

at home

MAGAZINE

2015 HOME OF THE YEAR

The chiseled features of this Canadian home help it stand out from the crowd.

BUILDER SPOTLIGHT

A closer look at Ball Homes of Lexington, Kentucky.

EXPAND YOUR OUTDOOR OPTIONS

With custom patio designs.

THE IDEAL IMAGE

Behind the scenes with one of General Shale's most experienced photographers.

ST. JUDE MEMPHIS

Donations supporting children's cancer research.



WELCOME TO **At Home Magazine**

You may have noticed that our annual publication has a new name! As General Shale evolves and grows, so has our magazine. This year, we have divided it into two halves—"At Home" and "At Work"—to better meet the needs of all of our customers and partners in the residential and commercial spheres.

In this issue of At Home, we will show you several residences that use General Shale products in unique ways, and will tell you about one of our newest product lines, the Ashlar Park series of bricks and pavers. Produced in our Marion, Virginia, plant, Ashlar Park opens up lots of new opportunities for homeowners and builders.

We will also introduce you to a builder who has experienced great success with General Shale products, as well as one of the photographers who always helps us show off our best side.

We hope you enjoy looking through this year's At Home magazine, and perhaps you will find some inspiration for your own dream home!

Dawn

Dawn Duncan Henning
Editor, At Home Magazine



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CHISELED FEATURES

An Ontario couple's sixth home features extensive stonework from Arriscraft, plus wrought iron accents, bringing to mind the old-world style of a rugged French chateau—exactly what this husband and wife wanted. *2015 Home of the Year*



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EXPANDING YOUR OPTIONS

DIY Outdoor Living Kits could be just the beginning when extending your living space to the outdoors. See how one homeowner's dreams for his patio came true.

WEATHERING THE STORM

It's common knowledge that brick is durable and long lasting. But did you know it outperforms every other type of siding in terms of resisting severe damage from major hailstorms?



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DREAMS COME TRUE

General Shale helps St. Jude Children's Hospital in its fight against childhood cancers and other fatal diseases—a cause the company is proud to support.



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BUILDER PROFILE

Kentucky-based Ball Homes finds the perfect balance between tract houses and custom building, allowing buyers to have a unique home without the high cost of using a custom builder and architect.



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THE IDEAL IMAGE

Behind every beautiful picture is a highly skilled photographer willing to do whatever it takes to get the perfect shot. For General Shale, Peter Montanti is one of those photographers.

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chiseled features

2015 Home of the Year



Home
OF THE
YEAR 2015



If you have a certain style in mind for your new home, research not only the brick and/or stone colors but also mortar colors and decorative accents—all the details that make for an authentic look.

W

project details

stone
arriscraft citadel® french country
with old mill turret buff

brick
mesquite tumbled

location
ontario, canada

general contractor
herron ridge homes

photographer
curt clayton / claytonstudio.com

When building a new home, it's often the past that inspires the design and appearance. That was the case for George and Judy Irving of Ontario, Canada. The couple looked to the old-world style of a rugged French chateau when building their gorgeous 6,500-square-foot home. And with its hand-chiseled Arriscraft stone and wrought-iron accents, it rivals nearly any French masterpiece for its beauty and assured longevity of style.

This is the sixth home built by the nearly 80-year-old Irving and his wife. But Irving says this one, which he calls the Versailles, is the first of this magnitude with such extensive stonework.

The home features both Citadel French Country and Old Mill Turret Buff Building Stones that were hand chiseled at the job site by the masonry contractor.

The stones, with bold shapes and varying earthy colors, created a distinctive natural appearance, not one of manufactured stone at all.

"That's the look we were trying to create," says Irving. "We were trying to get as close to the old French Chateau style as we could, but it all came down to finding the right mason for the job." That mason was Joe DeRosa. And while the style is old, the process DeRosa used to create the look was distinctively modern.

"We used a company that created a computer model of the exterior of the house... the way

the stone colors and sizes went together," explains Irving. "We blew that up to a four foot by eight foot billboard that we put in front of the house. DeRosa also used that to make sure he was getting it right."

Irving says DeRosa's masonry work was extraordinary. "Every piece of stone used had to be split and chipped and then put together like a puzzle," Irving marvels. "He was there nearly four months just doing the stone work. It took infinitely longer than other materials we could have used, but that's to be expected. He is truly an artisan."

And he's a little bit of a perfectionist. Irving says the mason initially started with a team of six but dismissed everyone but his son. The two finished it together, ensuring that every stone was laid correctly.

There are some brick accents on the home as well. Mesquite Tumbled Brick from General Shale's Denver plant was used. The brick work was done with imperfect mortar joints to give it that rustic, handmade appearance.

The home features incredible upgrades throughout as well as 10-foot ceilings, with some areas vaulting to 20 feet in height, four fireplaces, hand-scraped hickory floors, oversized appliances in the kitchen, huge California walk-in closets in the master suite and a sunken tub. Sounds like the kind of place where the Irvings could live out their golden years, right? Well, no.

“ *...never be intimidated by what your desires might be. There are experts out there that will guide you, even when your ideas are big...* ”



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“This is one of six homes I’ve built over the years for ourselves; it’s a passion of mine,” says Irving. “But we lived in it for two and a half years and then sold it, and we’re working on our next home.”

The Versailles was the model home in the upscale, gated community of Foxwood Estates, and Irving says it was imperative to set the tone of the types of homes desired in this neighborhood with something as spectacular as the Versailles.

Irving says even after all these years of building homes, he continues to learn lessons with each project. What he learned from constructing one of the most beautiful stone homes he’s had the pleasure of seeing is this: “I would probably say never be intimidated by what your desires might be. There are experts out there that will guide you, even when your ideas are big—always follow your dreams.”



pavers vs. decks

Choosing the right outdoor living area



When deciding to expand your living area into the great outdoors, often the choice must be made between a paver patio or a deck when expanding on ground level. Homeowners should consider cost, durability, maintenance and aesthetics when making the investment in their home.

featured product:
PAVERS: Phoenix



Pavers

Pavers can add an upscale, unique look to your patio area. With nearly two dozen colors in General Shale's clay and concrete paver product line, the design and pattern options are nearly limitless. Pavers are interlocking individual stones made of concrete or clay. The natural joints will give with expansion and contraction due to extreme weather, and if one does crack, it's easy to replace just one block.

You can create a custom look with various patterns, colors and styles of blocks. And depending on the complexity of the pattern, many homeowners are finding they can install their own paver patio, saving on labor costs.

