

Exceptional Beauty. Effortless Performance.

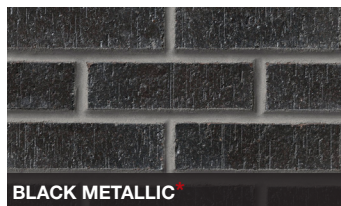
General Shale has spent nearly 100 years building communities, homes, and businesses throughout the U.S. and Canada. Our WatsonTown Brick products are produced using the latest technology in the industry to ensure the highest quality and provide the close tolerances and stability that architects, builders, and developers require for commercial projects. All-natural clay brick has an exceptionally long life cycle, does not emit ozone-depleting substances, and can be manufactured virtually waste-free. **Asterisk indicates Luxe Series products.*

A solid foundation starts with General Shale products.

COLUMBIA COLLECTION



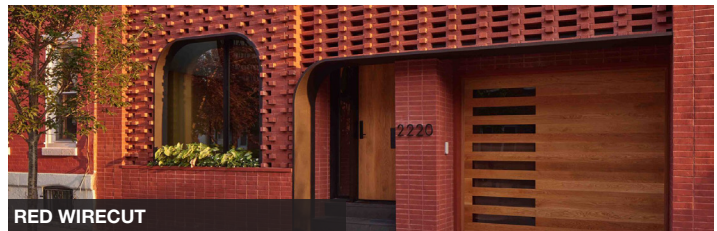
COLUMBIA ARCHITECTURAL SERIES







Richtex Legacies



PLEASE NOTE: Photo samples are intended to represent general color range and texture. Precise color fidelity is difficult to obtain in print. Brick selection should be made from product samples.