



## Area Locations



## Build on the beauty of nature

*the NEW WAY to ADD CLASSIC BEAUTY... NATURALLY*

Add more beauty and value to your new construction or renovation project by choosing **Rock Solid Originals™** thin rock from General Shale. Our thin veneers provide an ideal design solution for residential and commercial interiors and exteriors. The reduced weight of General Shale thin rock makes it ideal for most new construction or renovation projects. Now you can have the beauty of genuine rock anywhere.



**Interior** thin rock installation is a breeze with the General Shale DIY Starter Bucket. The Starter Bucket includes everything you need to complete your project: mortar, adhesive, joint spacers, joint tooling dowel, grout bag, drop cloth, caulk gun, carpenter's pencil and instructions.

**General Shale**  
Renovation Products

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

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## Great ideas for any project

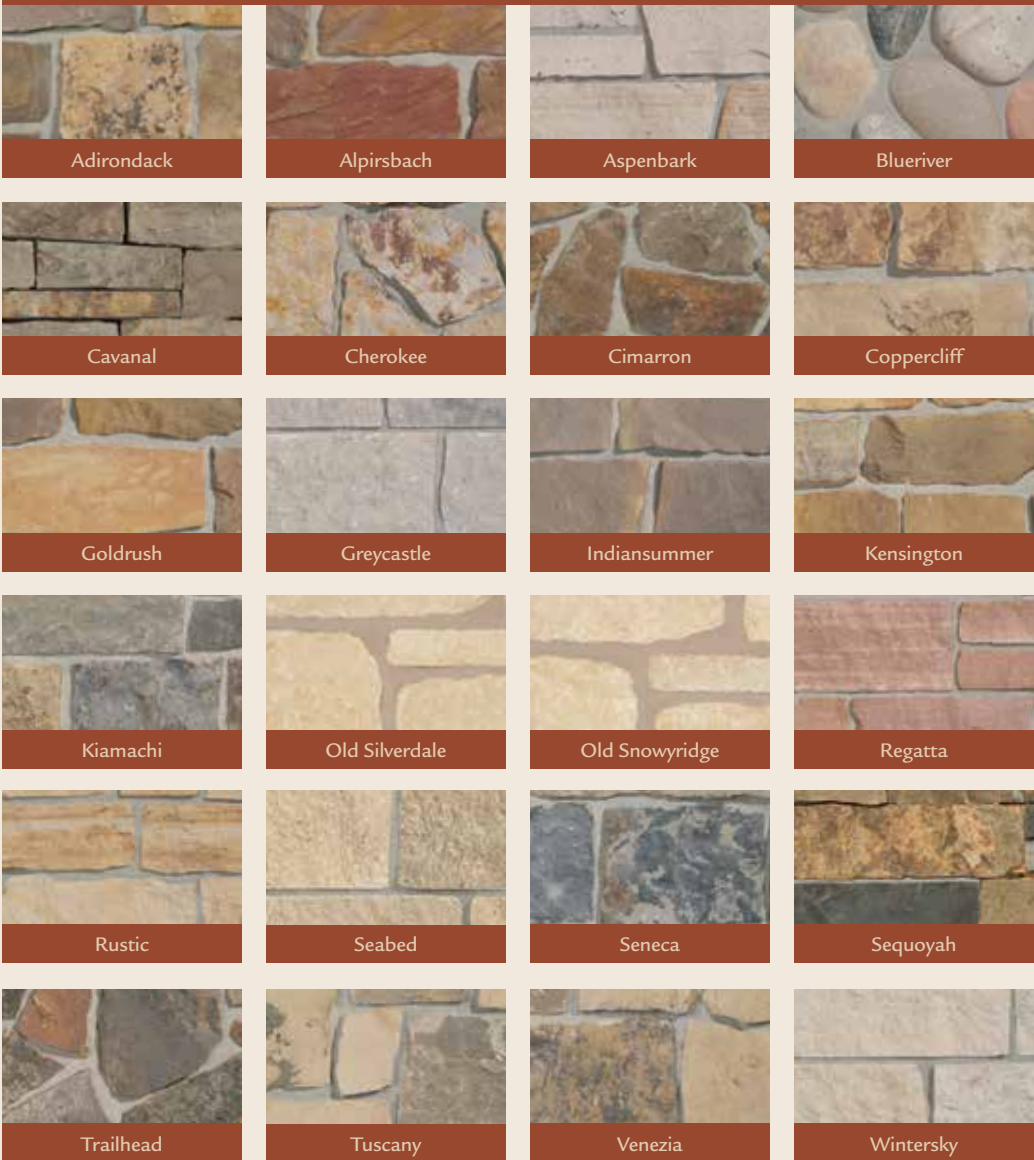
ADD CLASSIC BEAUTY *with* THIN ROCK

**General Shale**  
Renovation Products

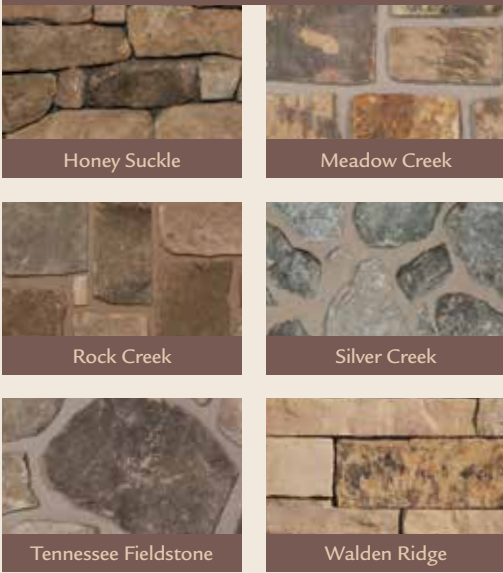
**Wienerberger**

# Rock Solid Originals™ from General Shale

## colors manufactured in DENVER, COLORADO



## colors manufactured in SPRING CITY, TENNESSEE



## Moisture drainage for exterior applications

### PREFERRED INSTALLATION METHOD



**MOISTURE SHIELD SYSTEM**

The General Shale preferred drainage system is the Moisture Shield system. Moisture Shield is a revolutionary moisture barrier that protects exterior substrate walls while adding an additional layer of insulation to your home.



**LATH and SCRATCH MOISTURE SHIELD SYSTEM**

The lath and scratch Moisture Shield system incorporates a metal mesh that lays over our revolutionary Moisture Shield moisture barrier to provide the ultimate in protection and insulation for the exterior walls of your home.



**LATH and SCRATCH SYSTEM**

The lath and scratch system utilizes a metal mesh that lays over the moisture wrap and attaches to your exterior wall. Simply trowel a thin layer of mortar (scratch coat) over the mesh and set your thin rock into the mortar.