

NATURALLY GREAT IDEAS

THIN BRICK MASONRY FOR NEW CONSTRUCTION OR RENOVATION PROJECTS



General Shale
THIN MASONRY PRODUCTS





In this photo: Brick name: Ironworks

Build on the Beauty of Nature

AN EASIER WAY TO ADD CLASSIC BEAUTY NATURALLY

Add more beauty and value to your renovation or new construction project by choosing Old Brick Originals™ thin brick from General Shale. Our thin masonry products provide an ideal design solution for residential and commercial interiors and exteriors.

The reduced weight of thin brick is ideal for virtually any project.

Explore new ways to get more from your great indoors or outdoors with products that are naturally better.

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In this photo: Brick name: Townsquare





In this photo: Brick name: Ironworks

Old Becomes New with Easy-to-Install Old Brick Originals™

THIN IS IN

Thin brick goes easily into any space. Made from real earthen clay brick that has been cut thin, Old Brick Originals can transform your home from bland to breathtaking. Because thin brick is so lightweight, you no longer need to worry about load-bearing walls or reinforced subfloors. Lightweight brick can also easily transform a home by replacing siding, increasing the home's value.







DENVER

RESTORATIVE DENTISTRY

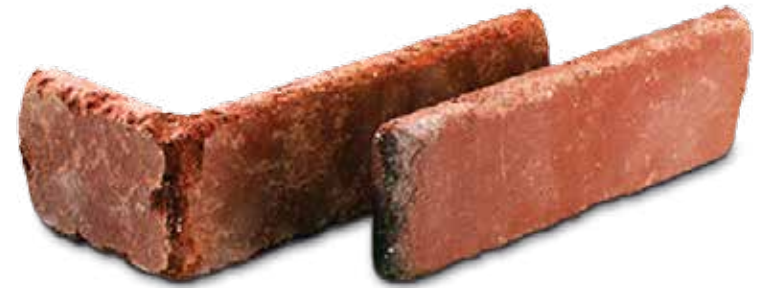


In this photo: Brick name: Schoolhouse

Old Brick Originals™ Thin Brick

VINTAGE INSPIRATIONS

Professional designers, architects and contractors love the personality that thin brick provides. From the distressed-edge design of a Frenchquarter thin brick for an office to the worn and rustic look of Peppermill thin brick for any man cave, Old Brick Originals provide endless design possibilities.



