



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.

For more than 80 years, General Shale has manufactured the professional-grade products used in everything from America's greatest landmarks to your own front porch, providing quality, service and lasting beauty.

Regardless of the size of project—a small patio renovation or a large new home, multi-family housing or multi-story commercial buildings—General Shale is the right solution for you.

Stop by one of our General Shale locations or visit us at www.GeneralShale.com.



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

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BR-BRO 0002-0414



King Truly Trumps All

INTRODUCING KINGSIZE BRICK BY GENERAL SHALE
THE NEW ROYAL STANDARD IN BRICK CONSTRUCTION



Cheaper Construction & Easier Installation

General Shale's "Kingsize Brick" can drastically reduce brick construction costs. One square foot of wall surface now takes only five bricks compared to seven traditional modular bricks.

The slightly larger Kingsize units decrease the amount of brick and mortar utilized and reduce installation time and labor costs.

General Shale Kingsize Brick

Size (W x H x L)
2 5/8" x 2 3/4" x 9 5/8"
Weight 4.0 lb
(Sq. Ft.) 5



Typical Modular Size Brick

Size (W x H x L)
3 1/2" x 2 1/4" x 7 5/8"
Weight 4.0 lb
(Sq. Ft.) 7



Despite weighing approximately the same as typical modular bricks, Kingsize units require 20% less brick units per square foot of wall area—resulting in significant construction cost savings.

As well as being space effective, Kingsize provides lasting beauty for both residential and select commercial projects. The suggested bond pattern for Kingsize units is a 1/3-bond pattern.

General Shale Lightweight Kingsize Brick

368 pieces per cube/pallet

Mooreville, IN – Plant 6020

Arcadia	6020001074
Ashford	6020026549
Belleville	6020000983
Chaldean	6020000979
Coopers Mill	6020026550
Indiana Millstone	6020027779
Keeneland	6020026556
Kingsmill	6020001078

Rome, GA – Plant 6040

Berrywood	6040004960
Coosa Valley Red	6040007851
Cortez	6040023385
Granite Ridge	6040026086
Millstone	6040006504
Preservation Red	6040007546
Rome LaCosta	6040007653
Rome Plantation	6040004966
San Gabriel	6040007564
Victorian	6040026445
Mountain Creek	6040028273

Spring City, TN – Plant 6042

Albany	6042025696
Colonial Manor	6042026126
Innsbrook	6042026757
Mt. Rainier	6042025734
Olde Vienna	6042026761
Parkside	6042027187
Rembrandt	6042027958
Scottsdale	6042027071
Calderwood Valley	6042028169
Magnolia Ridge	6042026909

Building Code Compliance

General Shale Kingsize bricks are manufactured to meet ASTM C216 or C652 specifications and comply with all model building code requirements including the IRC (International Residential Code) and IBC (International Building Code)

