

Discover the new  
face of thin.



*Peppermill Thin Brick*

The Foundry  
Winter Park, Colorado

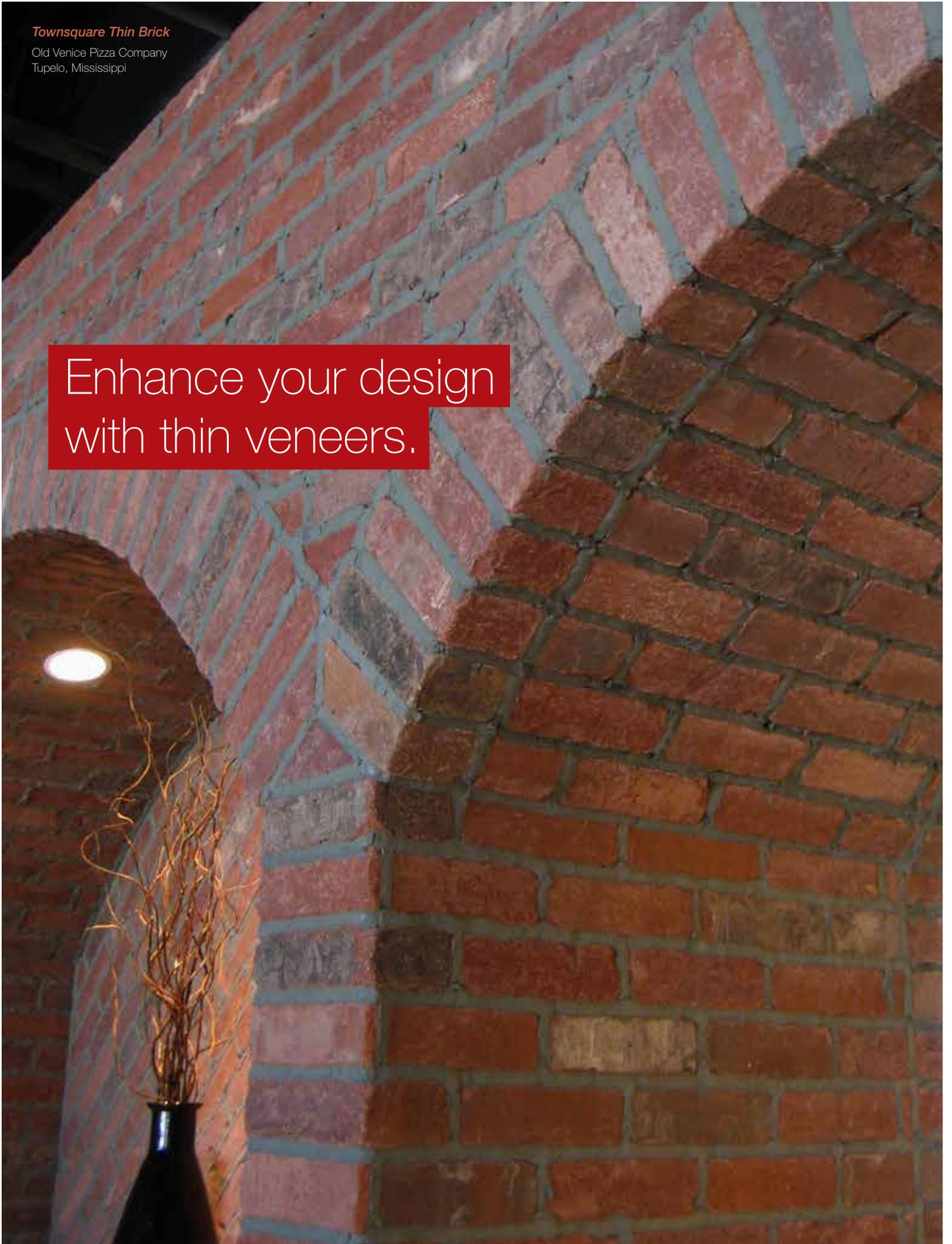
Thin Brick and Thin Stone  
for Renovation and New Build  
Applications

  
**General Shale**

*Townsquare Thin Brick*

Old Venice Pizza Company  
Tupelo, Mississippi

Enhance your design  
with thin veneers.



# An Ideal Design Solution



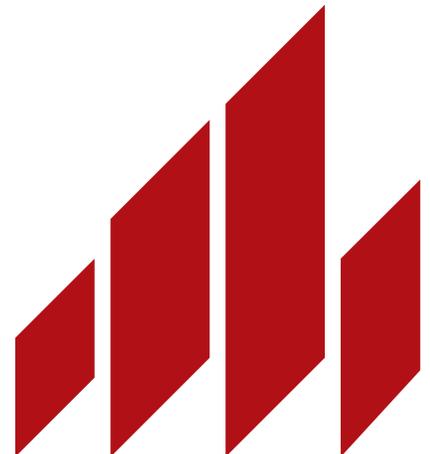
*Englishpub Thin Brick (with buff mortar)*

Sully's Steamers  
Greenville, South Carolina

## A new way to add classic beauty... naturally.

Add more beauty and value to your renovation or new construction project by choosing thin brick or thin rock from General Shale. Our thin veneers provide an ideal design solution for interiors and exteriors. The reduced weight of General Shale thin veneers makes it an easy choice for most renovations or new construction projects.