Carriagehouse



Cigarfactory



Cityhall



Englishpub



Frenchquarter



Ironworks



Peppermill



Schoolhouse



Smokestack



Towerbridge



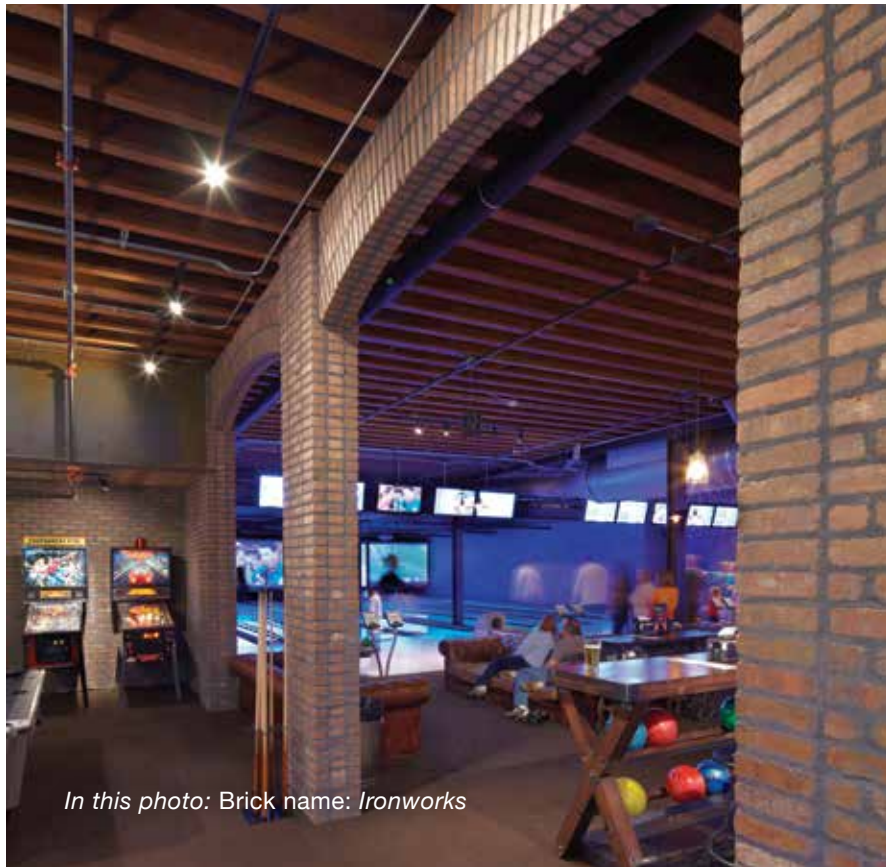
Townsquare



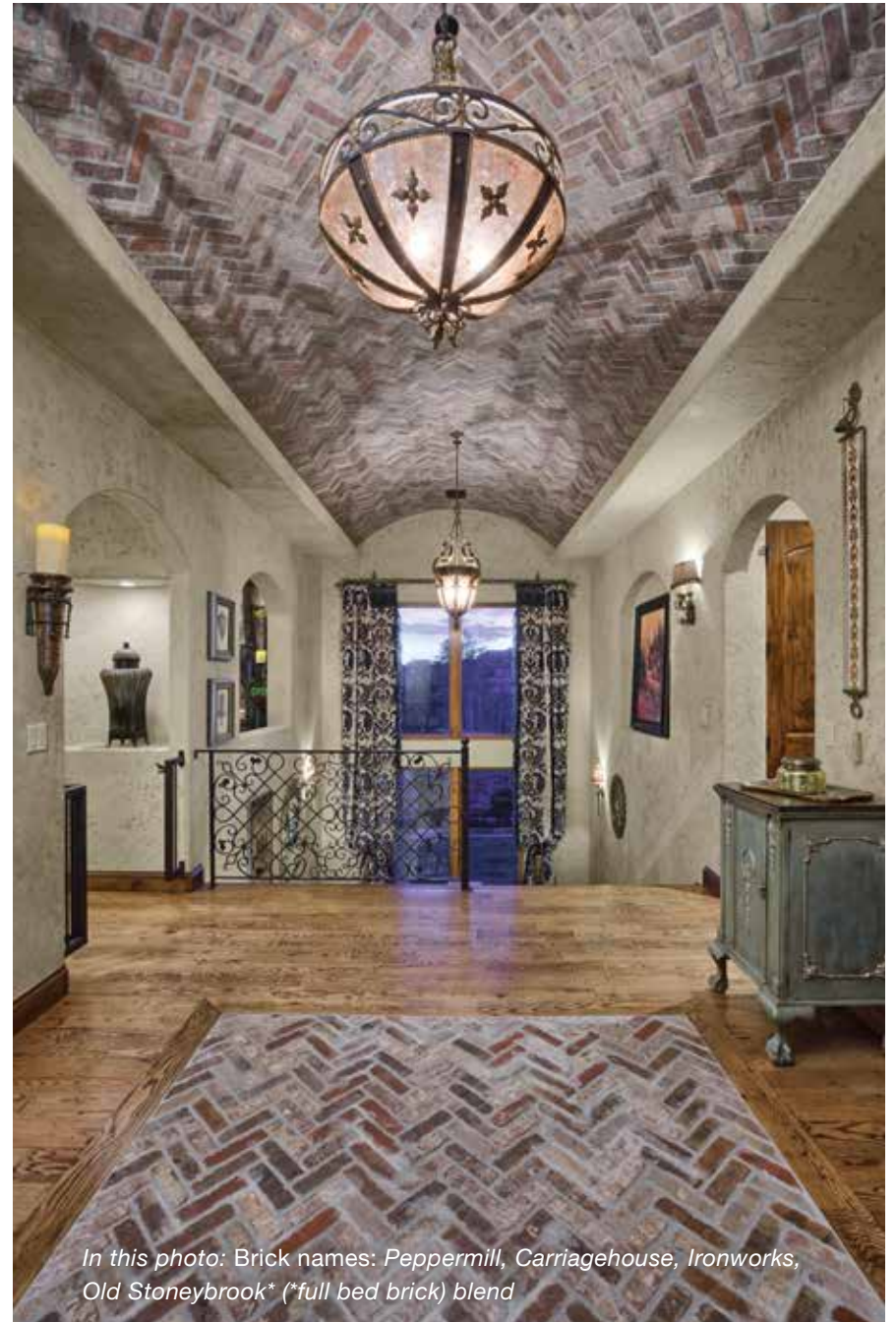
Trainstation



In this photo: Brick names: Ironworks, Englishpub, Peppermill blend



In this photo: Brick name: Ironworks



In this photo: Brick names: Peppermill, Carriagehouse, Ironworks, Old Stoneybrook (*full bed brick) blend*

