



Brick – The
Foundation
of Style.



Brick has always stood the test of time, but at General Shale, we believe it should do more than that. It should inspire.

Our collections blend strength and style, with modern design and enduring craftsmanship. As North America's largest brick manufacturer, we offer over 50 colors, textures, shapes and sizes from a wide range of aesthetics and applications. Designers and homeowners will love. From the sleek minimalism of glazed thin brick to the classic charm of kiln-fired masonry, our products transform spaces with a balance of durability and distinction.

Discover brick as you've never seen it before—a foundation of style that's uniquely yours.

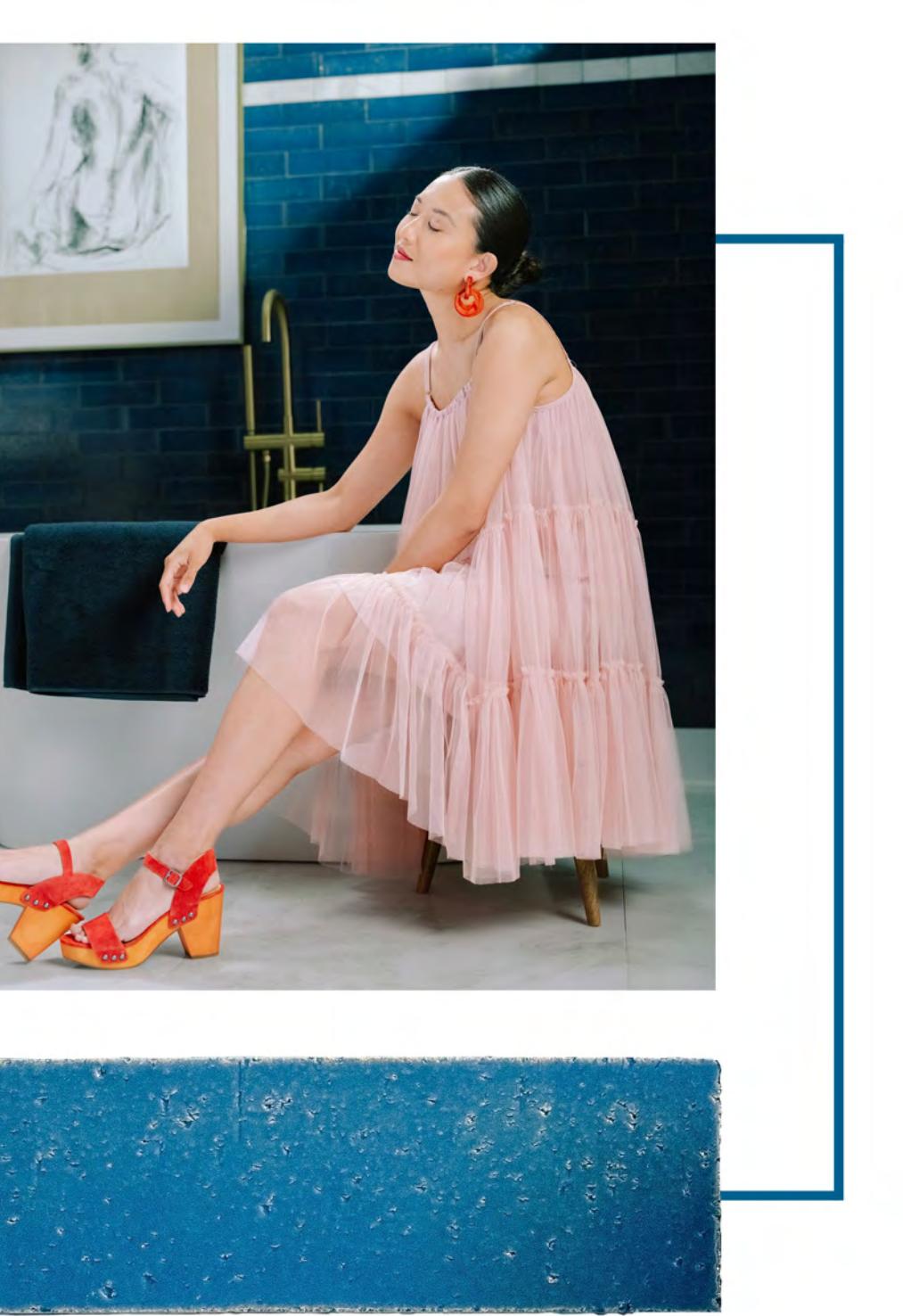
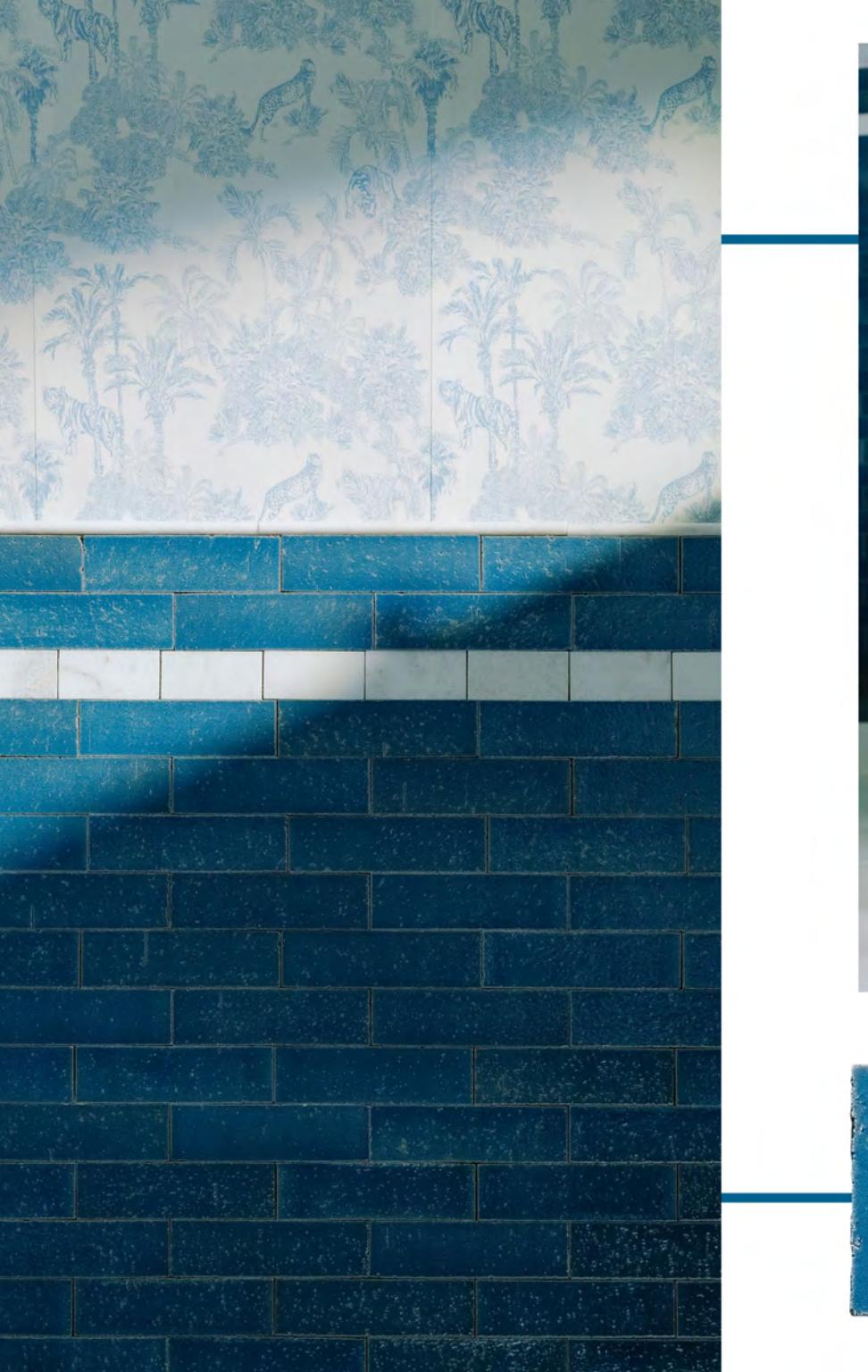
AQUAVUE