Even if you have to hire a professional to lay the pavers, the initial cost might be higher than other options, but because of their low maintenance and easy repairs (replacing individual pavers over time), you will save money in the long run. Also, since hardscapes are so popular in home trends, pavers will add resale value to your property.

The cost of pavers runs between \$2.90 and \$3.25 per square foot, and a few other materials are needed, including polymeric sand, which you will use in the joints between the stones.

Decks

Many trace the American love of decks back to the famous boardwalk in Atlantic City, New Jersey. Wood decks are still one of the most popular and economical choices to expand your outdoor living space. Wood is natural looking and relatively inexpensive and can be stained or painted in many colors to match your home's décor and style.

However, traditional wood decks also require the most maintenance. Without proper care, lumber can split or crack and the color can fade. Yearly staining is required to maintain a wooden deck's appearance, and boards need to be replaced periodically. Lumber for a wood deck averages about \$7-8 per square foot. Labor and cost of annual maintenance should be considered in cost as well.

Decks constructed of composite material are growing in popularity. The boards are made from recycled plastics. This is a low-maintenance option that doesn't split or warp like wood, and it doesn't need to be stained yearly. However, the materials are about double the price of a wood deck. A synthetic-wood deck averages about \$13.50 per square foot.

With either type of deck material you must also consider the cost of the concrete footings, which could add up to another \$2 per square foot to your overall cost. Unless you are skilled at installing decks, labor typically is equal to the cost of materials.

expanding your options

Outdoor living areas built to love





A new outdoor living area can be as simple as a well-placed DIY kit from General Shale, or as extensive as a multipurpose outdoor kitchen and seating area. It's all about your style.

W

project details

pavers
autumn ridge

fireplace
serenity 200

block
normandy

location
tennessee

general contractor
bill hall

photographer
greg seaver

While General Shale's Outdoor Living Kits are meant to provide easy options for the do-it-yourselfer, the kits are just the start of what can be achieved in your outdoor living space with some creativity and vision.

Take a look at Steve Hillis' backyard.

The house itself was the original home of Charles Barber, one of Knoxville, Tennessee's most important architects in the mid-30s. The home was moved from its original location to make way for a new road in 1988.

Since then the nearly 80-year-old home has undergone extensive renovation on the inside, including technical updates to make it a "smart home," but recently Hillis felt the outside needed an update as well. That's when he turned to General Shale.

"We like to grill, but beyond that we were open," Hillis says. "We had an outdoor space that we tried to reclaim; there are trees and bushes around. And while the old space didn't work, we wanted to design the new space around that existing shrubbery. I had seen some info on hardscapes in a General Shale brochure... and it grew from there."

After seeing all the hardscape possibilities beyond the do-it-yourself kits, Hillis worked with General Shale and a contractor to implement his ever-growing list of ideas.

"I knew I wanted a scalloped wall, and I added the level underneath and a bullnose stone on top so it's at seating height," explains Hillis. "I liked the existing column kits, but the top wasn't exactly what I preferred, so I added another, smaller cap, and because the house is white, I purchased the white lanterns. I put in a concrete foundation and put the wiring in as we built it."

The result is a beautiful, spacious and multifunctional outdoor living area that was built so as not to disturb the existing shrubbery. Features include the Serenity 200 Fireplace, Paladin Garden Columns, an outdoor grill, a dining area and a wall that can also be an extra seating area when the guest list grows. While the fireplace was built from an existing kit, Hillis' wife, Sherry, plans to put her own touch on the fireplace with custom-made slate murals for each season.

As Hillis explains, he chose General Shale for a number of reasons, including quality and customer service.

"Before I retired I was a purchasing agent for a city," says Hillis. "So it was my job to find the best product for the price and quality. And the personal support, including technical support and expertise of the sales staff, was just unbeatable. The relationship didn't just end after I bought the material. They've been there to answer questions, make suggestions and offer technical advice."

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“ ***You also need a good materials provider like General Shale. They embraced the changes I wanted to make with the original, predesigned kits and they let me actually expand what I wanted to do...*** ”

continued from page 15



Hillis says the area has been a wonderful addition to the couple's home for entertaining friends and family. He offers two pieces of advice for those looking to expand their outdoor living area.

First, "You need a contractor that you trust and will work with you on the design," he advises.

Second, "You also need a good materials provider like General Shale. They embraced the changes I wanted to make with the original, predesigned kits and they let me actually expand what I wanted to do, so I ended up buying more because of that."

And it sounds like Hillis isn't quite finished with the outdoor space. Future additions for the home include a three-story elevator on the side of the house, a clay paver area and an outdoor water feature.



Home is where the brick is.

A diverse selection for a lifetime of durable beauty.

General Shale offers a wide color selection of bricks made of natural clay to give each home its own personality. Not only is brick energy efficient, but it also requires low maintenance and offers a higher resale value. Brick, just like the memories made within a home, will last a lifetime.



weathering the storm

Brick resists hail damage better than other traditional claddings

As one of the most durable types of home exteriors, brick is better able to withstand weather damage as compared to vinyl, stucco, wood and aluminum. Hail is especially damaging to homes and businesses, but those with brick as the exterior will resist chips, dents and holes from hailstorms.

{ Vinyl }

As popular as vinyl siding is, it can easily be chipped, dented or broken, and large hailstones can even create holes in it. It takes only about a 1.25-inch-diameter (quarter-size) piece of hail to damage vinyl, and damage can require some or all of the vinyl to be replaced.

{ Synthetic Stucco }

Hail can damage hard-coat and synthetic stucco fairly easily, creating dents and holes. In the long term, if repair is avoided, moisture can find its way into the stucco and possibly into the

house, which can cause mold and/or rotting.

{ Aluminum }

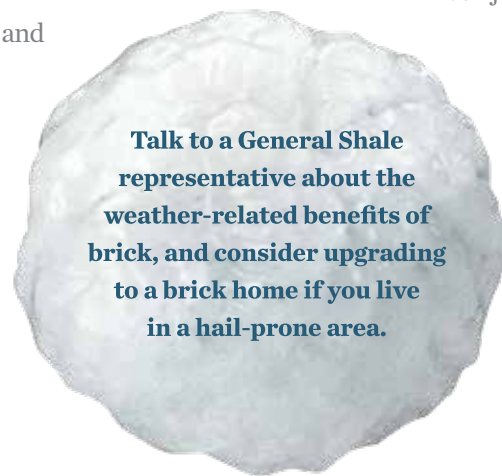
Aluminum tends to be the most susceptible to hail damage. Even just quarter-size hail can easily cause dents.

