

Brick — the *beautiful* truth.

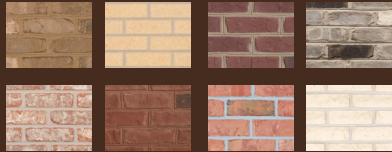
The truth is, when you build with brick your project never stops benefiting from its innate value. With more beauty, functionality, efficiency and dependability than any other exterior cladding material, the truth about brick - like the product itself - is a beautiful thing.



1-800-414-4661
www.GeneralShale.com

BRICK IS COLORFUL

Brick offers a vast color selection. Our *browns, buffs, burgundies, earth tones, pastels, reds, roses and white-grays* provide a multitude of options.



BRICK IS UNIQUE

Brick projects have character and are set apart from the rest through our carefully engineered *smooth to heavily distressed face textures* and from *straight to our signature tudored-edge brick styles*.



STRENGTH

Brick: 8,000 - 10,000 PSI
 Fiber Cement Siding: 750 - 2,150 PSI
 Vinyl siding: Minimal impact resistance

DURABILITY

- Won't Burn
- Won't Peel
- Won't Fade
- Won't Rot
- Won't Tear
- Won't Warp
- Won't Dent

NOISE REDUCTION

Continuous brick walls provide dramatic sound reflection to eliminate bothersome outdoor noises **better than any other exterior cladding material.**

TIMELESSNESS

Brick has a timeless beauty that literally lasts a lifetime.

← Newly Built Home

100 + Year-Old Home →



FIVE ESSENTIAL REASONS BRICK IS ALWAYS THE BEST CHOICE...



SQ. FT.



5
4
3
2
1

ENERGY EFFICIENCY: Due to its high thermal mass, brick keeps the inside of homes & buildings at moderate temperatures resulting in lower energy costs.

AFFORDABILITY: When priced by the square foot, brick is very cost competitive. When comparing vinyl with brick, the cost difference is approx. \$62 per month!

NO MAINTENANCE: Other exterior cladding materials can be costly to maintain due to weathering. Brick, however, is maintenance free. No painting. No pressure washing.

NATURALLY GREEN: Because of its ability to endure, brick is naturally sustainable. It can even be salvaged for use in new construction for an authentic look and feel.

HIGH RESELL VALUE: In the marketplace, brick homes have a much higher resell value than homes built with vinyl siding or synthetic stucco.