

Exceptional Beauty. Effortless Performance.

General Shale has spent nearly 100 years building communities, homes, and businesses throughout the U.S. and Canada. Our General Shale Brick products enable you to create unique designs through the use of texture, size, and colors ranging from classic reds to warm earth tones and unique pastels. All-natural clay brick has an exceptionally long life cycle, does not emit ozone-depleting substances, and can be manufactured virtually waste-free.

A solid foundation starts with General Shale products.



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.