{ Wood Siding }

Wood can be cracked, dented and broken. Depending on the wood, the damage can vary. Redwood is a softer wood and becomes brittle with age, so it tends to take more of a beating from hail.

{ Brick }

Brick is a time-tested, fire-hardened clay that stands up to elements better than does other exterior cladding. While hail is flying through stucco and vinyl, brick resists major damage. Minor damage to brick may include pitting, chipping and cracking, which are easily repaired.



Talk to a General Shale representative about the weather-related benefits of brick, and consider upgrading to a brick home if you live in a hail-prone area.

dreams come true

General Shale helps support
children's cancer research





St. Jude Children's Research Hospital has an Affiliate Clinic in Johnson City, Tennessee, the home of General Shale's headquarters.

G

project details

brick & thin brick
mountain creek tudor & ironworks

mortar color
desert buff

location
tennessee

general contractor
southern serenity homes inc.

photographer
jim kühnl / commercial photography

General Shale is pleased to be a small part of some of the most exciting, groundbreaking discoveries ever in the battle to find a cure for childhood cancer and other deadly childhood diseases through its support of the St. Jude Children's Research Hospital Dream Home Giveaway.

The Dream Home Giveaway is the largest single-event fundraiser for St. Jude Children's Research Hospital. Since the first Dream Home Giveaway in 1991, the program has raised more than \$290 million for the hospital.

The program works by selling raffle tickets for \$100 each for a chance to win a beautiful, custom-built home constructed entirely through donations.

In 2014, more than 30 St. Jude Dream Homes were given away throughout the U.S., including five to which General Shale was a significant donor of building materials. One of those homes was a 4,100-square-foot home in Eads, Tennessee, near Memphis.

As Katie Yokie, Outside Sales Representative for General Shale, explains, the four-bedroom, 3.5-bath home is a beautiful brick home with monochromatic reddish-brown body brick with a soft gray textured coating and tumbled edges. "The whole home is warm, inviting, cozy and neutral," says Yokie, who met with representatives from homebuilder

Southern Serenity Homes and suggested the brick and mortar colors that were used. "I present several different brick options and let them know what's gaining in popularity and what would bring more value and appeal to the home." Because, as Yokie points out, the more attractive the home, the more tickets that will sell, and the more children who can be helped.

Rick Roland, General Shale District Sales Manager, says the donation for the home had a value of about \$18,000. Included in the donation were 30,084 units, or about 5,187 square feet of Mountain Creek Tudor queen-size brick for the exterior, as well as Ironworks thin brick for the interior applications, which included the fireplace, kitchen backsplashes and family entry area, which consists of a laundry room, half bath, coat closet and locker area.

"There was so much draw to the house," explains Yokie. "The thin brick is unique to this area, and it really got a lot of attention, and it's just a wow factor. We are setting trends, because there was the Vesta home show that followed in the fall, and our sales for thin brick had picked up. General Shale was also instrumental in getting its partners to donate to the home. Metro Materials donated the sand, and Cemex donated the mortar."

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The finished home was valued at around \$500,000. Robert Clark of Memphis was the winner, and he said he never expected to win a home, but just purchased a ticket to help the kids. Roland says he's been pleased with General Shale executives who jumped into the project once it was presented.

"We started it last year, and as soon as we brought it to their attention, they were on board," he recalls. "And we're already making plans for our donations for the 2015 Dream Home, which will be built in the same subdivision."



"We don't have confirmed selections yet," explains Yokie, "but I'm suggesting a Windsor White brick with Tennessee fieldstone. The grays and cottage-type homes are very popular. We'll of course incorporate some more thin brick and possibly some thin rock. It's very exciting."

Nationally, General Shale has contributed about 135,000 masonry products in the past two years to the construction of these amazing homes.

thin brick & pavers

Create interest in your hardscapes

Using clay or concrete pavers for landscaping projects offers several unique design options. A variety of colors and sizes are available, and you can use mortar, gravel, sand, or even some types of grass or moss to fill in the spaces between them. But one of the best ways to create a custom look is through the use of different patterns.

Different paver patterns can give a home or business a unique look and offer a variety of strength levels for different uses. Adding to a small space? Try the Running Bond pattern. This traditional pattern helps give small patios, walls and walkways an elongated look by offsetting the bricks or pavers rather than placing them side by side.

One of the simplest patterns, the Stack Bond, features side-by-side pavers, creating strong

lines. This pattern is one of the strongest, making it a good option for areas with a lot of foot or vehicle traffic. This pattern can also be placed at a 45-degree angle to create more visual interest.

Flemish Bond, one of the oldest patterns, has been used for centuries, especially in England. This pattern alternates in each layer, with the header brick being centered between the stretcher above and below. A universal pattern, the Flemish Bond looks great on patios, walkways and driveways.

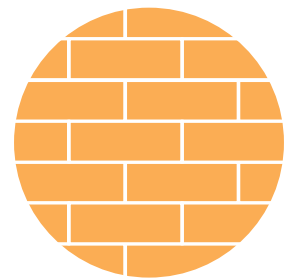
One of the strongest patterns, the Herringbone, is great for projects like driveways and other high-traffic areas. Because the bricks are closely interlocked, it makes for a stronger, more stable pattern.

In this pattern, pavers are laid in alternating directions, creating a “v” shape. Popular

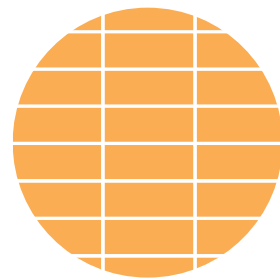
in Europe for centuries, the Basket Weave pattern is composed of pairs of pavers in a checkerboard-like fashion. The pavers are placed horizontally and vertically against each other to create the visual effect of their weaving in and out. This classic look dresses up patios and other entertainment areas.

Looking for a challenge? Try the European Fan pattern. Though it’s not an easy task, it adds an extravagant European look to any outdoor space. This pattern has become increasingly popular in both residential areas and businesses.

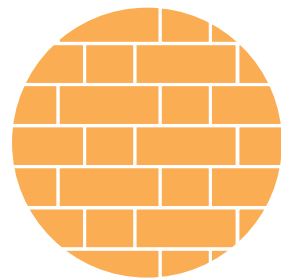
Learn more about paver pattern options by talking to your mason or a General Shale representative.



