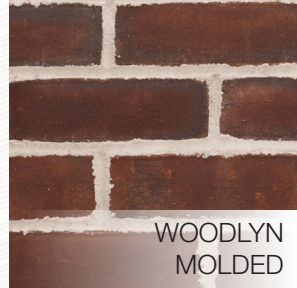
PALATABLE DESIGN



DIAMOND
WHITE



METALLIC
RANGE



WOODLYN
MOLDED



MIDNIGHT
GREY



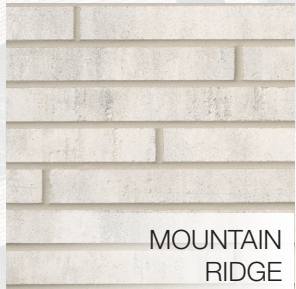
OPAL



GEORGETOWN



OAK RIDGE

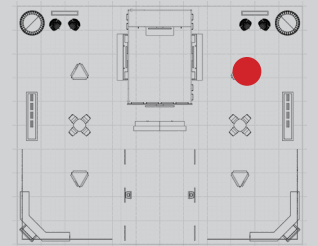


MOUNTAIN
RIDGE



MONTECITO

BOOTH LEGEND

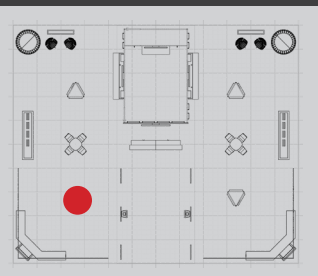


CREATIVITY UNLEASHED

SummitGlaze glazed thin brick is the perfect way to add a sophisticated touch to any space. Blending timeless craftsmanship with contemporary design, our glazed bricks offer unparalleled durability and a stunning array of vibrant colors. Shown here are Orchidvue, Junipervue, and Oceanvue. Perfect for both interior and exterior applications, new construction and renovations, these versatile bricks bring warmth and character to any project from chic urban lofts to classic home exteriors and more. Easy to install and maintain, glazed thin brick is the ideal choice for those seeking a unique blend of style and substance.



BOOTH LEGEND



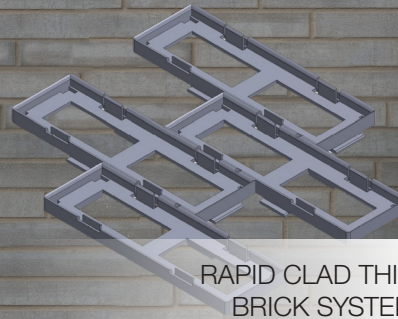
INTERACTIVE WALL



LUZERNE PAVER



PENWINE PAVER



RAPID CLAD THIN BRICK SYSTEM



DISCOVERY PARK



GHOSTTOWN



SANDY SHORE

On each interactive wall, viewers can touch and feel some of General Shale's most creative products. From the unique, through-body white brick we call Sandy Shore to the inventive Rapid Clad Thin Brick System used for installing multiple thin brick at once, General Shale is truly at the forefront of innovation.

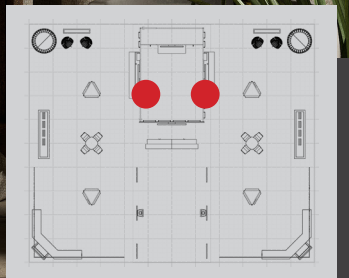


ANTIQUPEWTER



BASALT

BOOTH LEGEND



Index

Product Name	Series	Plant	Brand
Thin Products (A1)			
Cityhall	Old Brick Originals	Denver, CO	General Shale Brick
Ironworks	Old Brick Originals	Denver, CO	General Shale Brick
Trainstation	Old Brick Originals	Denver, CO	General Shale Brick
Black Lake	Authintic Brick	Corunna, MI	Michigan Brick
Grayling	Authintic Brick	Corunna, MI	Michigan Brick
Bloomfield	Authintic Brick	Corunna, MI	Michigan Brick
Congress Park	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Ole Montauk	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Waterfront Park	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Limestone Tile Smooth	ARRIS-tile	Fort Valley, GA	Arriscraft
Abbey Road Smooth	Midtown	Fort Valley, GA	Arriscraft
Cape Cod Split Face	Coastal	Fort Valley, GA	Arriscraft
Englishpub	Old Brick Originals	Denver, CO	General Shale Brick
Contemporary Colors (A2)			
Black Metallic	Columbia Architectural Series	Columbia, SC	Watsonstown Brick
Creekside Velour	District Series	Burlington, ON	Canana Brick
Winterhaven	Rome Collection	Rome, GA	General Shale Brick
Forged Steel Linear	Architectural Linear Series	Fort Valley, GA	Arriscraft
Red Sumac	Architectural Linear Series	Fort Valley, GA	Arriscraft
White Pearl	Architectural Linear Series	Fort Valley, GA	Arriscraft
Alpine Fog	Union City Collection	Union City, OK	Red River Brick
Domino	Architectural Series	Terre Haute, IN	General Shale Brick
Steele Canyon	Spring City Collection	Spring City, TN	General Shale Brick
Diamond White	Cleveland Co. Plant Legacy Series	Watsonstown, PA	Watsonstown Brick Series
Midnight Mist	Moncure Architectural Series	Moncure, NC	General Shale Brick
Oyster Bay	Cleveland Co. Plant Legacy Series	Watsonstown, PA	Watsonstown Brick Series
Steeplechase Canyon	Rome Collection	Rome, GA	General Shale Brick
Arriscraft (A3)			
Bloomington	Laurier	Cambridge, ON	Arriscraft
Bedford	Renaissance	Cambridge, ON	Arriscraft

