

NATURALLY GREAT IDEAS

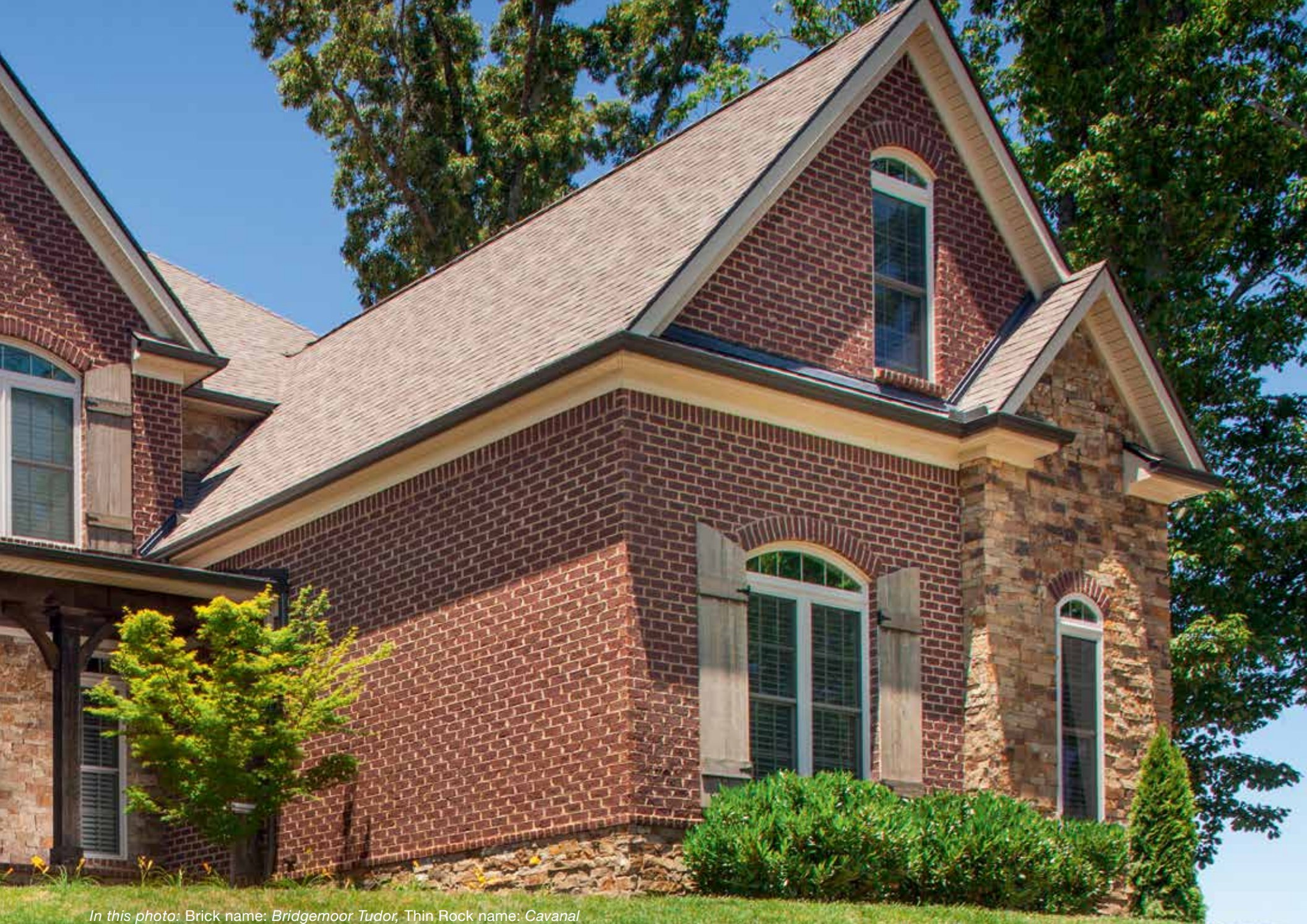
THIN ROCK MASONRY FOR NEW CONSTRUCTION OR RENOVATION PROJECTS



General Shale

THIN MASONRY PRODUCTS





In this photo: Brick name: Bridgemoor Tudor; Thin Rock name: Cavanal

Build on the Beauty of Nature

REAL ROCK MASONRY, REALLY VERSATILE

When you want to bring the aesthetic appeal of nature to the interior or exterior of your home or business, thin rock masonry could be the ideal solution. Rock Solid Originals™ is General Shale's line of genuine, quarried rock that is cut thin for easier installation and more versatility.