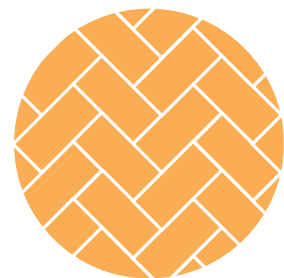
Running Bond



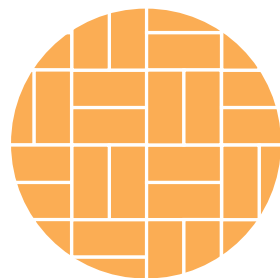
Stack Bond



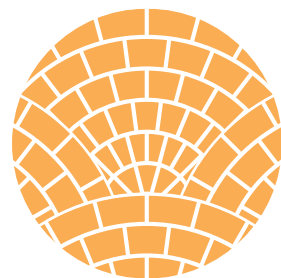
Flemish Bond



Herringbone



Basket Weave

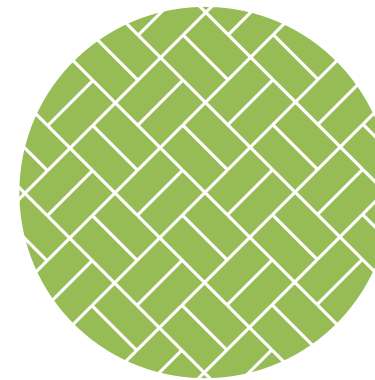


European Fan

THREE PAVER PATTERN IDEAS

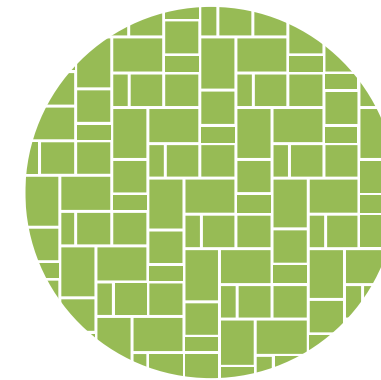
geometric

Great for a more modern garden where angular layouts are prevalent



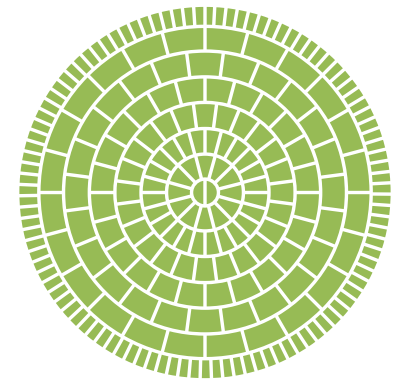
irregular

Beautiful in landscapes that are inspired by European-style “natural growth” gardens



curved / circular

A little more complicated, but perfect around an elegant water feature or family fire pit

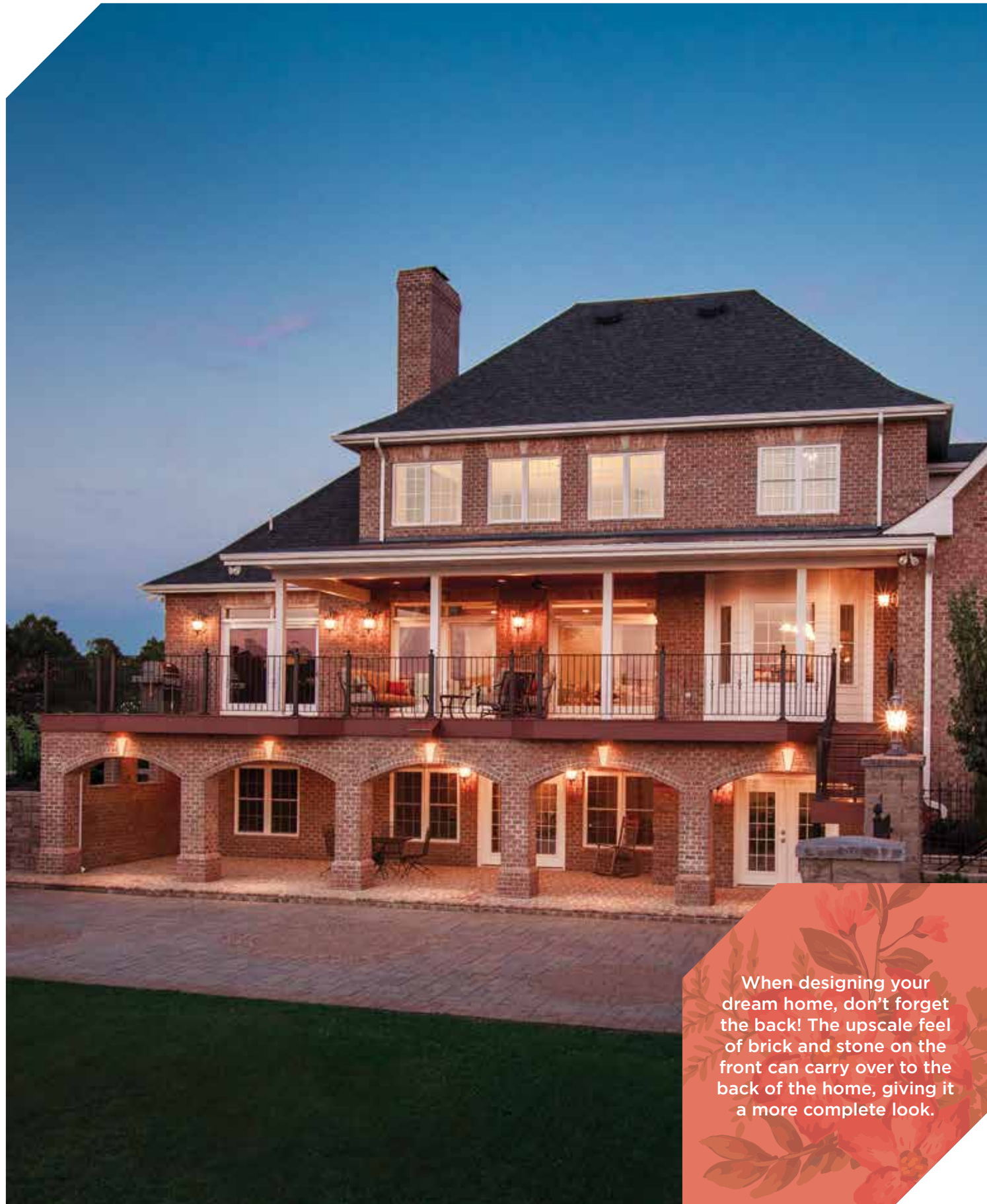


featured product:
PAVERS: Phoenix

practically perfect

Brick home is a seamless fit





When designing your dream home, don't forget the back! The upscale feel of brick and stone on the front can carry over to the back of the home, giving it a more complete look.