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



# Thin Brick

## From Vintage Inspirations To Modern Chic

General Shale's thin brick goes easily into any space. Made from real earthen clay brick, thin brick can take your creativity to the next level. Because thin brick is so lightweight, you no longer need to worry about load-bearing walls or reinforced subfloors. Architects and designers love the personality that thin brick provides. From the neat square edges to the worn and rustic look, the design possibilities are endless when thin brick is part of the solution.

Thin brick is available in four distinct styles.

- › New Traditions
- › Old Brick Originals™ (*Rumbled Finish*)
- › Designer Classics (*Straight Edged*)
- › Architectural Classics

## Unique “Rumbling” Process For A Weathered Look

Many of our thin brick products are manufactured using an innovative rumbling process. Rumbled brick are tumbled after the firing process, creating a more natural look. The rumbled brick product is manufactured in our Denver, Colorado facility in a process that allows us to rumble up to five components simultaneously. As a result, each rumbled brick product is very beautiful and unique, helping to create a distinguished style.

### *Englishpub Thin Brick*

Bourbon Brothers Southern Kitchen  
Colorado Springs, Colorado  
Architect: Architectural Innovations, LLC



General Shale thin brick can be used in nearly any interior or exterior application.

*Here are a few applications:*

- › ACCENT FLOORING
- › ARCHES
- › COLUMNS
- › ENTRY FOYER
- › FIREPLACE
- › FOUNDATION WALL



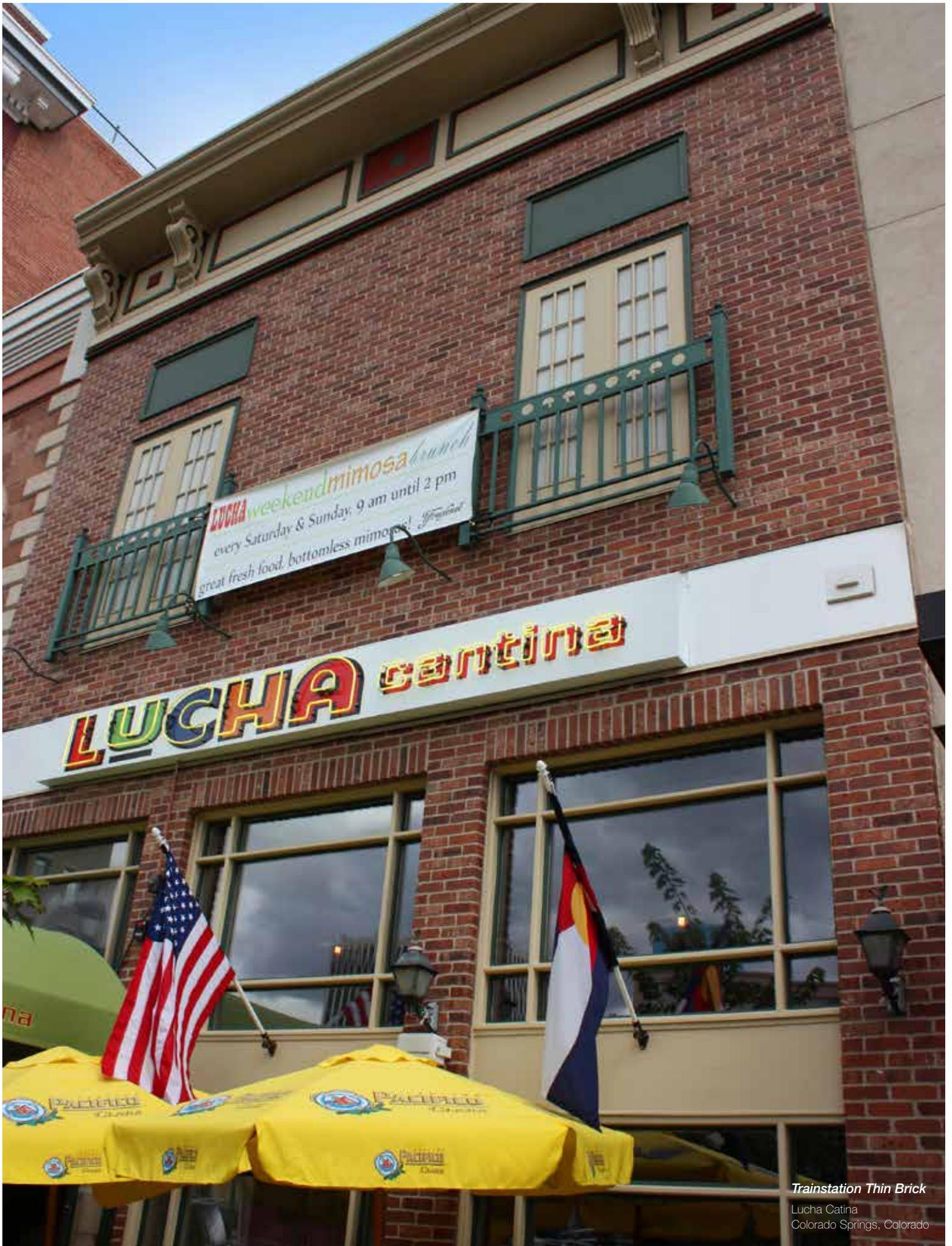
*Peppermill, Ironworks  
and Englishpub Thin Brick*  
Matt's Chicago Dog  
Cornelius, North Carolina