Practical and Cost-Efficient

BEAUTY AND VALUE FOR ANY PROJECT

Our Old Brick Originals™ 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 new construction and renovation projects. Thin brick is user-friendly for remodeling large spaces or smaller projects such as kitchen backsplashes or fireplace cladding.









In this photo: Brick name: Ironworks

Simple as That

CALCULATE THE MATERIALS

Calculate the square footage for your interior thin brick 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.

MEASURE AND LINE THE WALLS

Once the walls are clean, measure and mark your walls for each course of brick. Use a level to make reference lines across the wall surfaces to ensure that your thin bricks are straight and level. (FIG. 1)

INSTALL FROM BOTTOM TO TOP

Begin installation by applying a bead of brick veneer construction adhesive to the backs of several bricks. (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 brick using a tile cutter or diamond blade grinder to complete each course. (FIG. 4)



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 bricks are straight 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.



Figure 5

MIX THE MORTAR

To finish the thin brick 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 vertical joints and dress them using a masonry joint tool. (FIG. 5) Once the vertical mortar joints set, use the same technique on the horizontal joints and dress the joints to finish. (FIG. 6)



Figure 6

HOW TO VIDEO

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

Installation

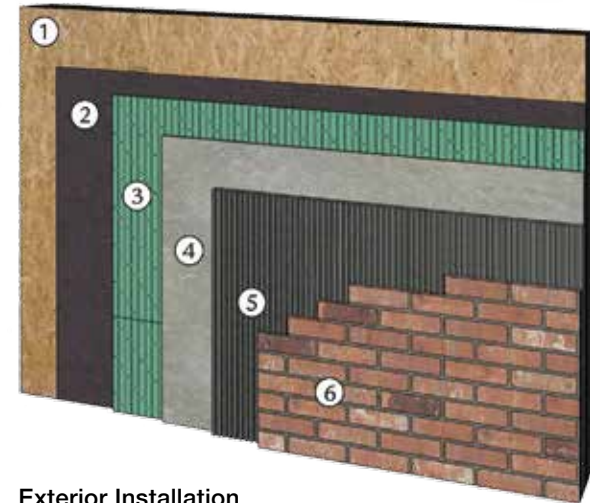
The General Shale preferred method of exterior installation is a drainage system with polymer modified mortar. This system is a revolutionary moisture barrier that protects exterior substrate walls when thin brick is used. Thin, lightweight and easy to install, this system also provides an additional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

EXTERIOR INSTALLATION METHOD

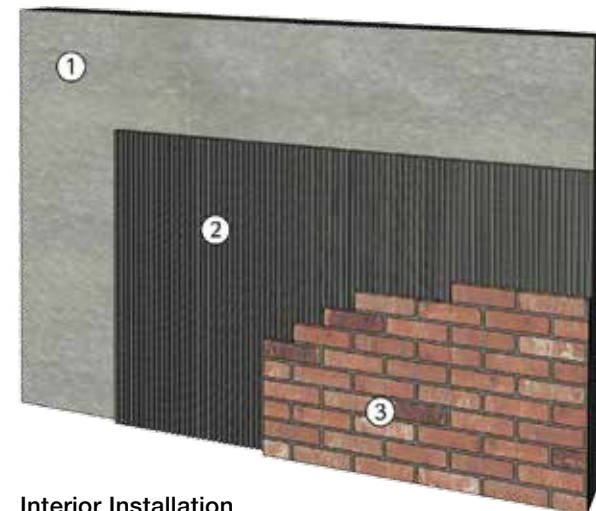
1. Sheathing
2. Weather Barrier
3. Drainage Medium
4. Cement Board
5. Thinset
6. Thin Brick and Pointing Mortar

INTERIOR INSTALLATION METHOD

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



Exterior Installation



Interior Installation

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



In this photo: Brick name: Ironworks

Add Character to the Exterior of Your Home

AFFORDABLE RENOVATIONS ARE EASY WITH THIN BRICK

Thin brick is an ideal solution for increasing the curb appeal and beauty of a home. When used with appropriate drainage systems, thin brick alignment and installation are a breeze.