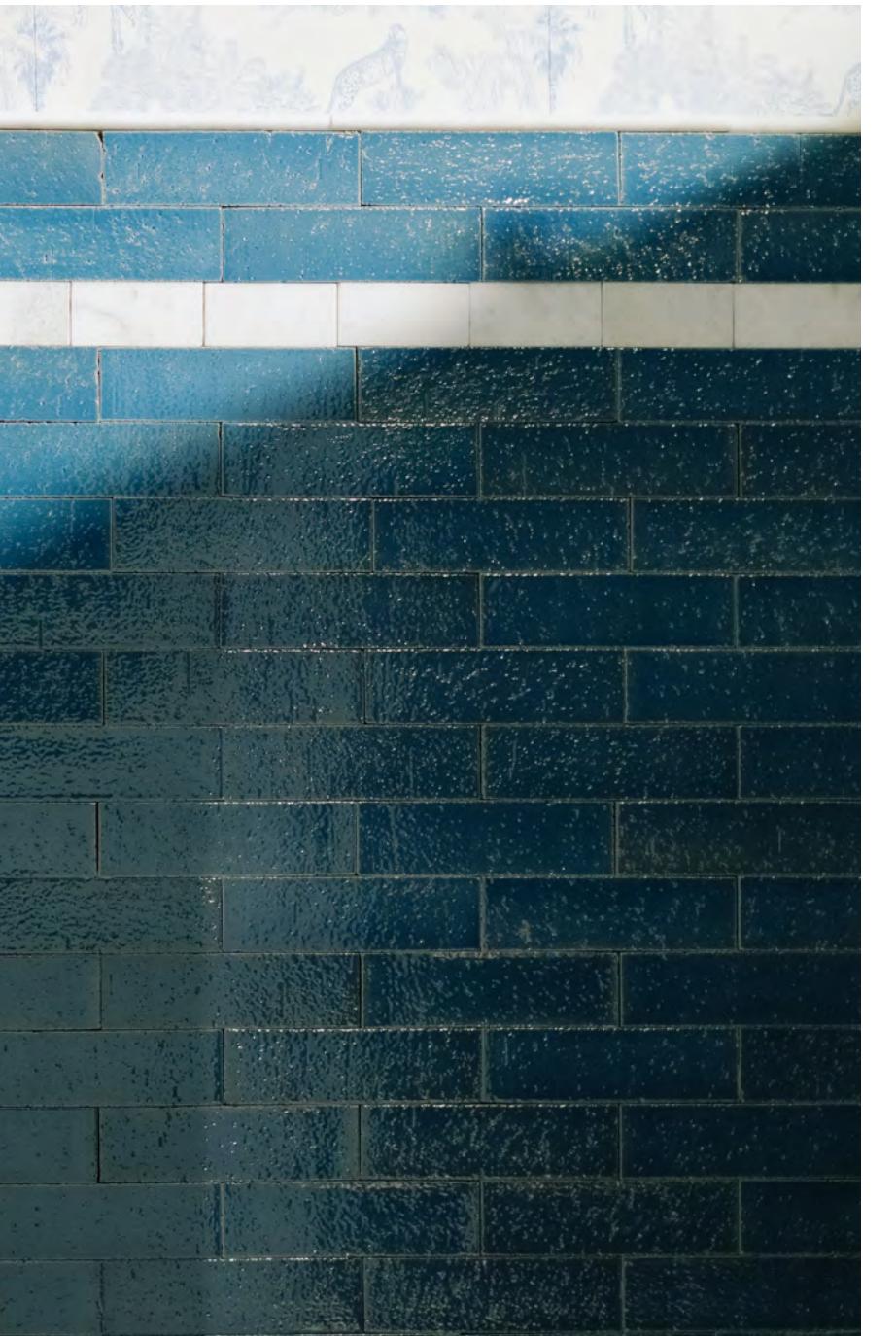
EVERY COLOR TELLS A STORY



Aquavue brings depth and dimension to both interiors and exteriors with its rich and calming aquatic blue tones and unique, handcrafted glazed finish. Reflecting light with a subtle sheen, this bold glazed brick evokes the vibrancy of water while delivering the lasting strength of kiln-fired masonry. Perfect for statement walls, spa-inspired luxurious bathrooms, boutique hospitality spaces, and modern kitchens, Aquavue transforms ordinary surfaces into extraordinary focal points. As part of General Shale's **Glazed Thin Brick Collection**, it demonstrates how color, texture, and durability can create design features that are as resilient as they are striking.







DISCOVER MORE BOLD COLORS AND DESIGN INSPIRATION.

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DRIFTVUE
QUIET LUXURY



Driftvue introduces a bright, polished look with its clean white glaze and subtle reflective sheen. While this glazed thin brick is approved for indoor and outdoor use, it's especially suited for spaces that embrace light and openness — from airy kitchens and cozy coffee nooks to creative studios and contemporary gathering spaces. Its streamlined profile and versatile finish allow it to blend seamlessly into modern design or provide a crisp counterpoint to rustic textures. Part of General Shale's **Glazed Thin Brick Collection**, Driftvue showcases how white brick can be timeless, cutting-edge, and modern, delivering durability with effortless style.







DISCOVER MORE TEXTURED NEUTRALS AND DESIGN INSPIRATION.

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SADDLETOWN

WARMTH WITH A MODERN SOUL



General Shale's **Thin Brick** **Collection** delivers the authentic look and feel of traditional masonry in a lightweight, versatile format ideal for modern design. Perfect for kitchens, bathrooms, backsplashes, fireplaces, and accent walls, Thin Brick combines kiln-fired durability with limitless creative potential. Colors such as **Saddletown**, bring together warm earth tones, subtle weathering, and artisanal texture to create a rustic yet refined finish. By pairing timeless style with practical versatility, Thin Brick makes it easy to transform everyday surfaces into extraordinary design features that balance beauty and performance.







DISCOVER MORE EARTH TONES AND DESIGN INSPIRATION.

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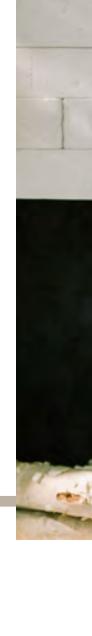