Whether your project is residential or commercial, renovation or new construction, thin rock masonry from General Shale gives you the look and feel of the great outdoors with products that are naturally better.

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In this photo: Thin Rock name: Greycastle





In this photo: Brick name: Nottingham Tudor, Thin Rock name: Kiamichi

A High-End Look for a Fraction of the Cost

MIX WITH BRICK TO EXPAND YOUR OPTIONS

All General Shale products, from brick to rock to mortar, are available in a variety of colors and textures. Explore the endless combinations of our Rock Solid Originals™ with our traditional or thin brick masonry, and you will be amazed at the high-end look you could achieve. This mixture brings the rustic feel of a mountain lodge to new projects or renovations while providing the upscale look of natural, full-bed stone, all for significantly less cost.









In this photo: Brick name: Rembrandt, Thin Rock name: Meadow Creek

Rock Solid Originals™ Thin Rock

MANUFACTURED IN COLORADO & TENNESSEE

DENVER, Colorado



Adirondack



Alpirsbach



Aspenbark



Cavanal



Cherokee



Cimarron



Coppercliff



Goldrush



Greycastle



Kiamichi



Seabed



Seneca



Sequoyah



Trailhead



Tuscany



Wintersky

Product availability may vary by geographic location. Please visit your local General Shale retail location or contact your local General Shale representative for product availability in your area. Please visit GeneralShale.com to find the location nearest you.

SPRING CITY, Tennessee



Honey Suckle



Meadow Creek



Rock Creek



Tennessee Fieldstone



Walden Ridge



In this photo: Thin Rock name: Tuscan



In this photo: Thin Rock name: Kiamichi

The Looks and Longevity of the Mountains

THIN ROCK MASONRY OFFERS DISTINCTIVE, REGIONAL APPEAL

Thin rock masonry by General Shale is the ideal solution for increasing the curb appeal and beauty of a home. It can bring home the rustic natural feeling of a mountain retreat or the high-end look of hand-crafted stone, all for a fraction of the cost.

Rock Solid Originals™ thin rock masonry from General Shale is manufactured in Denver, Colorado, and Spring City, Tennessee. The final products that come out of these two unique locations have a distinctive appeal all their own. When you build or renovate using thin rock masonry from General Shale, you are literally creating something from the earth that offers versatility, longevity, and unparalleled beauty.



In this photo: Thin Rock name: Klamichi



In this photo: Thin Rock name: Tuscany



In this photo: Thin Rock name: Kiamichi



In this photo: Thin Rock name: Tuscany



In this photo: Thin Rock name: Cavanal

Easy to Install and Cost-Efficient

USER-FRIENDLY THIN ROCK MASONRY

Our thin rock masonry can be installed quickly, often without footings or ledges, and adheres to concrete, plywood, paneling, drywall, and even metal. Its lightweight nature provides cost efficiency in any new project, and it is much easier to install than traditional full-bed stone. The lighter weight of thin rock masonry means you no longer have to worry about load-bearing walls or additional structural support, leaving you with hundreds of design possibilities!









In this photo: Brick name: Cambridge, Thin Rock name: Meadow Creek

Simple as That

CALCULATE THE MATERIALS

Calculate the square footage for your interior thin rock masonry installation.

General Shale can help you determine the exact amount of materials needed for your particular project.

PREP THE WORK AREA

Before installation, be sure your wall surfaces are clean and free of debris. Also, protect your floor and any other surfaces with a drop cloth or protective covering.

INSTALL FROM BOTTOM TO TOP

Begin installation by applying a small amount of mortar to the concrete backer board using a notched trowel. (FIG. 1) Next, apply mortar to the back of one thin rock and firmly press into the wall mortar. (FIG. 2) Begin working at the bottom of the wall and work your way to the top, staggering the mortar joints from course to course. (FIG. 3) As needed, cut thin rock masonry using a rock chisel or diamond blade grinder to complete each course. (FIG. 4) NOTE: It is best to work in smaller, more manageable areas to prevent the wall mortar from drying out or becoming too firm.



