

Headquartered in Johnson City, Tennessee, General Shale maintains a retail location at 10800 Reames Road in Charlotte.



FOR IMMEDIATE RELEASE:

July 24, 2014

Contact Information: Dawn Henning
800-414-4661, dawn.henning@generalshale.com

General Shale's Charlotte Location Wins Gold Safety Award

CHARLOTTE, N.C. – General Shale, a longtime provider of brick for high-quality commercial and residential projects throughout the nation, has received North Carolina's Gold Annual Safety Award for its Charlotte retail location.

Presented by the North Carolina Department of Labor for outstanding safety and health efforts in 2013, this marks the third consecutive year General Shale has received this award for the retail sales center, located at 10800 Reames Road.

Headquartered in Johnson City, Tennessee, 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.

"At General Shale, we strive to keep our employees safe on the job and are pleased to be recognized for our continuous efforts," says Charles Smith, president and CEO of General Shale. "I am proud of our Charlotte team for once again achieving this level of excellence and for maintaining an unwavering commitment to safety."

The North Carolina Department of Labor's Safety Awards Program recognizes private and public firms throughout the state that achieve and maintain good safety records. To qualify for a safety award, a firm must have had no fatalities during the calendar year at the site or location for which the award was given, and maintained an incidence rate that is at least 50 percent below the average for its particular industry group. The Gold Award is the top annual safety award issued by North Carolina's Department of Labor.

"We take every measure to ensure a safe and healthy work environment for our employees," says Brian Ogle, safety and risk manager for General Shale. "We will continue to set, meet and evaluate safety procedures, and make workplace safety a top priority for our company."

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 more than 50 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.

– ### –