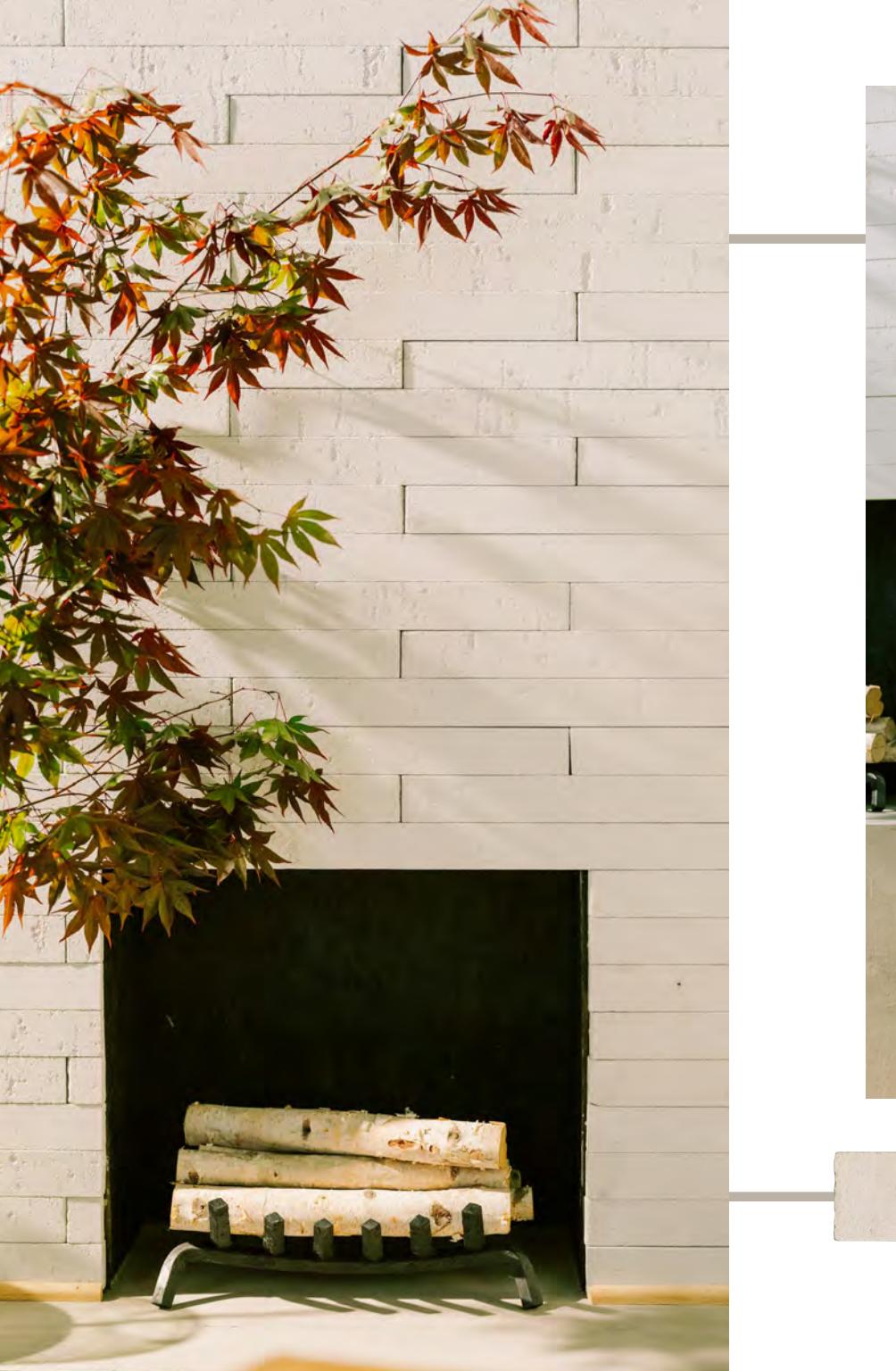
ELEVATION LIMESTONE

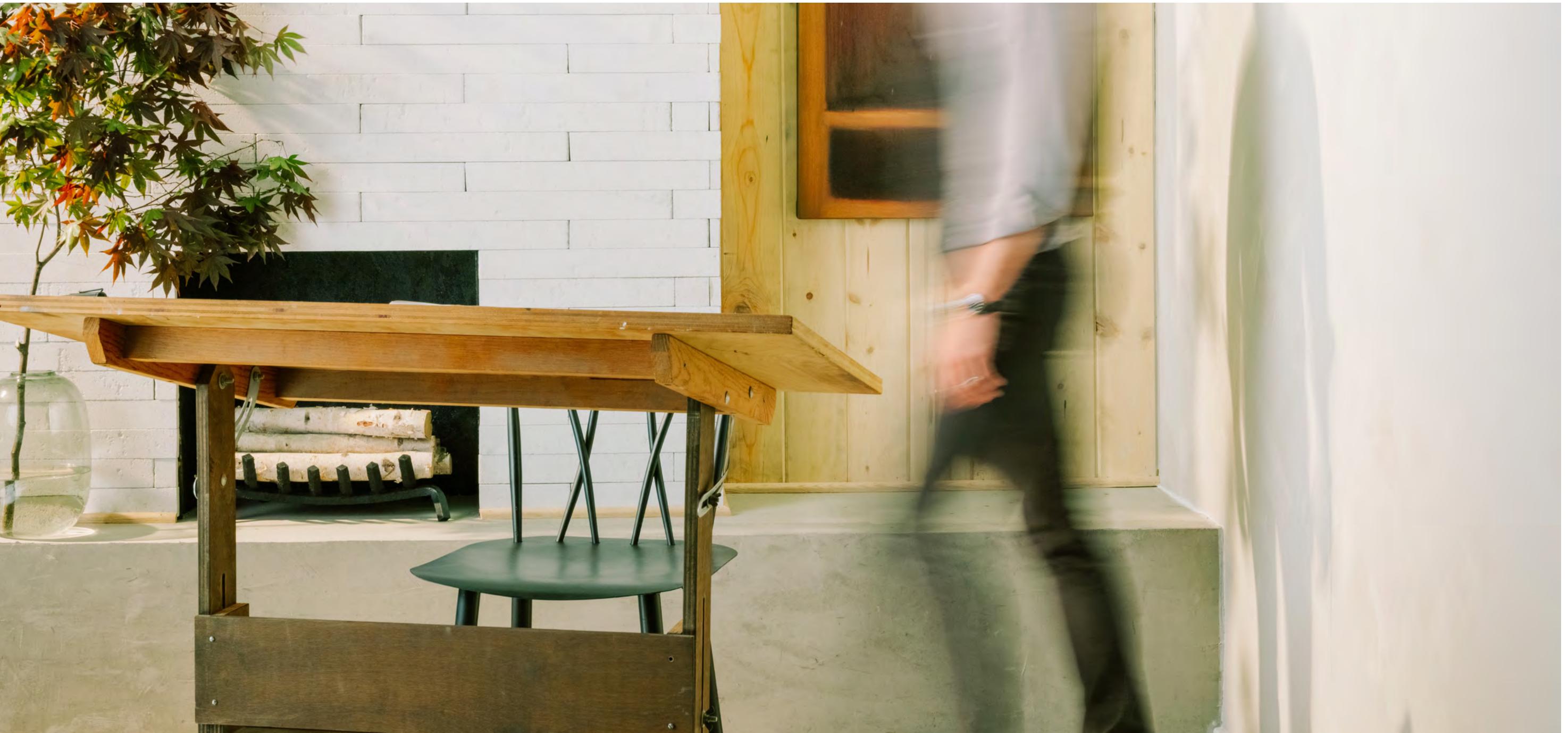
MINIMALISM WITH MAJOR IMPACT



Elevation Limestone offers a refined, modern take on thin brick with its soft white hue and subtly textured surface. Its linear profile and clean tone make it a versatile choice for creating bright, contemporary interiors — from minimalist office spaces and gallery-style walls to inviting entryways and boutique retail environments. Designed to capture the