Figure 1



Figure 2



Figure 3



Figure 4

CHECK YOUR WORK

Be sure to step back from your work every now and again to ensure that the thin rock masonry pattern is random and the mortar joints are even. Construction adhesive is typically adjustable for about 15–20 minutes. This should provide ample time to make necessary adjustments to each course before moving on to the next course.

MIX THE MORTAR

To finish the thin rock installation, mix the joint mortar in a bucket according to the manufacturer's instructions.

APPLY THE MORTAR

Load a large grout bag with joint mortar, making sure it flows at a steady rate. Apply the mortar to the vertical joints first, then the horizontal joints. (FIG. 5) Once the mortar joints are firm to the touch, dress the joints to finish. (FIG. 6)



Figure 5

HOW-TO VIDEO

To learn how to install thin rock masonry, watch our Thin Rock Application videos on the General Shale YouTube channel. These videos provide step-by-step instructions on how to perform your own DIY thin brick masonry project, specifying the tools needed and providing helpful tips along the way.



Figure 6

Installation

The General Shale preferred method of exterior installation is a drainage system with polymer modified mortar. This system is a revolutionary moisture barrier that protects exterior substrate walls when thin rock masonry is used. Thin, lightweight and easy to install, this system also provides an additional layer of insulation for your home.

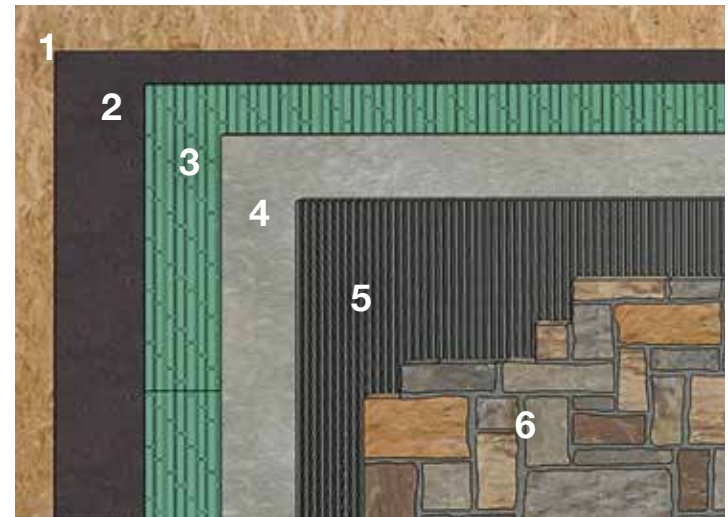
EXTERIOR INSTALLATION METHOD

1. Sheathing
2. Weather Barrier
3. Drainage Medium
4. Cement Board
5. Thinset
6. Thin Rock and Pointing Mortar

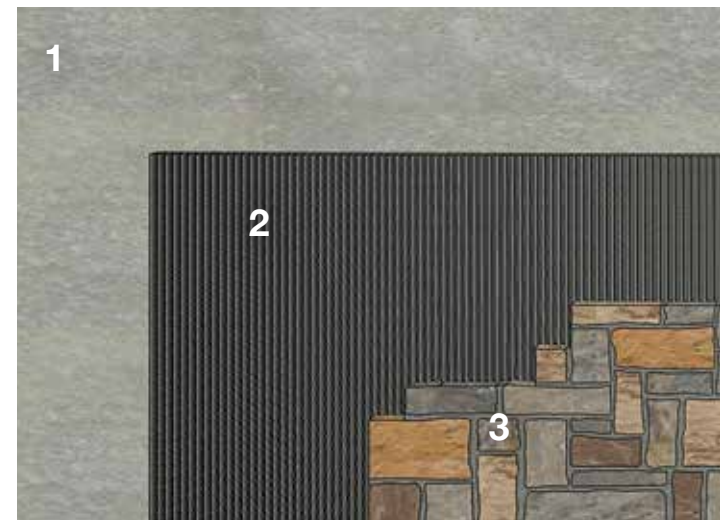
INTERIOR INSTALLATION METHOD

1. Drywall or Cement Board
2. Thin-set Mortar or Adhesive*
3. Thin Rock and Pointing Mortar

* Non-sagging adhesive is recommended. Visit our website for additional thin rock installation details.