Product Name	Series	Plant	Brand
Arriscraft over ProGUARD DP (A4)			
Silverado	Fresco	Cambridge, ON	Arriscraft
Moonstone	Fresco	Cambridge, ON	Arriscraft
New Products B1			
Anviltex	Richtex Legacies	Columbia, SC	Watsonstown Brick
BarnTex	Richtex Legacies	Columbia, SC	Watsonstown Brick
RubyTex	Richtex Legacies	Columbia, SC	Watsonstown Brick
CinnTex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Boomtown	Old Town Traditions	Columbia, SC	Watsonstown Brick
WolfTown	Old Town Traditions	Columbia, SC	Watsonstown Brick
GatlinTown	Old Town Traditions	Columbia, SC	Watsonstown Brick
SpurTown	Old Town Traditions	Columbia, SC	Watsonstown Brick
Building Envelope (B2)			
Jefferson Wade Tudor	Roanoke Collection	Roanoke, VA	General Shale Brick
Graphite Smooth	Wirecut Thin Brick	Summitville, OH	Summitville
Scarsdale Paver	Paver Products	Watsonstown, PA	Watsonstown Brick
Riverwalk	Augusta Collection	Augusta, GA	General Shale Brick
Black Coral	Avanti	Cambridge, ON	Arriscraft
Coastal Fog	Avanti	Cambridge, ON	Arriscraft
Ocean Mist	Avanti	Cambridge, ON	Arriscraft
Sea Shell	Avanti	Cambridge, ON	Arriscraft
Building Envelope (C2)			
Coral Grey	Ogden Collection	Ogden, TX	Red River Brick
Silverado	Athens Collection	Athens, TX	Red River Brick
Amaryllis	Mineral Wells Collection	Mineral Wells, TX	Red River Brick
Bradford Hall Tudor	Moncure Collection	Moncure, NC	General Shale Brick
Port Huron	Corunna Collection	Corunna, MI	Michigan Brick
Magnolia Bay	Phenix City Collection	Phenix City, AL	Columbus Brick
Sandy Shore	Tumbled GA Brick	Fort Valley, GA	Arriscraft

Index

Product Name	Series	Plant	Brand
Southern Dusk	Tumbled GA Brick	Fort Valley, GA	Arriscraft
Weathered Oak	Tumbled Vintage Brick	Cambridge, ON	Arriscraft
Building Envelope Luxury (C3)			
Cortez	Rome Collection	Rome, GA	General Shale Brick
Grayling	Corunna Collection	Corunna, MA	Michigan Brick
St. Louis	Provincial Collection	Columbus, MS	Columbus Brick
Burlington Antique	Union City Collection	Union City, OK	Red River Brick
Steel Manor	Elgin Collection	Elgin, TX	Red River Brick
Dauphin Paver	Paver Products	Watson town, PA	Watson town Brick
Alverton Flashed Paver	Paver Products	Watson town, PA	Watson town Brick
Modena Paver	Paver Products	Watson town, PA	Watson town Brick
Aged Cedar	Century Shake	New Lexington, OH	Ludowici
Palatable Design C4			
Diamond White	Cleveland Co. Plant Legacy Series	Watson town, PA	Watson town Brick
Metallic Range	Columbia Architectural Series	Columbia, SC	Watson town Brick
Woodlyn Molded	Pennsylvania Molded Series	Watson town, PA	Watson town Brick
Midnight Grey	Architectural Linear Series Brick	Cambridge, ON	Arriscraft
Opal	Architectural Linear Series Brick	Cambridge, ON	Arriscraft
Georgetown	Architectural Linear Series Brick	Cambridge, ON	Arriscraft
Oak Ridge	Elevation	Cambridge, ON	Arriscraft
Mountain Ridge	Elevation	Cambridge, ON	Arriscraft
Montecito	Elevation	Cambridge, ON	Arriscraft
Creativity Unleashed C1			
Burgundy Luster	Columbia Architectural Series	Columbia, SC	Watson town Brick
Steeplechase Canyon	Rome, GA Collection	Rome, GA	General Shale Brick
Stone Chase	Provincial Collection	Columbus, MS	Columbus Brick
Orchidvue	SummitGlaze	Summitville, OH	Summitville

Product Name	Series	Plant	Brand
Junipervue	SummitGlaze	Summitville, OH	Summitville
Oceanvue	SummitGlaze	Summitville, OH	Summitville
Glistening Springs	Mineral Wells Collection	Mineral Wells, TX	Red River Brick
Nottingham Tudor	Roanoke Collection	Roanoke, VA	General Shale Brick
Valhalla Mist	Stanton Collection	Stanton, KY	General Shale Brick
Interactive Wall D2, D3			
Luzerne Tumbled	Paver Products	Watson town, PA	Watson town Brick
Pennwine Molded	Pennsylvania Molded Series	Watson town, PA	Watson town Brick
Discovery Park	Urban Brick Designs	Watson town, PA	Watson town Brick
Wolf town	Old Town Traditions	Columbia, SC	Watson town Brick



General Shale

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GEORGETOWN

Attendees can explore our diverse product portfolio including clay brick; Arriscraft calcium silicate stone; thin brick for both interior and exterior applications; and thin brick precast tilt-up panels. All are crafted with a focus on lasting, energy efficient materials and natural beauty. We look forward to connecting with both homeowners and industry professionals and demonstrating how General Shale is shaping the future of the building materials industry.

General Shale Brick

Arriscraft

 **Summitville**

Columbus Brick
SINCE 1890

Watson Town Brick

 **Canada Brick**

Michigan Brick

Red River Brick


LUDOWICI