D

project details

brick
salem creek tudor

mortar
gray

location
virginia

general contractor
duane gilliam

photographer
eric lusher

Duane Gilliam says he'd made up his mind several years ago that he'd build one more house: one more house on the perfect piece of property, with the perfect view and the perfect home design for his wife, Stephanie, and their three kids.

That perfect property was found just outside Appomattox, Virginia—the site of the end of the Civil War and the beginning of Gilliam's fulfilled dream.

Fifty-three acres of farmland with a five-acre lake and seemingly never-ending views yet just minutes from town is where the Gilliams built their home.

After seeing a similar home in Southern Living magazine, the Gilliams made some modifications and they began construction in 2009. Nearly three years later the home was finally finished.

"I always knew we were going to go with brick. The durability, the low maintenance and the beauty and style—there was no other option," says Gilliam. "The extent to which we used the brick, though, just continued to grow."

The brick used was General Shale's Salem Creek Tudor with gray mortar, and Gilliam gives credit to his wife for choosing the classic color and style. He says he'd recommend General Shale to

anyone who is considering building a brick home because of their large selection.

The design of the brick balconies on the back was his idea, but it was an idea he says took an excellent bricklayer and mason to complete.

"Those modifications that I made—I just drew them up on a piece of paper and gave to Mel Kurtz, my mason. I don't think any other material would have given us the same elegance. But it was amazing how he completed it. Better than what I imagined," Gilliam remarks.

He notes most people see the front of the house and tell the family how beautiful it is... but then they see the back of the house and debate about which is more attractive.

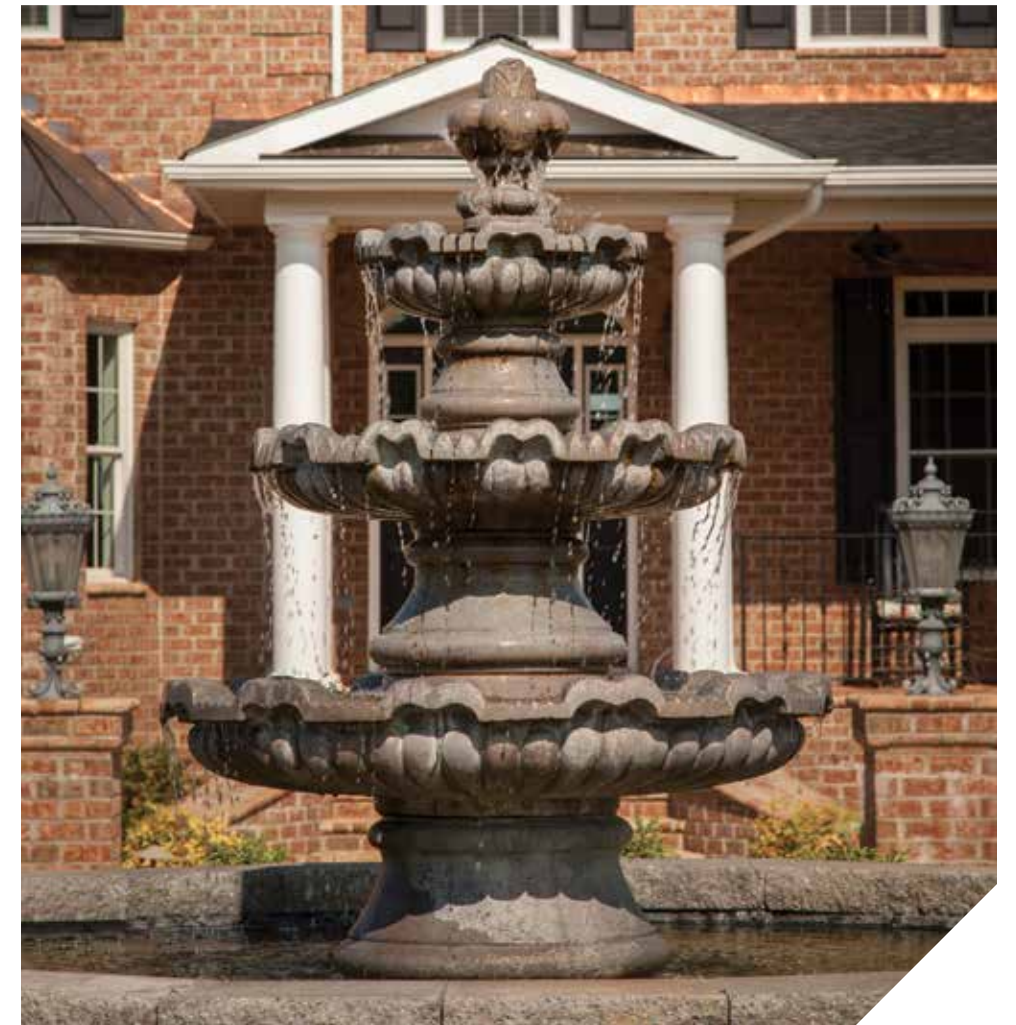
"We do lots of entertaining and have friends over, and it's really the meeting place for our extended family," Gilliam says. "I feel unbelievably blessed to be able to have built a home that's not only beautiful but also practical and comfortable and durable."

And just like the historic area in which the home is built, Gilliam is confident his home will last for hundreds of years to come.

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“ *I don't think any other material would have given us the same elegance.* ”

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Albritton says they offer several choices for the homeowner, varying from exterior brick or siding colors to interior options with granite, tile, wood, stone and cabinetry.

“Within those lots of options it gives you the feel of a custom home but is less expensive and a much shorter process,” Albritton says. “When you’re going to a custom builder, you’re sitting down and planning and designing and an architect is involved, and it’s an expensive and long process.”

Ball homes range from 2,400 to 3,400 square feet and include both ranch and two-story homes.

They offer 17 different styles and colors of brick from General Shale, as well as a standard mortar color and four other mortar colors as an upgrade option.

Albritton says the company also uses General Shale for the block for their homes, as most are slab built.

He says the variety of colors and tones offered by General Shale allows the neighborhoods to have a custom-built feel even if similar home styles are chosen.