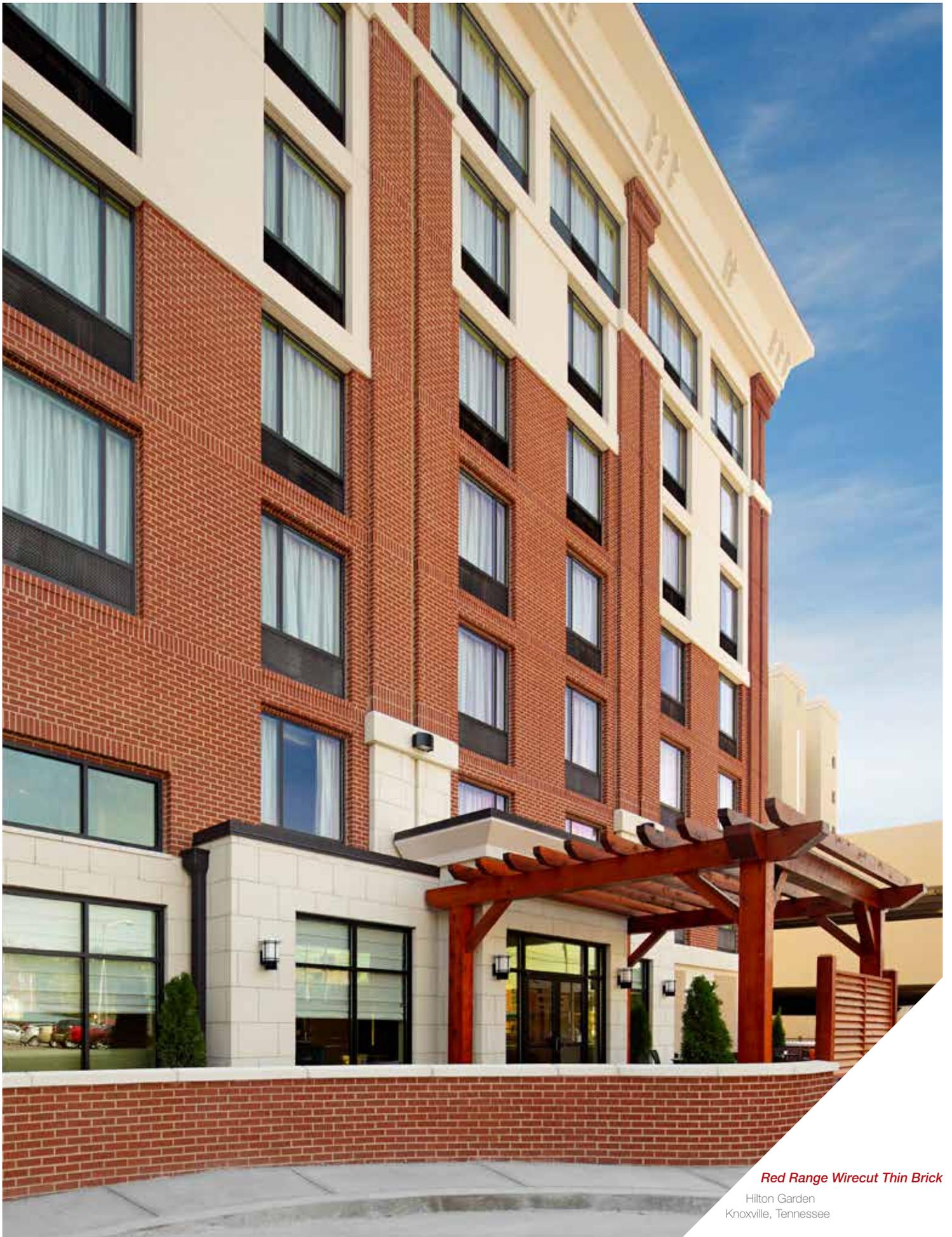
*Cityhall Thin Brick*  
Olin Mott Tire Store  
Tampa, Florida



