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Salyer Named General Shale District Manager for Knoxville, Surrounding Areas

KNOXVILLE/MORRISTOWN, Tenn. – General Shale has named Lukas Salyer the new district manager for Knoxville, Tennessee, and the surrounding areas.

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.

In his new role, Salyer oversees all sales and operations of the Knoxville and Morristown distribution facilities, and encompassing sales territories throughout East Tennessee. Salyer has been with the Johnson City, Tennessee-based company since 2006, most recently serving as architectural sales representative for the Knoxville market. He began his career with General Shale as an inside sales representative in the Tri-Cities market before serving as an inside sales manager in Chattanooga.

"We are pleased that Lukas is playing a key leadership role in our Knoxville operations," says Charles Smith, president and CEO of General Shale. "He is an integral part of the General Shale team, and he will remain an asset to our company as we continue our growth strategy in the Knoxville market."

A native of Kingsport, Tennessee, Salyer holds a bachelor's degree in business administration, with a minor in legal studies, from East Tennessee State University in Johnson City. He and his wife, Mary, recently welcomed twins, Ben and Amelia, into their family.

"I would like to thank General Shale for its support over the years in helping me grow professionally," Salyer says. "I look forward to this new challenge, and I am honored to continue working alongside a talented and devoted team."

ABOUT GENERAL SHALE

General Shale is North America's largest brick, stone and concrete block manufacturer, 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. 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 31 distribution centers across the country. General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.

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