

ROANOKE, VA / 6035

Most Popular Colors & Available Sizes

GeneralShale.com



Annapolis | LWM, LWQ, LWE



Blue Ridge Regent | LWM, LWQ, LWE



Jefferson Wade Tudor | LWM, LWQ, LWE



Morning Smoke | LWM, LWQ, LWE



Mountain Stone Tudor | LWM, LWQ, LWE



Nottingham Tudor | LWM, LWQ, LWE



Old English Tudor | LWM, LWQ, LWE



Raleigh Court | LWM, LWE



Rose Range Tudor | LWM, LWQ, LWE



Salem Creek Tudor | LWM, LWQ, LWE



LIGHTWEIGHT QUEEN
(LWQ)

2-3/4" bed, 2-3/4" face, 7-5/8" length

The Queen Size provides the same face as Engineered Modular with a cost-effective reduced bed depth of 3".



LIGHTWEIGHT MODULAR
(LWM)

3-1/2" bed, 2-1/4" face, 7-5/8" length

Modular size is the most common in the industry. When laid with 3/8" mortar joints, it forms an 8" modular dimension.



LIGHTWEIGHT ENGINEERED
MODULAR (LWE)

3-1/2" bed, 2-3/4" face, 7-5/8" length

Engineered Modular has the same bed size as Modular, with an increased face height. This size is often referred to as an "oversized" brick.

2353 Webster Road • Roanoke, VA 24012 • (540) 977-5505

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.



WHY BRICK IS BETTER

COMPARING THE SQ.FT. COST & BENEFITS OF EXTERIOR CLADDINGS



	Clay Brick				
SQ.FT COST*	Plastic Vinyl	Fiber Cement	Synthetic Stucco	Artificial Stone	Genuine Stone
MANASSAS	\$4.13 [*]	\$7.27 ^{**}	\$8.01 [*]	\$17.50 [*]	\$25.37 ^{**}
RICHMOND	\$2.66 [*]	\$8.82 ^{**}	\$7.11 [*]	\$15.71 [*]	\$20.95 ^{**}
TIDEWATER	\$2.88 [*]	\$7.15 ^{**}	\$7.83 [*]	\$17.10 [*]	\$23.49 ^{**}

*Installed Cost for **2,266 SQ.FT. of wall area** by listed metro.
 **Includes added cost of \$1.56 / sq.ft. for paints & coatings if required in the field.

ATTRIBUTES

	Plastic Vinyl	Fiber Cement	Synthetic Stucco	Artificial Stone	Genuine Stone
PROS:	Very low initial cost; relatively easy to install.	Low initial cost; no special support needed to install.	Variety of color options; improved energy efficiency.	Variety of colors, shapes & sizes; improves energy efficiency.	Natural made; variety of color options; higher resale values.
CONS:	Very poor weathering; prone to wind, fire & moisture damage; poor energy efficiency & noise retention; regular maintenance; low sustainability; low resale values.	Unightly seams may be visible; prone to wind, fire and moisture damage; likely to fade in 5-8 years from weathering requiring regular maintenance; low sustainability.	Prone to cracks, holes and even insect infestation; may have higher insurance premiums; requires continual maintenance; average sustainability.	High initial cost; complex to install; prone to moisture damage due to improper installation; likely to fade over time due to weathering; requires regular maintenance.	Very high initial cost; requires special trade skill to install or repair.

Naturally made; offers a wide range of color and texture options; high energy efficiency and noise retention; may have lower insurance premiums; no maintenance; high sustainability.

Moderate initial cost.



Queen Size Clay Brick

MANASSAS, VA
\$8.01*Q/S

RICHMOND, VA
\$7.74*Q/S

TIDEWATER, VA
\$8.40*Q/S

*Listed pricing is for 2,266 sq.ft. of exterior wall space for a 2-story home including product and typical installation using queen size brick (Q/S) and is based on data by RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study; 2017.

**Listed pricing for genuine stone based on 2015 data.