Thin brick is extremely versatile, and with corners and flats available in every color, it can be used for everything from a single exterior wall to the chimney chases, foundation skirts or the entire exterior of your home. And because thin brick is much lighter than conventional structural brick, there's no need for added structural support. Thin brick is a smart alternative to conventional structural brick for adding beauty and value to your home.





In this photo: Brick name: Schoolhouse



A Dramatic Transformation

It's not hard to "choose sides" when Thin Brick Towerbridge can take a fiber cement siding structure and transform it into an utterly charming brick home!





In this photo: Brick name: Towerbridge

Going Where No Brick Has Ever Gone Before

THINK OUTSIDE THE BOX WITH THIN BRICK MASONRY

From floor to ceiling and everything in between, the lighter weight of thin brick means that brick is no longer limited to walls. Because thin brick is so lightweight, you now have hundreds of design possibilities. Thin brick can be used on ceilings, floors, archways, stair risers and so much more. Let the following photos inspire you to use brick in unconventional ways. Let your imagination run free!









In this photo: Brick name: Englishpub



In this photo: Brick name: Peppermill



In this photo: Brick name: Ironworks



In this photo: Brick name: Peppermill



In this photo: Brick name: Englishpub



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In this photo: Brick name: Ironworks



In this photo: Brick name: Peppermill



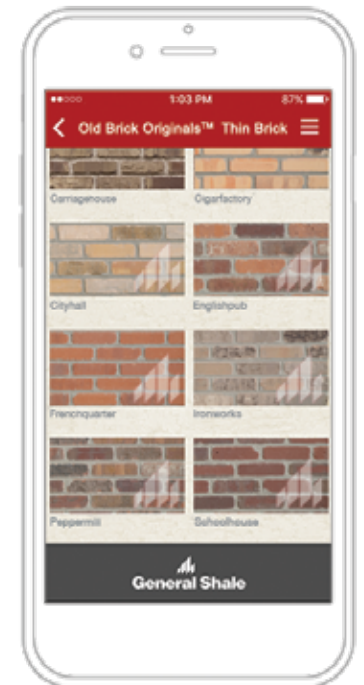
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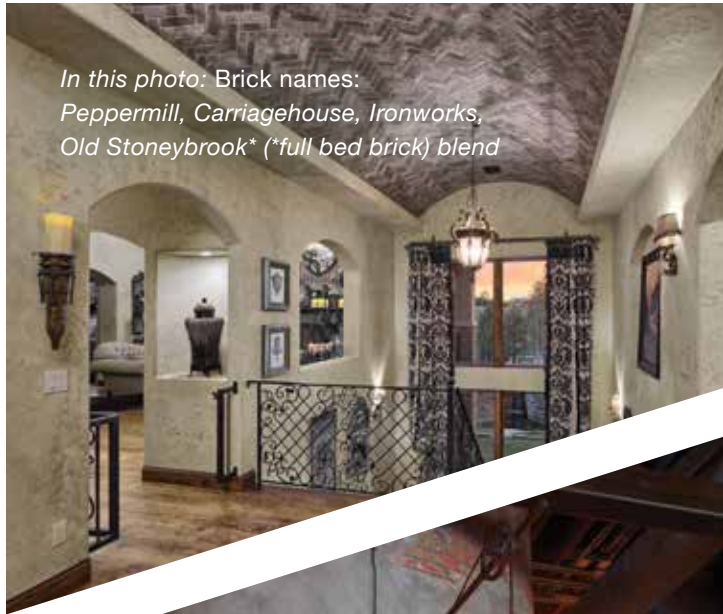


In this photo: Brick name: Englishpub

Download Our App

Discover perfect products for your building project with the convenient General Shale iOS or iPhone 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.