“We are careful to not let homeowners choose the same brick too close to each other,” Albritton says. “Other ways to make the homes unique are upgrading to a unique color of mortar or using a stone accent on the exterior that is often carried into the indoors on the fireplace.”

Albritton adds that the quality of brick General Shale offers helps sell the homes. Other factors are location, floor plans and price.

“We’re in the right price range for people who are looking for the ‘next’ house. We are not a starter home,” Albritton says. “We’re in the middle of a starter and high-end custom. It’s a very in-demand type home.”

To find out more about Ball Homes, visit their website at www.Ballhomes.com.

builder profile

Ball Homes
Lexington, Kentucky

No one wants a cookie-cutter home. But admittedly, not everyone can afford a custom-built house—especially with the economy just starting to rebound. But Ball Homes, based in Lexington, Kentucky, has created the best of both worlds with what they call “custom tract” building.

Kevin Albritton, Project Manager for Ball Homes, says it enabled Ball Homes to thrive and grow during a time when other homebuilders were struggling.

The 56-year-old company has expanded beyond Lexington to build several custom tract neighborhoods in Louisville and, as of four years ago, Knoxville, Tennessee.

“We are in West Knox County and have seven locations, all custom-tract neighborhoods,” explains Albritton. “In total we offer 40-50 different house styles depending on location and neighborhood. From there you are able to further customize your options for your home.”



preserve & protect

Make your outdoor spaces last

A pressure washer is a great investment, but be careful using one with brick. Ask a General Shale representative for tips on cleaning brick without damaging it.

featured products:

PAVERS: Autumn Ridge & Silverstone

One of the most popular trends for homeowners is to increase their living space by expanding their outdoors. Whether it's a paver patio, stone fireplace or outdoor kitchen, most products in the General Shale line of outdoor living are incredibly low maintenance, but a little upkeep will go a long way in preserving your outdoor living space.

{PAVERS}

While pavers don't need to be stained yearly like a wood deck, it is a good idea to clean and reapply sand, as sometimes regular wear, dirt and weeds take their toll. Having a regular maintenance routine also prevents damage like cracking or shifting of the individual pavers. Regular maintenance includes sweeping debris and dirt from pavers, and removing any weeds that might make their way through the joints. But every so often more rigorous cleaning may be necessary. Follow these easy steps for having your pavers look like they did when first installed:

- {1} Sweep debris and dirt from the pavers.
- {2} Use a power washer, set on low, to remove any loose sand or debris. Avoid directing the water spray straight into the joints, as it can disrupt the sand and create more work.
- {3} If you encounter a stubborn stain, use a wire brush to scrub the stains, using a mild detergent mixed with water. (You may want to try out the wire brush and detergent in a hidden area to test for damage to the pavers before using them in a more visible area.) Be sure to wash away the detergent completely after cleaning.
- {4} Using the recommended polymeric sand (which hardens when moistened), spread a generous amount over joints.
- {5} Use a stiff broom to spread sand into joints, reapplying sand when necessary.
- {6} Use a garden hose to gently saturate the sand to set. Do not overwater.

{7} Once the pavers have dried, seal them using a sealant designed for pavers, according to the product's directions. Sealing protects the pavers from further problems, including stains and shifting of sand. You need to reseal the patio pavers every few years.

{STONE}

You can maintain your stone products by cleaning the surface with a pressure washer or scrub brush regularly to remove dirt and stains. You'll also want to apply a sealer or polish on the surface once every three years.

{OUTDOOR KITCHENS}

Outdoor kitchen appliances are usually made of stainless steel. Keep the exterior of your grill looking nice by cleaning regularly with a grease-fighting soap and nonabrasive cloths. On the inside, you may need to use a little more elbow grease, especially if you've not been in the habit of cleaning your grates after every use. It's important to keep burners, valves and hoses clean and to check for wear and tear to avoid a dangerous situation.

Be sure to invest in a grill cover to protect your grill when not in use. During the winter months you may want to consider winterizing your outdoor kitchen area by following these steps:

- {1} Shut off water to your outdoor kitchen and drain all water lines; residual water might freeze, expand and crack the pipes.
- {2} Switch off power to all electrically powered units—either unplug them or turn off the circuit breaker that controls the units.
- {3} Be sure to give all areas a thorough cleaning before winter.

Following these simple maintenance tips will help ensure your outdoor living area lasts for years to come.

change of plans

Sturdy, Southern & Stunning





Brick is an extremely durable building material that can withstand some of the most severe weather events.

W

project details

brick
walnut creek tudor

location
north carolina

architect
scott sullivan design

general contractor
caviness & cates

mason
avery custom masonry

photographer
peter montanti

When Michelle and Watson Caviness bought their dream property on North Carolina's Intracoastal Waterway, they were inspired by the style of homes a bit farther south. So the initial building plan was to construct a home reminiscent of the colorful homes of Charleston, South Carolina.

"I love the plantation-style home, but I did want brick," Michelle Caviness explains. "So the initial plan was to build a brick plantation home and paint it white."

Looking at the completed project, however, it would make anyone cringe to think of painting over the beautiful brick by General Shale that graces the home's exterior.

"We were going to do a brick foundation and paint the second and third floor," Caviness admits. "But when we got the brick up we decided it was just so pretty, so we kept it—much to the relief of friends and family who begged us to not follow through with the original plan," Caviness adds.

Caviness said she considered going with a tumbled brick but chose the Walnut Creek Tudor, a lightweight engineered modular brick fired in the Marion, Virginia, General Shale plant. It has the same bed size as modular but with an increased face height. This size is often referred to as an "oversized"

brick. Combined with the striking white mortar, white columns, black shutters and black wrought-iron railing, the brick on the front of the home easily achieves the look of a plantation home that Caviness desired.

But while the front of the home resembles a historic home, the back reminds you that you are on the water. Caviness says the back of the home resembles a beach house. And the way the home was constructed, it's ready for beach weather... meaning hurricanes.

"You don't have to worry about siding coming off with brick. We did have a small hurricane last summer," she says. "It wasn't too bad, but because we are on the water we had to have an elevated foundation with a breakaway wall, just in case."

The couple added style to that breakaway wall, though, with a beautiful herringbone pattern to give depth and contrast to the ground floor.

And a year later, Caviness is still happy she didn't paint the brick.