elegance of natural stone while maintaining the strength of kiln-fired masonry, Elevation Limestone brings understated sophistication to any project. As part of General Shale's **Thin Brick Collection**, it delivers the authentic look of brick in a lightweight format that expands design possibilities without ever sacrificing durability.







DISCOVER MORE UNDERTATED HUES AND DESIGN INSPIRATION.

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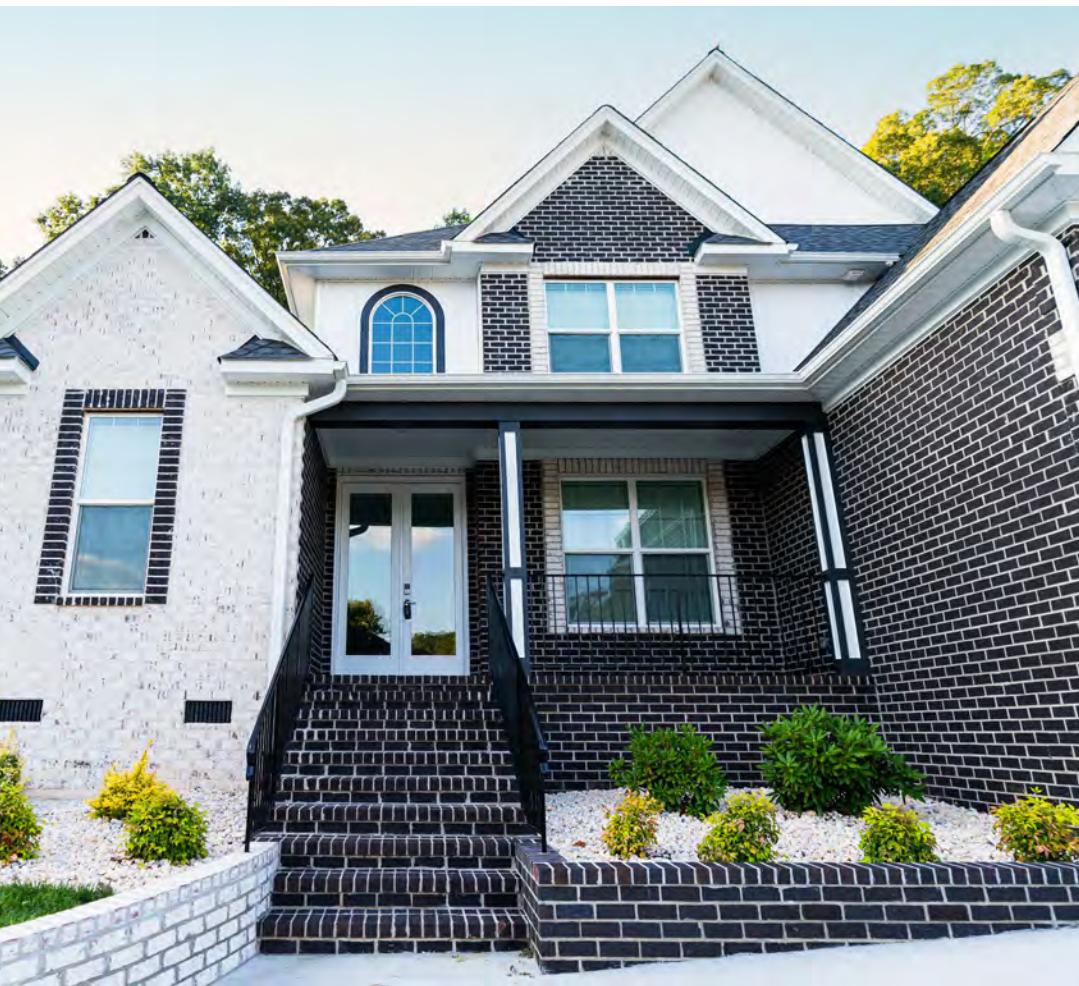


