



**FOR IMMEDIATE RELEASE:**  
July 24, 2015

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## **New Brochure Showcases Commercial Capabilities of General Shale’s Cleveland County, NC Brick Manufacturing Plant**

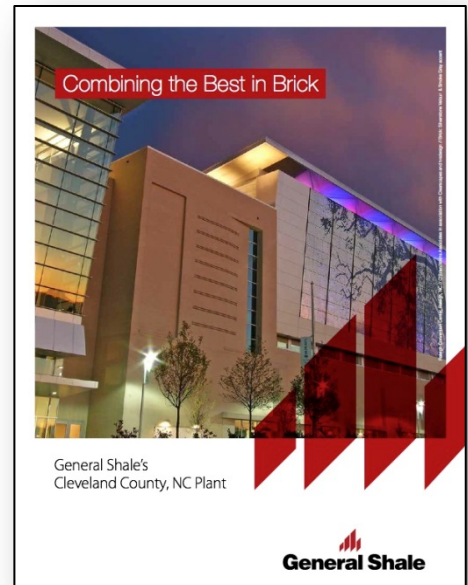
JOHNSON CITY, Tenn. – General Shale, a leading manufacturer of one of the world’s oldest green building materials has produced a new brochure entitled “Combining the Best in Brick.”

General Shale, the North American subsidiary of Wienerberger AG, is excited to offer this eight- page production that focuses on the firm’s Cleveland County, North Carolina manufacturing facility. . A major rationale behind this purchase was to add this plant’s unique products that included exclusive colors, sizes and textures to strengthen General Shale’s already well-known line of residential clay brick. The enhanced product line opened the door for the firm to provide new and cutting-edge product options for the architectural and commercial markets.

Today, the Cleveland County Plant (CCP) produces highest-quality brick products made from clay and shale from North Carolina. It is the first company in the United States to be third-party certified for having recycled content in its brick... as much as 84.8% recycled content. And, because these products come from a centralized location 500 miles (or, less) away from major national commercial construction regions, buildings specified with General Shale CCP brick materials may qualify for LEED sustainable design certification.

The CCP produces an attractive and rugged brick collection that offers a number of advantages to the “construction team” of architects, contractors and building owners. These include:

- Bricks produced with a palette consisting of distinctive, modern colors
- An exclusive “Rock Face Texture” less absorptive than concrete materials which needs no sealing... and, will last the life of the building
- A consistent, permanent and integral color through the entire body of each durable brick



The plant is also producing bricks using white clay, which gives a crisper, cleaner color tone in particular to gray and pastel bricks. Some of the most popular colors produced at General Shale's CCP now include Oatmeal, Silverstone, Graystone, Chestnut, Cascade White, Baystone, Tan, Smoke Gray and Cascade White Rock Face.

To obtain either a PDF or hardcopy version of "Combining the Best in Brick," please log on to General Shale's website: [www.generalshale.com](http://www.generalshale.com) and use the Contact form under Company.

### **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](http://www.generalshale.com).