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General Shale's New Brick and Stone Products Feature Inspiring Colors, Innovative Textures

JOHNSON CITY, Tenn. — General Shale is wrapping up 2015 by launching a variety of new masonry selections and colors — providing builders, architects and designers with a wide range of hue, texture and size combinations for meeting current design trends.

General Shale is the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

“General Shale is proud to introduce several new masonry series and colors to the marketplace,” says General Shale President and CEO Charles Smith. “These newest products give builders and other industry professionals a wealth of style options to satisfy customer demand for both residential and commercial applications.”

One of three all-new brick collections, General Shale's Impressionist Series harnesses the aesthetics of historic brick architecture to achieve a distinct, contemporary look. Featuring longer units and shallow face heights, the Impressionist Series is available in two colors — Wexford and Yorkshire, and comes in full and half units. The full-length units can be cut to any size for a multitude of design options.

While General Shale's brick selections include numerous texture options, none have captured the industry-unique character of the Canyon Series. Available in three colors — Grand Canyon, Ruby Canyon and Saltcreek Canyon, this new brick series contains sweeping, cavernous-like indentations that echo the natural look of a canyon landscape. Each color is available in Lightweight Queen, Lightweight Engineered and Lightweight Engineered Modular sizes.

The company's new Tudor brick series from its Denver, Colorado, plant is defined by its rugged textures and naturalistic colors. The Denver Tudor Series provides unprecedented depth and historic character for a modern design. Offered in a Lightweight Queen size, Denver Tudor is available in four colors — Britannia Tudor, Catalina Tudor, Galveston Tudor and Mosswood Tudor.

A unique-looking new stone series — Matterhorn Building Stone — is the latest addition to General Shale's high-quality Arriscraft building stone. Matterhorn is manufactured almost entirely from reclaimed material, which creates a darker-than-normal base material and features additional color throughout the stone. Available in two stone sizes and two colors — Blueridge

and Saddle, Matterhorn is a combination of guillotined and tumbled textures that are suitable for either traditional or modern home designs. With a simple-to-install two-unit bond pattern, the large-scale building stone combines straight lines with tumbled edges for a clean, yet natural, overall finish.

General Shale's array of new brick and stone colors provides a broad range of hues suitable for any project, from single-family residential to multi-family commercial applications. The company's Coastal, Ocean City and Woodhaven Tudor brick colors feature lighter tones that are currently in high demand with consumers. Woodhaven Tudor also offers a rustic, vintage aesthetic, providing a time-worn look in a new product, along with Cumberland Tudor — an earth-toned brick. Additional earth-toned offerings include Sandy Hill — a variegated brick — along with Shadow Grey Tudor and Surfside — a textured brick presenting a uniform look. New red-toned brick colors include Brick Town, River Shoals — with a wide range of color variation throughout, and Southern Brick.

Two new colors have been added to General Shale's Arriscraft Citadel® building stone offerings. Citadel® Infinity and Citadel® Infinity Onyx are rich, dynamic colors that bring sophistication and dramatic effect to architectural projects. Known as an "old world" stone, Citadel® provides an aesthetic that is reminiscent of churches, inns and manor homes found in the English countryside.

In addition to its new brick and stone products, General Shale is reintroducing its highly popular do-it-yourself Entertainer Round Outdoor Fire Pit. Featuring an all-new design, the Entertainer is comparable in size to the Gathering Fire Pit and is ideal for limited outdoor spaces.

For more information about General Shale's latest product offerings, visit www.generalshale.com/2015-new.

ABOUT GENERAL SHALE

General Shale is one of North America's largest brick, stone and concrete block manufacturers, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects. These materials include brick, thin veneers, stone, outdoor living kits, concrete block and various building materials, which include Arriscraft Stone Products. The company offers an endless array of sizes, colors and textures to complete any building project. With a life cycle of more than 100 years, the sustainability of brick is the company's commitment to responsible stewardship.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of more than 40 retail showrooms and over 300 affiliated distributors across North America. In 1999, General Shale grew even stronger when it joined Wienerberger AG of Vienna, Austria, the world's largest brick manufacturer.

General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.

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