*Peppermill Thin Brick*  
The Foundry  
Winter Park, Colorado



*Trainstation Thin Brick*  
Lucha Catina  
Colorado Springs, Colorado



**Red Range Wirecut Thin Brick**

Hilton Garden  
Knoxville, Tennessee

# Thin Rock

## Natural Inspirations

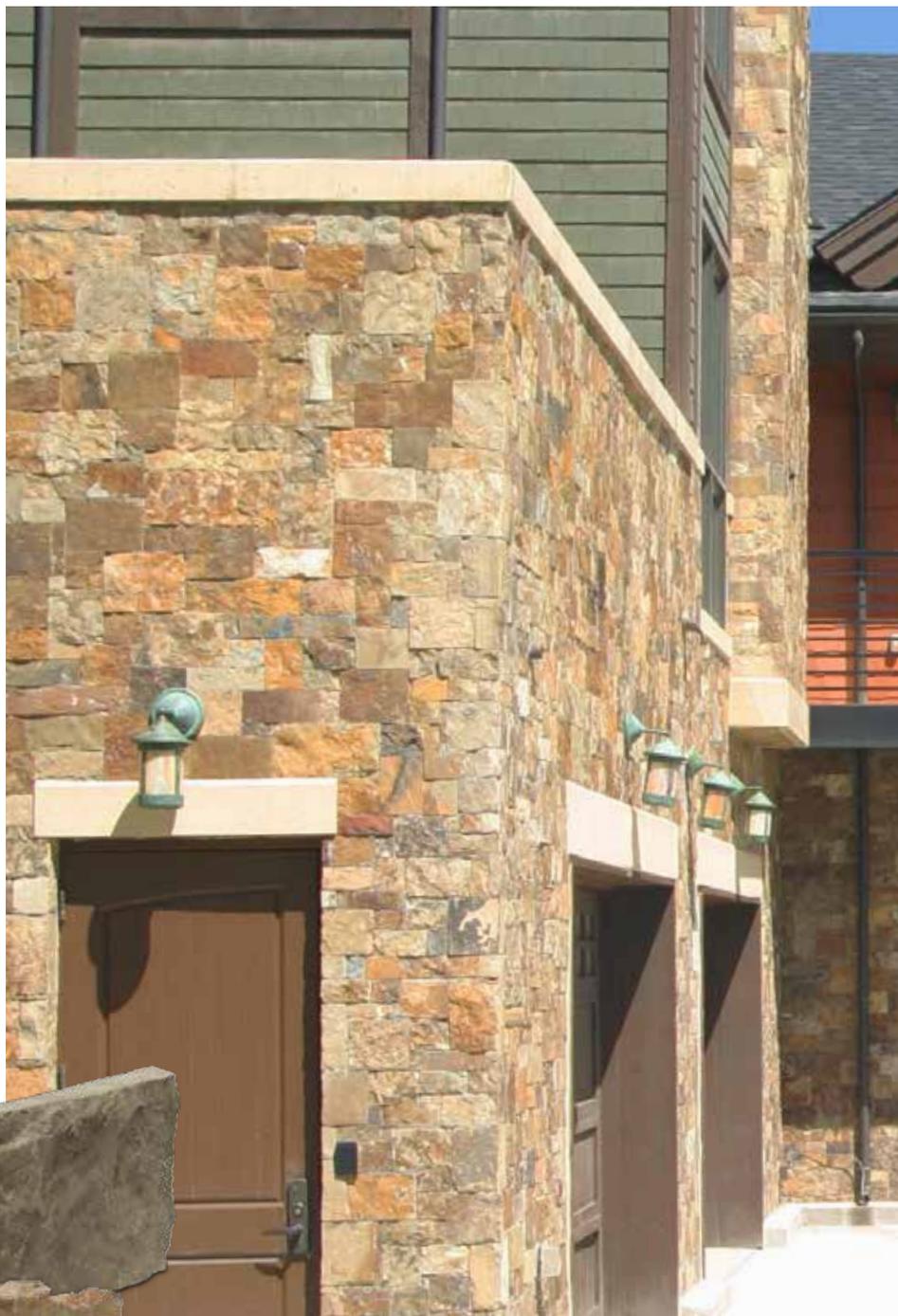
General Shale's thin rock is real quarried rock, cut thin for easy installation. Our thin rock offers limitless design possibilities while providing unique accents and total freedom of expression, the perfect solution for a natural environment.

Rock Solid Originals™ can bring home the rustic natural feeling of a mountain lodge or the high-end look of hand-crafted stone, all for a fraction of the cost.

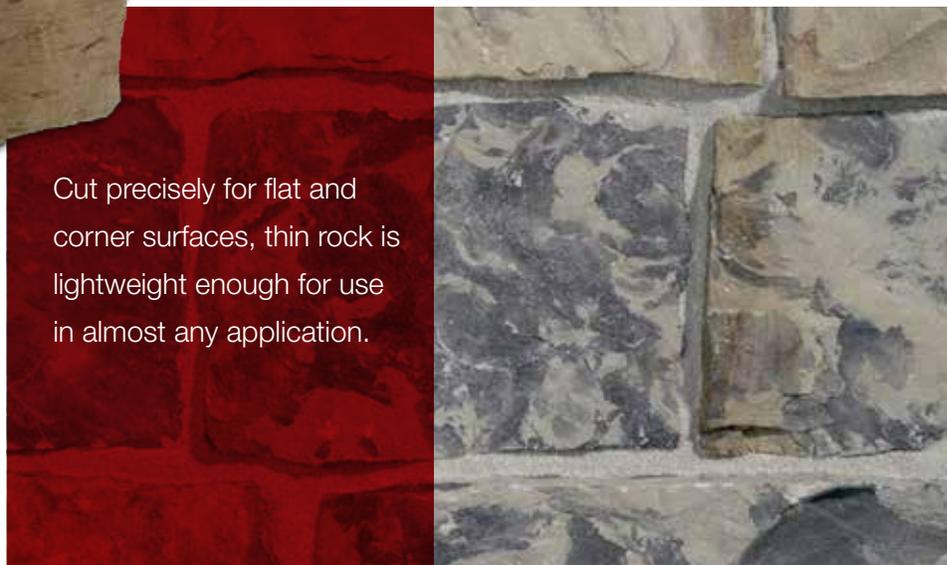
Thin rock is extremely versatile, and with corners and flats available in every color, it can be used for anything from a single exterior wall to the chimney chases, foundation skirts or the entire exterior of your project. And because thin rock is much lighter than conventional structural rock, there's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