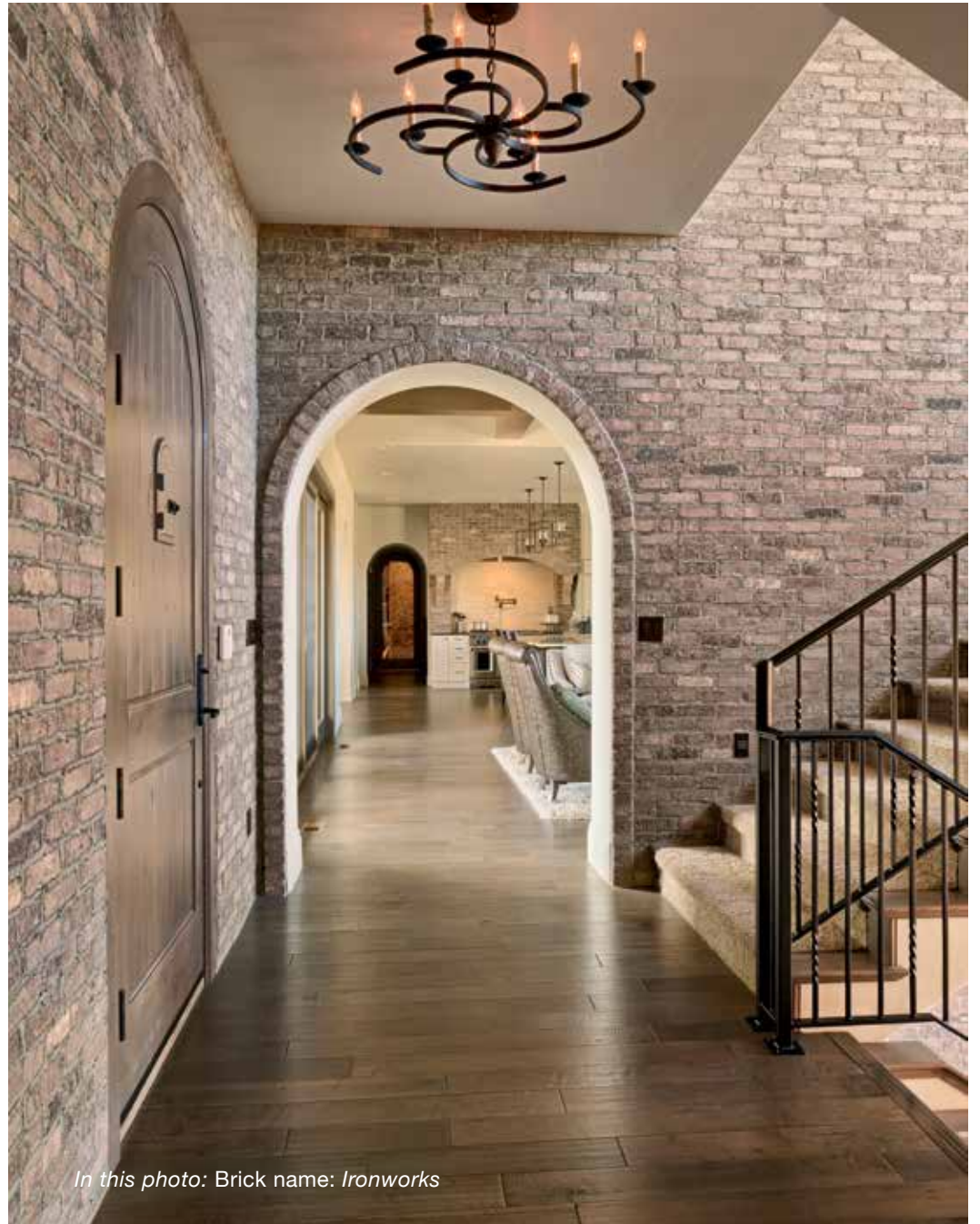




*In this photo: Brick names:
Peppermill, Carriagehouse, Ironworks,
Old Stoneybrook* (*full bed brick) blend*



In this photo: Brick name: Peppermill



In this photo: Brick name: Ironworks



In this photo: Brick name: Smokestack



In this photo: Brick name: Trainstation

RETAIL LOCATIONS

COLORADO

1845 West Dartmouth Avenue
Denver, CO 80110
(303) 783-3000

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
(734) 665-8800

MONTANA

531 Sugar Avenue
Billings, MT 59101
(406) 259-9222

NORTH CAROLINA

10800 Reames Road
Charlotte, NC 28269
(704) 599-2877

1060-A Highway 66 South
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
(919) 775-2121

3750 Highway 421 North
Wilmington, NC 28401
(910) 452-3498

SOUTH CAROLINA

425 Oak Road
Piedmont, SC 29763
(864) 603-1160

TENNESSEE

7833 Lee Highway
Chattanooga, TN 37421
(423) 485-1260

400 Wittichen Lane
Humboldt, TN 38343
(731) 824-5272

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.



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