Exterior Installation



Interior Installation



Moisture Shield System



Lath and Scratch System



Lath and Scratch Moisture Shield System

Moisture Drainage for Any Application

PREFERRED INSTALLATION METHOD

MOISTURE SHIELD SYSTEM

The General Shale preferred drainage system is the Moisture Shield system. Moisture Shield is a revolutionary moisture barrier that protects exterior substrate walls when using thin rock masonry. Thin, lightweight and easy to install, Moisture Shield also provides an additional layer of insulation for your home.

LATH & SCRATCH SYSTEM

The metal lath and scratch system incorporates a metal mesh that lays over the moisture wrap and attaches to your exterior wall. Simply trowel a thin layer of mortar (scratch coat) over the mesh and set your thin rock masonry into the mortar.

LATH & SCRATCH MOISTURE SHIELD SYSTEM

The lath and scratch Moisture Shield system incorporates a metal mesh that lays over our revolutionary Moisture Shield moisture barrier to provide the ultimate in protection and insulation for the exterior walls of your home.

Where No Structural Rock Has Ever Gone Before

THINK OUTSIDE THE BOX WITH THIN ROCK MASONRY

Thin rock masonry is extremely versatile, and with corners and flats available in every color, it can be used for anything from a single exterior wall to chimney chases, foundation skirts, fireplaces, pillars, or kitchen backsplashes, to the entire exterior of your home. Thin rock masonry is a smart alternative to conventional structural rock for adding beauty and value to your project. We hope the following photos will inspire you to use rock in unconventional ways. Let your imagination run free!









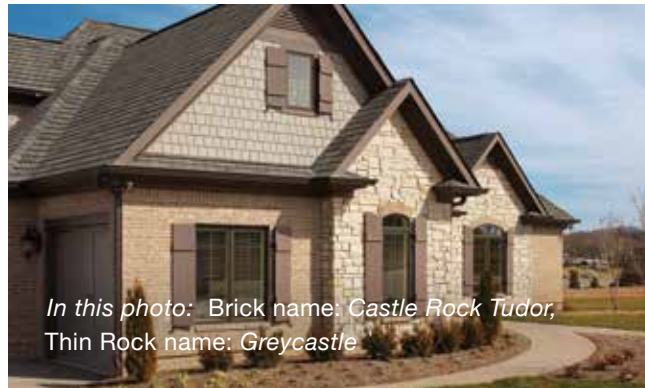
In this photo: Brick name: Handcraft Concord, Thin Rock name: Kiamichi



In this photo: Thin Rock name: Tuscany and Greycastle blend



In this photo: Thin Rock name: Seneca



*In this photo: Brick name: Castle Rock Tudor,
Thin Rock name: Greycastle*



*In this photo:
Thin Rock name: Cavana
and Tuscany blend*



In this photo: Brick Name: Nottingham Tudor, Thin Rock Name: Kiamichi



In this photo: Thin Rock name: Seabed



In this photo: Thin Rock name: Nottingham Tudor, Thin Rock Name: Kiamichi



In this photo: Brick Name: Cambridge, Thin Rock Name: Meadow Creek



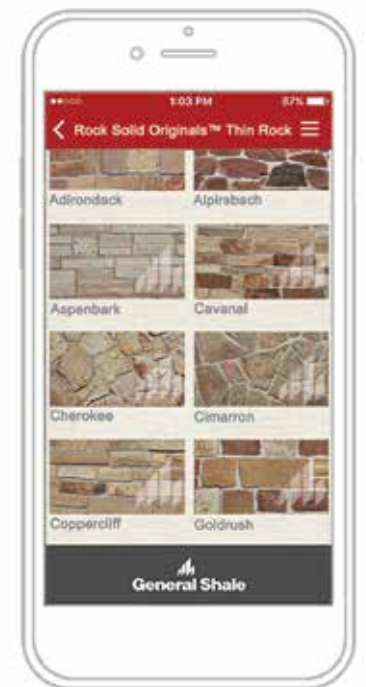
In this photo: Thin Rock name: Cherokee, Trailhead, Tuscany and Venezia Blend