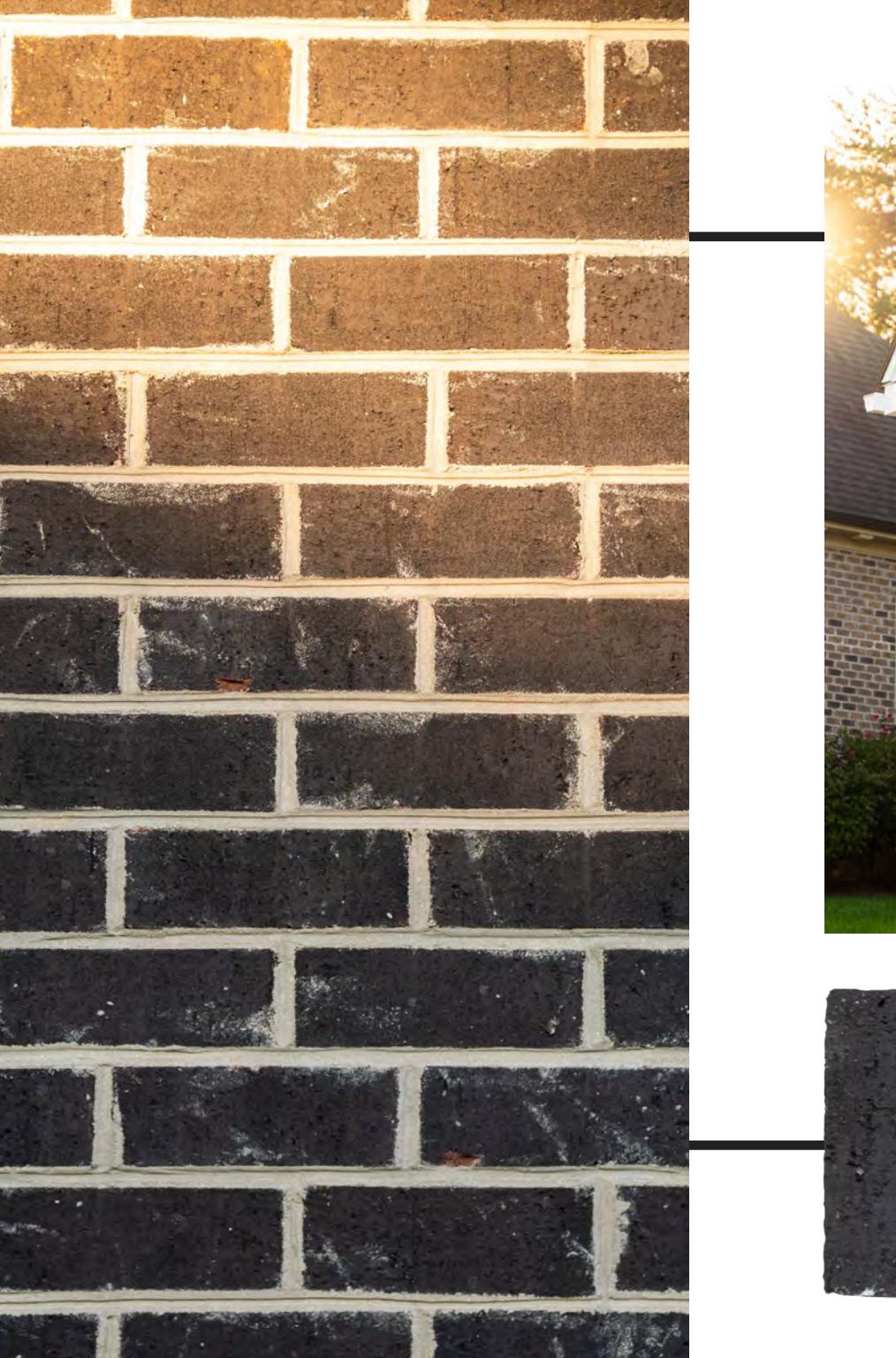
MIDNIGHT MIST

DARK TONES, DEEP PERSONALITY



Midnight Mist delivers a bold sophistication and style, with its deep charcoal hue and smooth, full-size brick profile. Designed for maximum impact, this brick creates striking curb appeal on exteriors and adds dramatic flair to interior features like fireplaces, accent walls, and entryways. Its dark, refined color pairs effortlessly with both modern and traditional design, offering a versatile foundation that highlights sleek, architectural lines and complements a wide range of finishes. As part of General Shale's **Full Size Brick Collection**, Midnight Mist brick combines strength and durability with contemporary aesthetics. This makes it a powerful choice for projects that demand structure, elegance, and lasting performance.







DISCOVER MORE DARK BRICK AND DESIGN INSPIRATION.