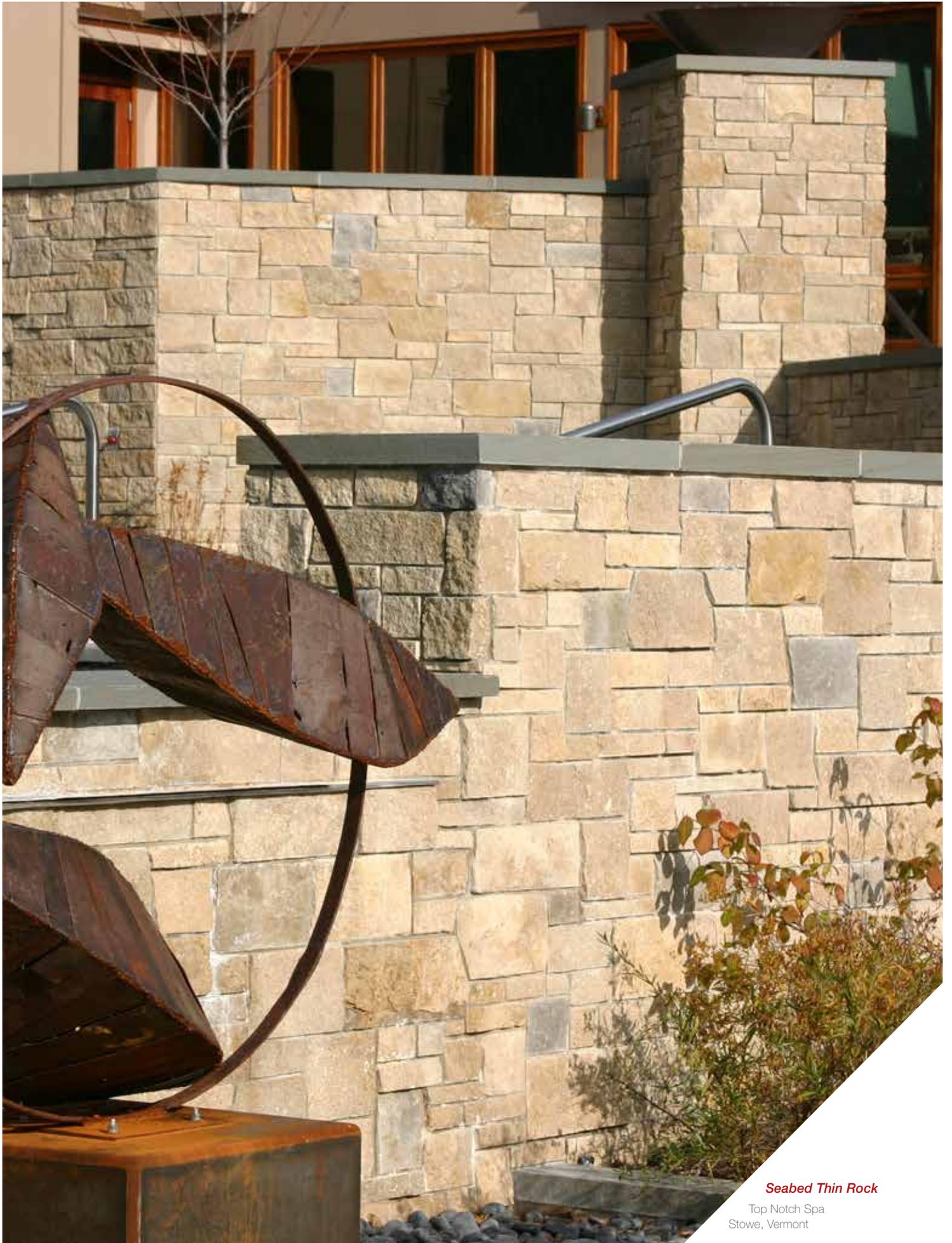
### *Kiamichi Thin Rock*

One Steamboat Place  
Steamboat Springs, Colorado



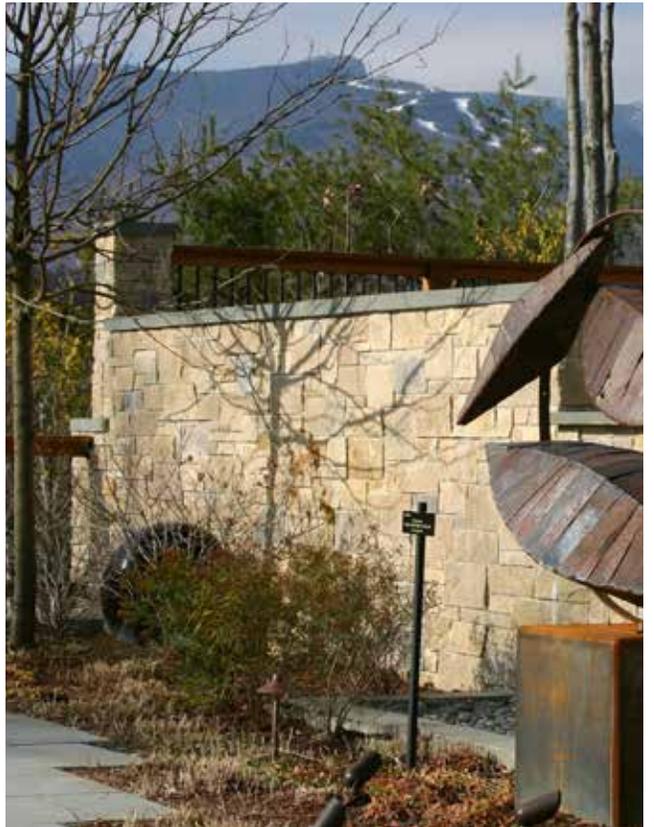
Cut precisely for flat and corner surfaces, thin rock is lightweight enough for use in almost any application.