In this photo: Thin Rock name: Seabed

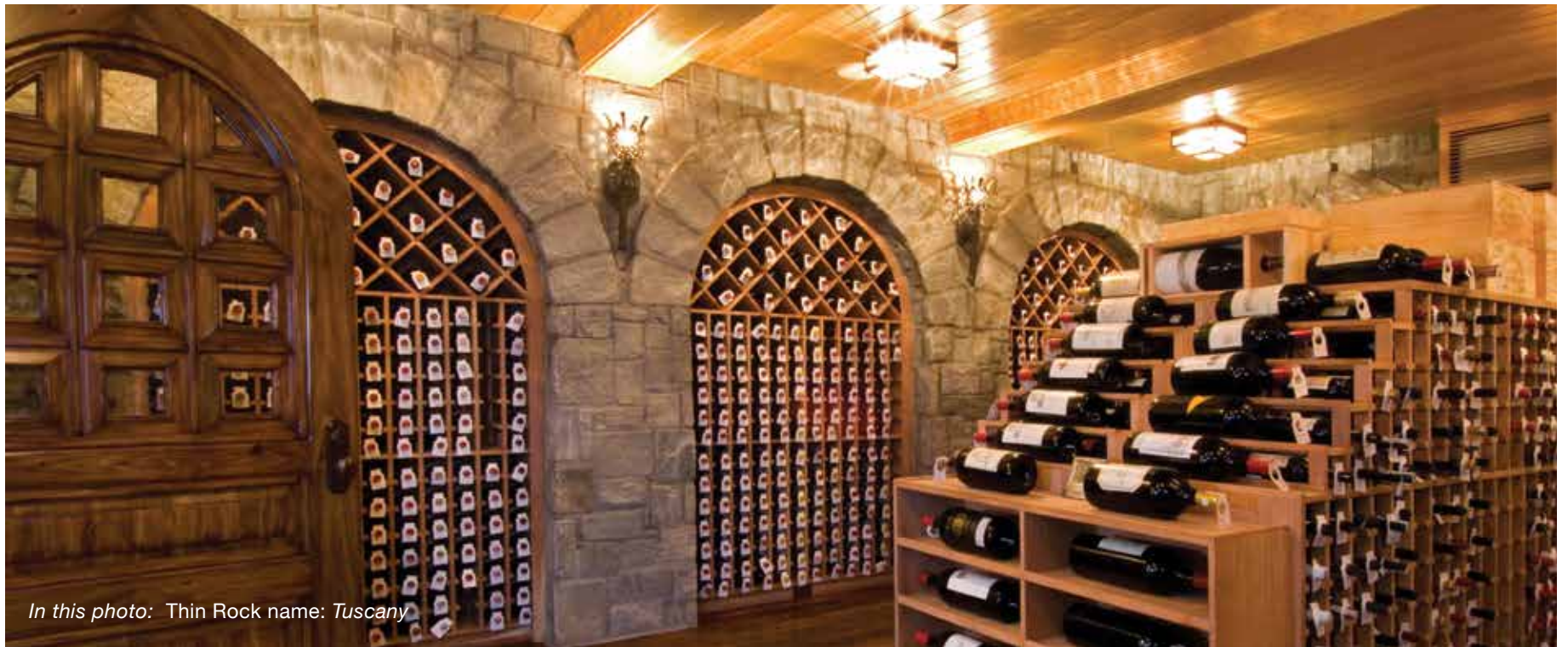
Download our App

Discover the perfect product for your building project and calculate the materials cost with the convenient General Shale app! Browse products, then calculate the cost of materials and save for viewing or editing. Easily email the quote to other key decision makers like a spouse or contractor. A running total automatically provides you with the details needed to estimate a specific job quote.