"Oh, no, I love it. It's so beautiful. Had we painted it we wouldn't have seen the details on the brick... it really looks almost handmade. I wouldn't change a thing."



expanding horizons

Ashlar Park Series offers unique patterns, colors



featured product:
BRICK: Woodrose Park

Although brick is one of the oldest building materials known to man, General Shale continues to introduce new and unique brick products that give homeowners the ability to customize their homes. One of the newest products is the Ashlar Park Series.

The Ashlar Park Series is available in both brick and paver options. Ashlar Park consists of three individual sizes combined to create unique patterns that bring a never-before-seen character and style in brick and paver applications. Ashlar Park brick adds an extra

dimension to General Shale's well-known textured brick products.

"It has a wide range of opportunities," says John Hammett, Vice President of Sales for General Shale. "It's basically a three-size product. So you have the option of not only mixing and matching the sizes, but you can also add additional looks by the way you lay it... whether you lay it flush or choose to have the brick reveal out (or extend beyond) from the wall for a truly unique look to your new home or building."

Hammett says the Ashlar Park Series gives you the aesthetic value of stone but with the price and quality of brick. The cost depends on what you compare it to, Hammett says. "The price per square foot is more expensive than for traditional brick, but for an apples-to-apples comparison, you need to compare it to an alternative siding such as full-bed stone," he explains. "The Ashlar Park Series is full-bed brick, and the cost of full-bed stone would be much more expensive."

Hammett says that when it was created

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When pricing out building materials, don't just look at price per square foot. For example, if you are considering brick, also compare prices for alternative siding options, such as stone.

ashlar park colors



Ashbrook Park



Eastover Park



Essex Park



Rockbridge Park



Woodrose Park



Avondale Park



Cypress Park

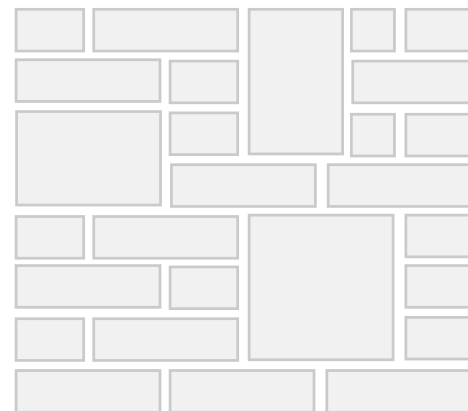


Elmwood Park



Sycamore Park

Template pattern for installation of Ashlar Park series.



The Ashlar Park Series is available in full-bed brick and clay pavers.

BRICK COLORS	PAVER COLORS
Ashbrook Park	Avondale Park
Eastover Park	Cypress Park
Essex Park	Elmwood Park
Rockbridge Park	Sycamore Park
Woodrose Park	

he felt the brick would be used more as an accent brick, such as a wainscot or skirt, but he's seeing builders use the series more and more as the main exterior material for homes. "Very rarely do you see just an all-brick home anymore. Homes are being built with at least two, maybe three different materials, whether it be stone or stucco in addition to your brick," he says. "Ashlar Park is a quality, durable and cost-effective product for customers who want to add a great look to their home, whether as an accent or the main brick."

When purchasing Ashlar Park, General Shale provides recommended design templates as best practices when using the three different sizes of the brick.

The series is produced in the Marion, Virginia, plant and for now is more popular in the eastern parts of the country... but the trend is moving west, according to Hammett.

"There are logistics to it, since it's produced in the east. Typically as you move further west, there's not as much brick used... but we've gotten some attention because of the patterns and the uniqueness of it, so we're seeing it more and more out west."

Hammett says Ashlar Park is a great addition to the General Shale line of products.

"It complements well with our Arriscraft stone product line," he says. "Designed right, you could use it with the Arriscraft stone. It just gives you different price point options for those complementary materials to go with your brick home."

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Solutions

Education

Innovation

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the ideal image

Peter Montanti always gets the shot



featured product:
STONE: Salem Creek Tudor



featured product:
BRICK: Coliseum

Many talented professionals are involved in the work that General Shale does, from the brick it fires to the promotional materials it produces. Even this magazine couldn't be created without a team of individuals working together.

One of those talented professionals is photographer Peter Montanti of Mountain Photographics in Jonesborough, Tennessee. Montanti has been photographing homes and commercial buildings for General Shale for nearly 20 years. His work has been used in brochures, in magazines, at trade show booths, on the website and in the most prized promotional piece, the annual General Shale Calendar.

"I've always liked architectural photography," Montanti says. "I like being able to take my time to get the shots. There's not the same pressure as when you are working with living subjects."

But just because you don't have to get the hair or smile just right, as with a living subject, you do have to get the lighting and the scene set perfectly, or at least as perfectly as possible. Of course that's where Photoshop skills come in handy.

"Sometimes I'll have to move things, whether it's a garden hose or something left out in the yard, but now with retouching it makes removing those things easier," he says with a laugh.

One of the first things Montanti does when assigned a structure to photograph is to

determine the orientation of the home. That helps him decide the best time of day to photograph the house. Often a drive-by or even using Google Maps will help him decide if the shoot will take place in the morning, at midday or in the evening.

“Having the proper lighting is essential to show the true beauty of the product,” Montanti says. “Light or shadows, depending on what you need, can bring out textures in the brick or stone to really highlight the details and color of the product.”

Montanti reflects about what has changed over the past 20 years and what has stayed the same in photographing brick.

“Obviously digital versus film has changed the entire industry, but as far as what I’ve seen change about General Shale, it’s the addition of outdoor living products to their line, as well as the thin brick that’s being used indoors frequently.”

The one thing that hasn’t changed about photographing brick, he says, is the incredible amount of heat that brick can absorb during a photo shoot. And with one outdoor session lasting five hours or more, things can heat up.

“Some of these outdoor shots have been the hardest work from a standpoint of comfort. You understand why they make ovens out of brick,” he laughs. “When the sun shines on the brick all day and you’re standing there for hours to get multiple shots, it’s like standing next to an oven all day.”

When asked about his favorite style of home to photograph, Montanti joked, “the ones in the shade.” Back to being serious, Montanti says he loves the

variety of looks General Shale products can give to a home. He adds that he’s enjoyed photographing the stone that General Shale has started to implement more and more, saying that it gives him more interesting textures to photograph, and he’s proud when he sees his work in print.

“There’s always pride in seeing your work reproduced... sometimes I’ll look at it and critique my work a little bit, but mostly I just feel happy to see it.”

Montanti’s photographs have helped win numerous awards and honors for his clients, including General Shale, advertising agencies, architectural firms, interior design firms and development companies.