***Seabed Thin Rock***

Top Notch Spa  
Stowe, Vermont



**THIN ROCK PRODUCT USED:**

*LEFT*  
**Alpirsbach**  
**Thin Rock**

Alpirsbach Clubhouse  
 Newland, North Carolina

*ABOVE RIGHT*  
**Greycastle**  
**Thin Rock**

Rocklin Train Station  
 Rocklin, California

*LOWER RIGHT*  
**Seabed**  
**Thin Rock**

Top Notch Spa  
 Stowe, Vermont



***Kiamichi Thin Rock***  
One Steamboat Place  
Steamboat Springs, Colorado

# Advantages of Real Thin Brick & Natural Thin Rock

## Benefits of Adhered Natural Thin Rock and Thin Brick

- › Lightweight - transportation costs are significantly reduced.
- › Reduced structural requirements – steel lintels are eliminated, steel shelf angles are eliminated, and 5" to 7" of brick ledge on footing is no longer required.
- › Reduced overall wall thickness contributes to more usable floor space or a smaller building footprint and more green space.
- › Potential lower labor costs (Installed by various trades).
- › More design freedom (cantilevers, etc.) due to lighter weight.
- › Easily mixed with other light-weight facade materials (EIFS, sidings, etc).
- › Year-round installation.
- › Easier to change façade in future renovations (retail typically changes every 7-9 years).
- › Masonry installers benefit from quick and efficient installation methods.



## Thin Clay Brick Manufacturing Process

- › Manufactured as full size brick
- › Kiln-fired
- › Cut into thin flats and corners
- › Certain styles go through a tumbling or rumble process for a “weathered” look



# Installation Methods



## Versatile Installation Methods

As a result of their structure and light weight, General Shale's thin products offer the versatility of two distinct installation methods.

### Preferred Installation Methods:

- Thin Set Direct Adhered
- Precast & Tilt-Up Brick Panels

Heritage 441 Thin Brick



## Precast & Tilt Up Brick Panels

Precast and Tilt Up brick panels reduce installation time when compared to conventional masonry construction. Prefabricated brick panels reduce superstructure costs and energy costs associated with the manufacturing and transportation of regular brick. Erection of finished precast brick panels means fewer materials onsite resulting in a cleaner work environment. Coating equipment applies wax over the thin brick during panel fabrication that eases cleaning, eliminating jobsite cleaning of the brick and additional construction time and cost.

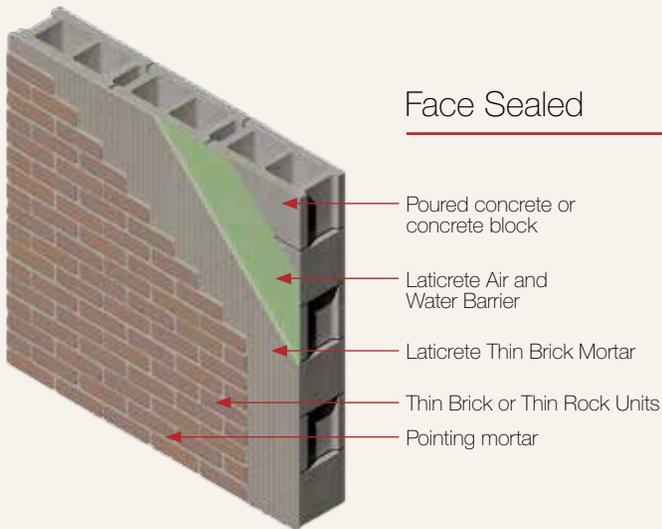
Precast brick eliminates cleaning of the brick at the jobsite and additional construction time and cost.