In this photo: Thin Rock name: Seabed



In this photo: Thin Rock name: Tuscany



*In this photo: Brick Name: Chicagorustic,
Thin Rock Name: Tuscany*



In this photo: Thin Rock name: Kiamichi



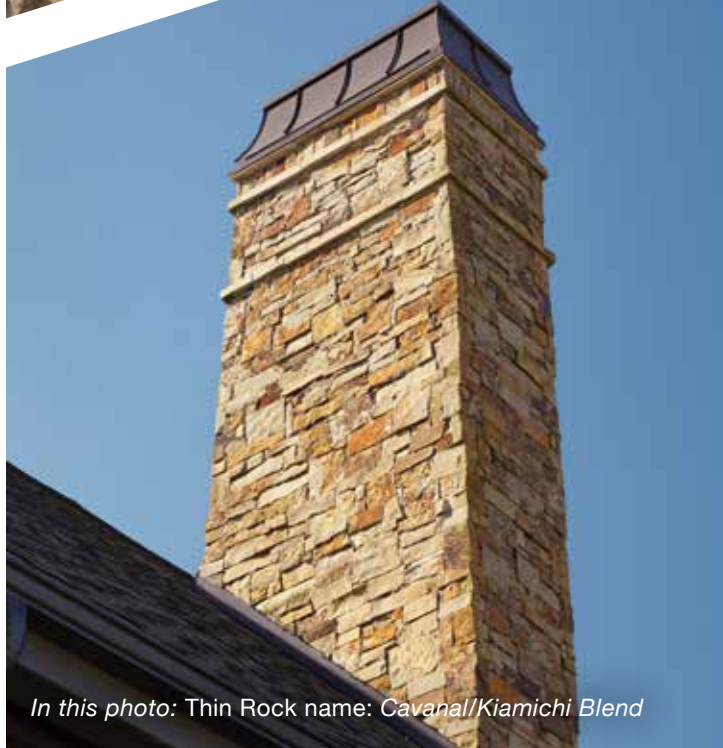
In this photo: Thin Rock name: Meadow Creek



In this photo: Thin Rock name: Cavnal and Tuscany blend



*In this photo: Brick Name: Nottingham Tudor,
Thin Rock Name: Kiamichi*



In this photo: Thin Rock name: Cavanal/Kiamichi Blend



In this photo: Thin Rock name: Cavanal/Kiamichi Blend

RETAIL LOCATIONS

COLORADO

1845 West Dartmouth Avenue
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2216 Airway
Ft. Collins, CO 80524
(970) 484-1292

GEORGIA

121 Turner Bend Road SW
Rome, GA 30165
(877) 556-0009

ILLINOIS

Chicago (South)
16109 108th Avenue
Orland Park, IL 60467
(708) 460-4581

Chicago (West)
1975 Aucutt Road
Montgomery, IL 60538
(630) 897-7922

INDIANA

105 Carmel Drive West
Carmel, IN 46032
(317) 846-2566

3401 Mt. Vernon Avenue
Evansville, IN 47712
(812) 425-3381

148 Sycamore Lane
Mooresville, IN 46158
(317) 831-4614

KENTUCKY

307 Peterson Drive
Elizabethtown, KY 42701
(270) 765-2116

211 N. English Station Road
Louisville, KY 40223
(502) 448-1780

MICHIGAN

42374 Mound Road
Sterling Heights, MI 48314
(586) 726-0400

6556 Whitmore Lake Road
Whitmore Lake, MI 48189
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Kernersville, NC 27284
(336) 993-0882

245 Brick Plant Road
Moncure, NC 27559
(919) 777-6899

8820 Westgate Park Drive
Raleigh, NC 27617
(919) 828-0541

2507 Jefferson Davis Highway
Sanford, NC 27332
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3750 Highway 421 North
Wilmington, NC 28401
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3015 Bristol Highway
Johnson City, TN 37601
(423) 282-4661

925 East Stone Drive
Kingsport, TN 37660
(423) 245-6131

9714 Parkside Drive
Knoxville, TN 37922
(865) 531-6203

605 Morrison Street
McMinnville, TN 37110
(931) 473-2139

2076 Whitten Road
Memphis, TN 38133
(901) 363-1887

909 Mountain View Drive
Piney Flats, TN 37686
(423) 538-3332

241 Hoyal Lane
Spring City, TN 37381
(423) 365-2444

VIRGINIA

7500 Mason King Court
Manassas, VA 20109
(703) 368-9991

WYOMING

1615 East Yellowstone
Highway
Casper, WY 82601
(307) 234-4831



General Shale masonry products are an integral part of a systems solution for sustainable construction. From highly efficient and environmentally friendly production to extremely long product life cycles, General Shale products can benefit both the environment and the building's occupants.

Our company has a long history of responsible stewardship of the environment and has received numerous awards for our conservationist accomplishments. We are proud of leading the masonry products industry with innovative processes while providing the world's best building materials for customers across North America.

wienerberger

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