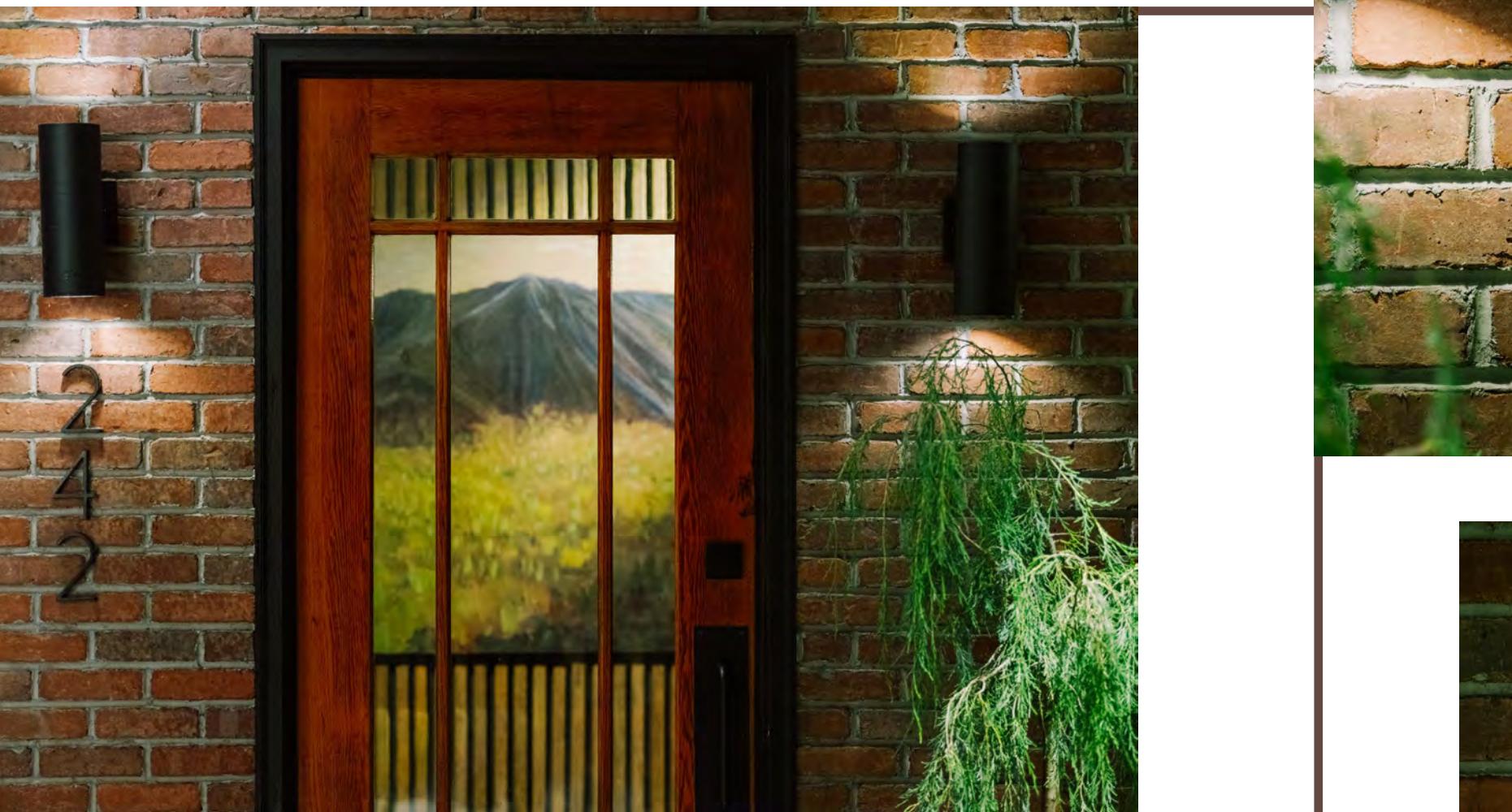
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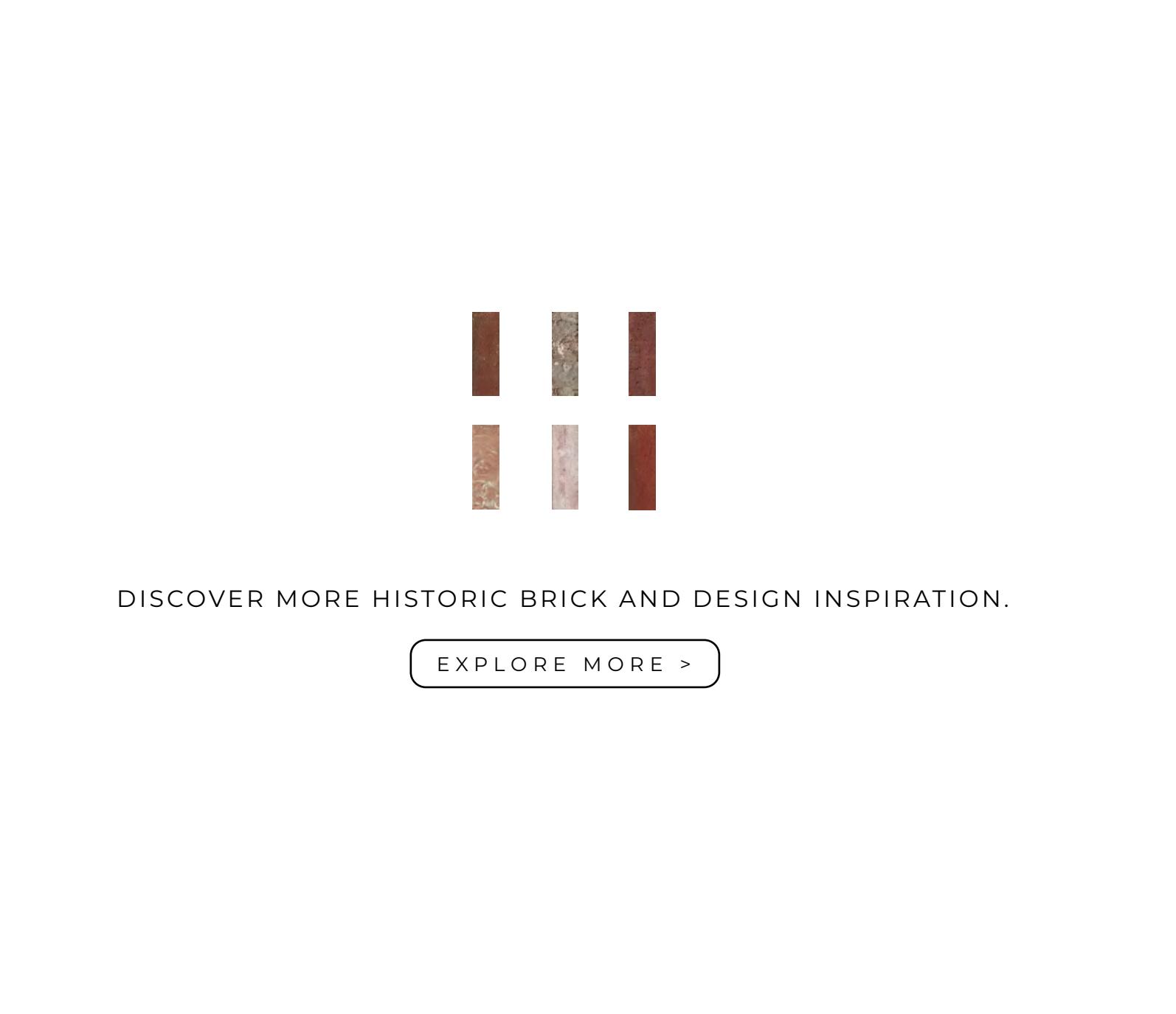
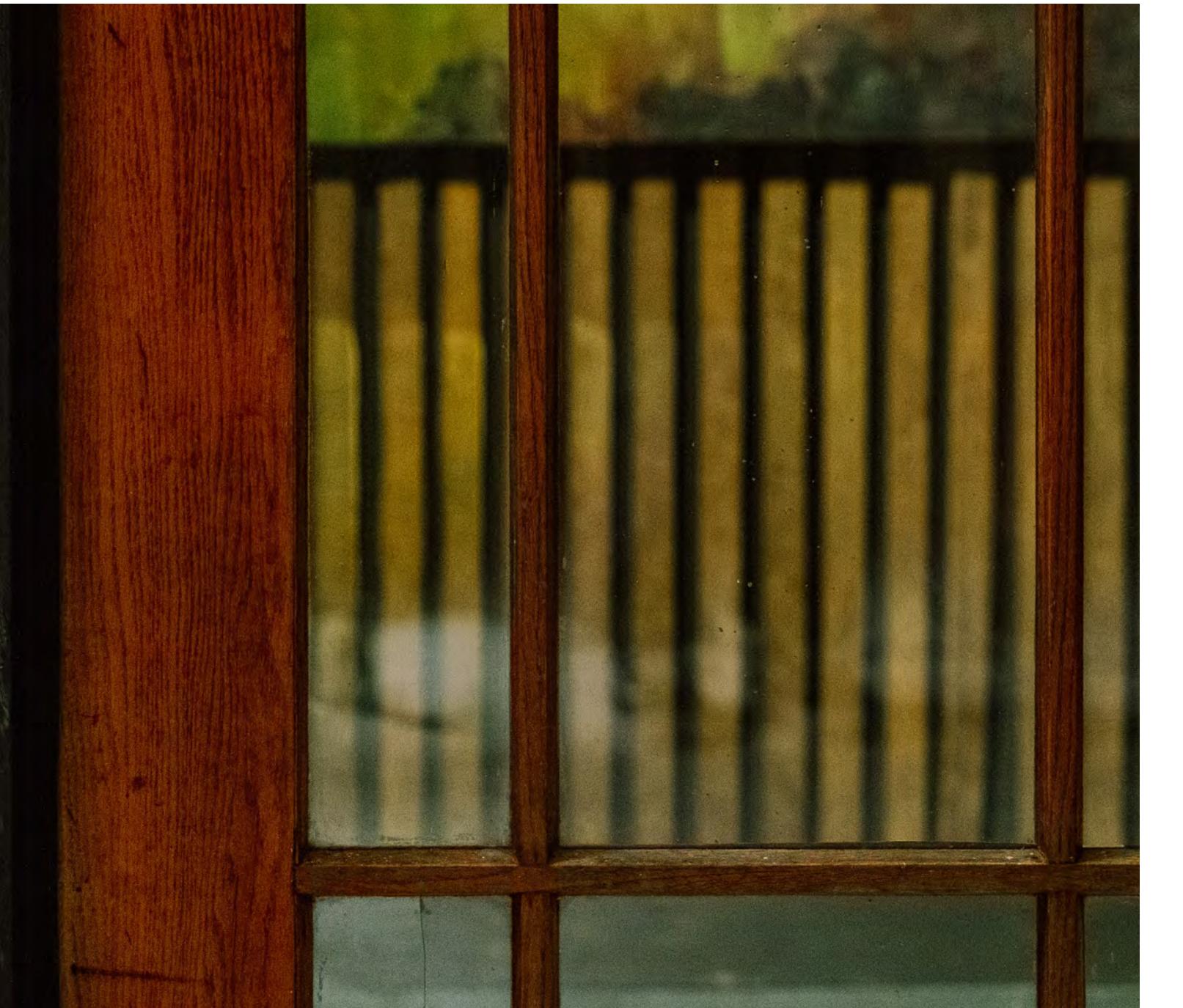


PEPPERMILL
PERFECTLY IMPERFECT



Rooted in tradition yet made for modern living, **Peppermill** captures the timeless charm of classic brickwork with warm tones and subtle textural variation. Its inviting palette evokes a sense of comfort and belonging, making it an ideal choice for spaces where warmth and character matter most. From cozy interiors and accent walls to exterior facades and community-focused projects, Peppermill delivers the enduring strength of kiln-fired masonry with a welcoming style. As part of General Shale's **Thin Brick Collection**, Peppermill shows how heritage and durability can come together to create spaces that are both enduring and connected.





DISCOVER MORE HISTORIC BRICK AND DESIGN INSPIRATION.

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General Shale

Canada Brick™

Columbus Brick
SINCE 1890

General Shale Brick

Michigan Brick™

Red River Brick™

Arriscraft

WatsonTown Brick

 **Summitville**