# Installation Methods (cont.)

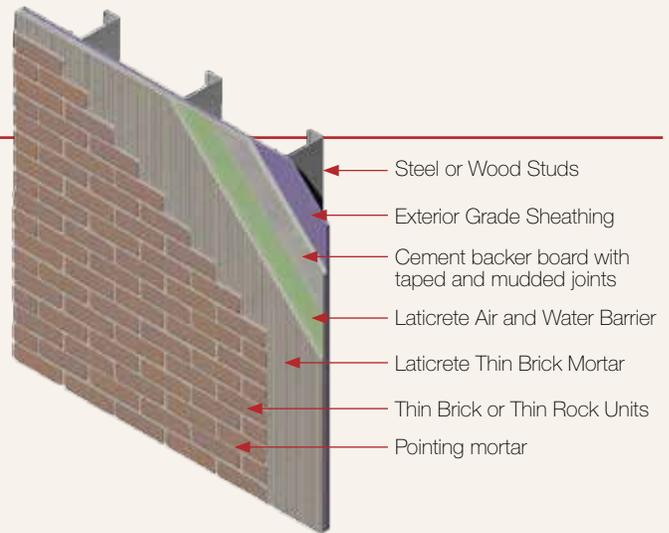
## Real Thin Brick & Natural Thin Rock Adhered Installation

Exterior thin brick is installed with a systems approach consisting of a polymer fortified mortar such as Laticrete's Hi-Bond Masonry Veneer Mortar and waterproofing such as Laticrete's Air and Water Barrier. To complete the system, the joints may be pointed using a pointing mortar and tooled to a weather resistant finish.

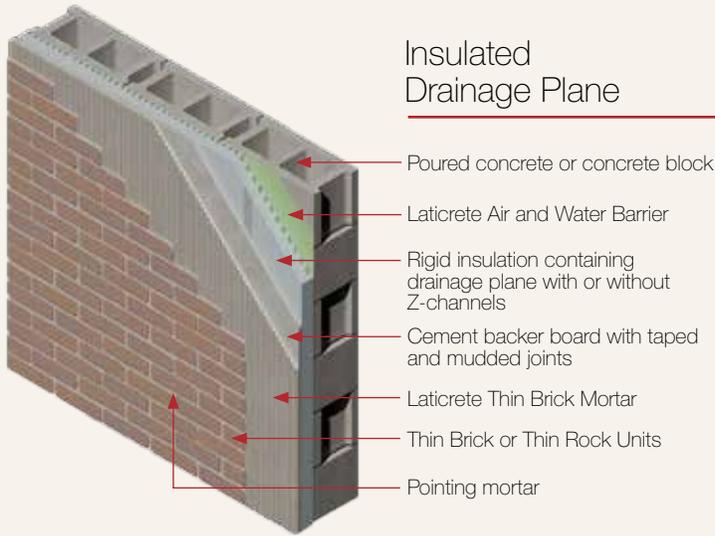
### THIN SET DIRECT ADHERED



### PRECAST & TILT-UP BRICK PANELS



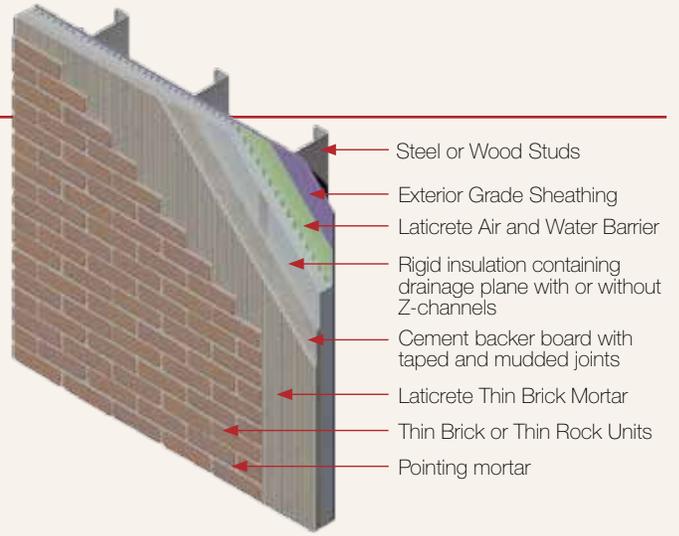
**THIN SET DIRECT ADHERED**



**Insulated  
Drainage Plane**

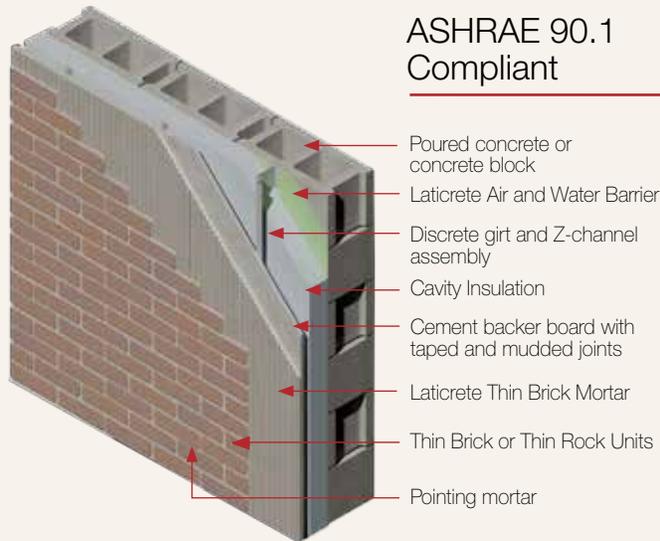
- Poured concrete or concrete block
- Laticrete Air and Water Barrier
- Rigid insulation containing drainage plane with or without Z-channels
- Cement backer board with taped and mudded joints
- Laticrete Thin Brick Mortar
- Thin Brick or Thin Rock Units
- Pointing mortar

