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## **General Shale Receives Best in Class Award in National Competition**

JOHNSON CITY, Tenn. — General Shale has been named a Best in Class winner in the nationally acclaimed Brick in Architecture Awards for 2015 by the Brick Industry Association (BIA).

Headquartered in Johnson City, Tennessee, 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.

The BIA's premier awards honors outstanding, innovative and sustainable architecture that incorporates clay brick products as the predominant exterior building or paving material. Forty-six winning projects from 21 states, including nine Best in Class recipients, were selected from more than 115 entries. Independent industry professionals from around the country reviewed and scored each of the entries.

General Shale's Mesa Verde modular brick was used to construct the Naylor Court Stables townhomes, which received top honors in the Residential (Single-Family) category. Located in the historic Shaw neighborhood of Washington, D.C., the townhomes were built by OPaL, LLC, and designed by GPS Designs Architecture. The townhomes resemble nearby former horse stables and historic carriage homes. Dating back to the late 18th century, the historic area in which Naylor Court Stables townhomes were constructed is one of the few examples of "alley dwellings" remaining in Washington, D.C.

General Shale's brick product played a key role in helping the new luxury townhomes achieve the look of a 19th-century urban stable, emulating the simple, clean lines of the utilitarian alleys of the 1800s, with heavy brick detailing, functional gates and sliding barn doors, horse-height windows, and hayloft doors and pulleys.

"We are truly honored that this project was selected as best-in-class in its category in this prestigious national competition," says Charles Smith, president and CEO of General Shale. "The Naylor Court Stables townhomes are a prime example of the important role that brick plays in both modern and historic architectural styles. Clay brick products were essential for providing

authentic style in keeping with the century-old architecture of the neighborhood surrounding these townhomes. Our products were key in achieving an innovative, ‘new brick building made to look old’ design.”

### **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).

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