**PRECAST & TILT-UP BRICK PANELS**



- Steel or Wood Studs
- Exterior Grade Sheathing
- Laticrete Air and Water Barrier
- Rigid insulation containing drainage plane with or without Z-channels
- Cement backer board with taped and mudded joints
- Laticrete Thin Brick Mortar
- Thin Brick or Thin Rock Units
- Pointing mortar

**ASHRAE 90.1  
Compliant**

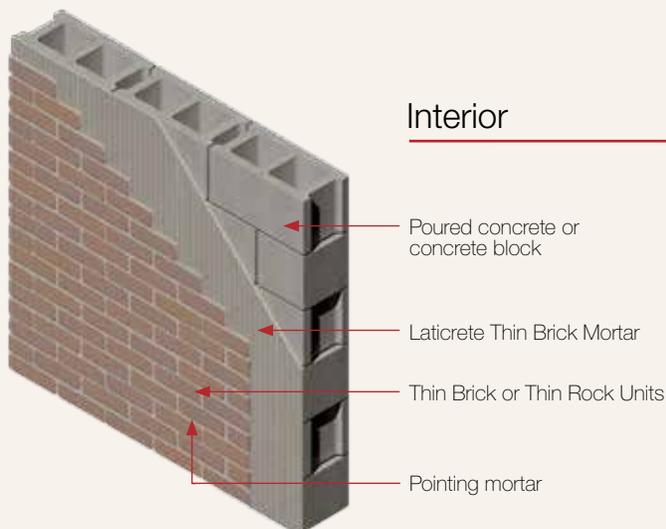


- Poured concrete or concrete block
- Laticrete Air and Water Barrier
- Discrete girt and Z-channel assembly
- Cavity Insulation
- Cement backer board with taped and mudded joints
- Laticrete Thin Brick Mortar
- Thin Brick or Thin Rock Units
- Pointing mortar



- Steel or Wood Studs
- Exterior grade sheathing
- Laticrete Air and Water Barrier
- Discrete girt and Z-channel assembly
- Flashing separation tape
- Cavity Insulation
- Cement backer board with taped and mudded joints
- Laticrete Thin Brick Mortar
- Thin Brick or Thin Rock Units
- Pointing mortar

**Interior**



- Poured concrete or concrete block
- Laticrete Thin Brick Mortar
- Thin Brick or Thin Rock Units
- Pointing mortar



- Steel or Wood Studs
- Cement backer board
- Laticrete Thin Brick Mortar
- Thin Brick or Thin Rock Units
- Pointing mortar

**CORPORATE HEADQUARTERS**

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Johnson City, TN 37601  
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Billings MT 59107  
406-259-9222

**Carmel**  
105 Carmel Drive, West  
Carmel, IN 46032  
317-846-2566

**Casper**  
1615 East Yellowstone Hwy.  
Casper, WY 82601  
307-234-4831

**Charlotte**  
10800 Reames Road  
Charlotte, NC 28269  
704-599-2877

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Chattanooga, TN 37421  
423-485-1260

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Cheyenne, WY 82001  
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Orland Park, IL 60467  
708-460-4581

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Montgomery, IL 60538  
630-897-7922

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Denver, CO 80110  
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Evansville, IN 47712  
812-425-3381

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Unit 9  
Fort Collins, CO 80524  
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**Grand Junction**  
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Grand Junction, CO 81505  
970-248-9723

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Humboldt, TN 38343  
731-824-5272

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Johnson City, TN 37601  
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Kernersville, NC 27284  
336-993-0882

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Kingsport, TN 37660  
423-245-6131

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9714 Parkside Drive  
Knoxville, TN 37922  
865-531-6203

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211 N. English Station Road  
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502-448-1780

**Madison**  
7029 Hwy. 72 West  
Huntsville, AL 35806  
256-837-8685

**Manassas**  
7500 Mason King Court  
Manassas, VA 20109  
703-368-9991

**Marion**  
Highway 11,  
7164 Lee Hwy.  
Atkins, VA 24311  
276-783-3156

**McMinnville**  
605 Morrison Street  
McMinnville, TN 37110  
931-473-2139

**Memphis**  
2076 Whitten Road  
Memphis, TN 38133  
901-363-1887

**Moncure**  
245 Brick Plant Road  
Moncure, NC 27559  
919-777-6899

**Mooreville**  
148 Sycamore Lane  
Mooreville, IN 46158  
317-831-4614

**Piney Flats**  
909 Mountain View Drive  
Piney Flats, TN 37686  
423-538-3332

**Raleigh**  
8820 Westgate Park Drive  
Raleigh, NC 27617  
919-828-0541

**Roanoke**  
2353 Webster Road  
Roanoke, VA 24012  
540-977-5505

**Rome**  
121 Turner Bend Road SW  
Rome, GA 30165  
706-802-0953

**Spring City**  
241 Hoyal Lane  
Spring City, TN 37381  
423-365-2444

**Sterling Heights**  
42374 Mound Road  
Sterling Heights, MI 48314  
586-726-0400

**Upstate**  
425 Oak Road  
Piedmont, SC 29673  
864-801-1775

**Whitmore Lake**  
6556 Whitmore Lake Road  
Whitmore Lake, MI 48189  
734-665-8800

**Wilmington**  
3750 Hwy. 421 North  
Wilmington, NC 28401  
910-452-3498



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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