To see more of Montanti’s work, visit his website at www.mountainphotographics.com.



featured product:
STONE: Seabed



virtue of veneers

Thin Brick brings warmth
and style indoors



It's common knowledge that a brick exterior adds durability and value to your home. But what does using brick on the inside bring? Much of the same, says Karen Garner of Magnolia Homes in Memphis, Tennessee.

She and her son Reggie, who are partners in the homebuilding business, say they are using Thin Brick and Thin Rock products more and more on interior applications to bring warmth, style and value to the homes they are building.

project details

brick

interior: old georgian tudor (whitewashed)

location

tennessee

general contractor

magnolia homes

photographer

jim kiihnl / commercial photography

The duo, who build nearly 60 homes a year in the half-million dollar and up range, use General Shale exclusively for their brick products.

"We loved the selection and service," says Garner. "Those we've worked with at General Shale have had such a good eye for color, and we love having the newest colors and selection. General Shale representatives have always been great about letting us try new colors, and we love that."

One of the homes where Garner has used thin brick is the model home for the upscale East Shepherd's Creek Subdivision in Collierville, Tennessee.

Thin brick was used throughout the kitchen as a backsplash and wall covering, as well as in the adjacent sitting room on an accent wall.

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continued from page 53

Thin brick can be installed with either mortar or grout, and Garner chose a grout that matched the mortar used on the exterior brick. But she insisted on an application process called slurry for the Old Georgian Tudor Thin Brick.

“I asked my tile installer to take the grout and apply it over top of the brick,” explains Garner. “It gives it a whole new look. A lot of people used to do the slurry on the outside, but it does cost more because you’re using extra materials and additional labor. The technique wasn’t seen much during the recession, but it’s coming back.”

Garner explains it took three tries to get the slurry just right for this home. She didn’t want it to be exactly even. She sought a more rustic, imperfect, old-world look. And she loves how it turned out.

“Everybody wants it and loves it. It was the perfect look for the model home.” She adds, “It brings so much warmth and personality. I love it... it’s addicting. We are doing it more and more.”

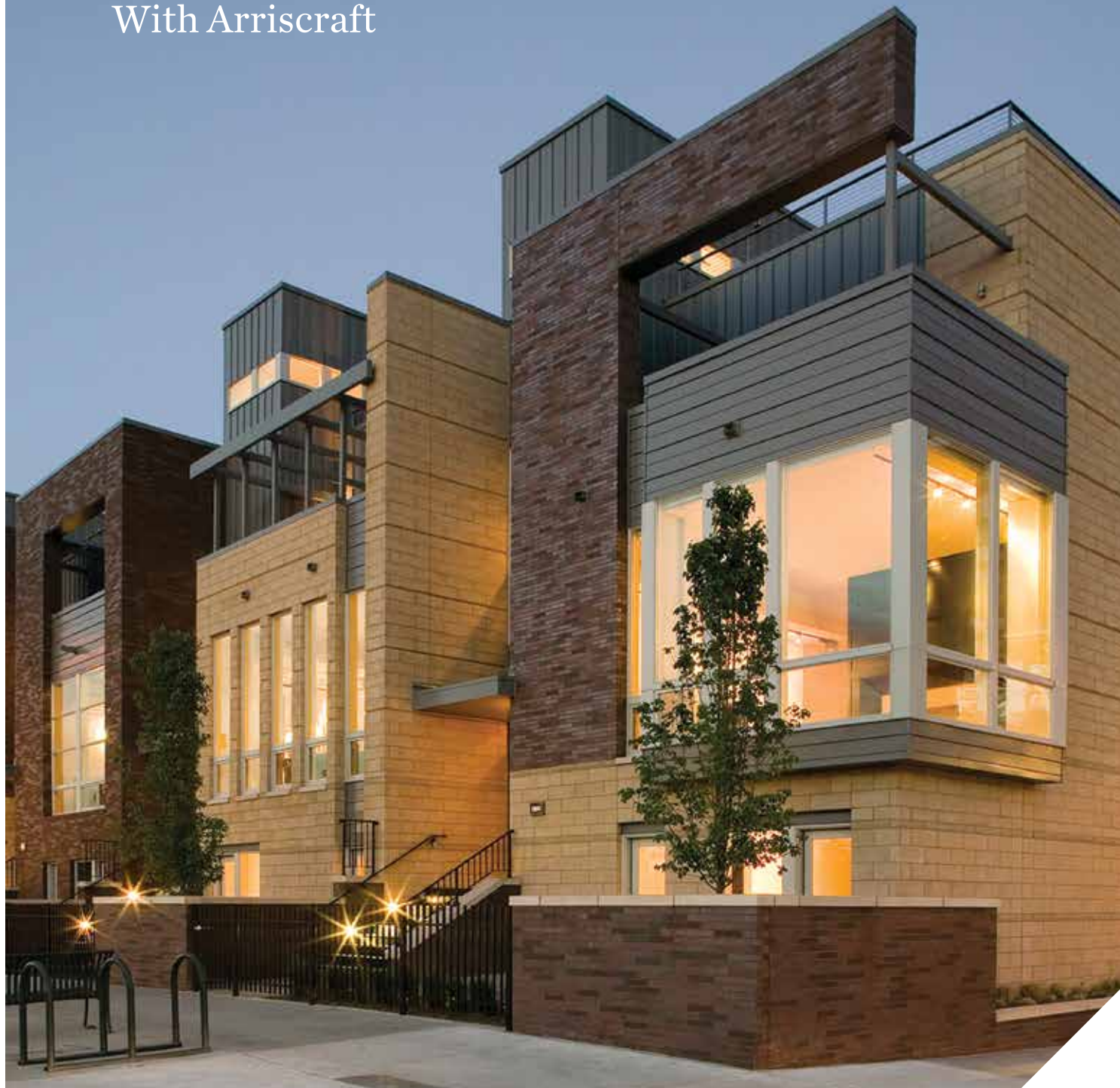
The most popular places for the thin brick for Garner are accent walls in the living room, and especially the kitchen and breakfast room.

“I always say there are certain things that are either ‘furniture or fixture.’ Things that are either changeable like furniture, or near permanent like a fixture. To me the Thin Brick is the same as a fixture. It’s not coming out easily,” Garner warns. “But that’s okay, because it goes with so many different colors, and I don’t think this is a trend that’s going away anytime soon.”



going green

With Arriscraft



B

uilding green is a trend no more. Whether building a new home, undertaking a major renovation or simply upgrading your property with small improvements over time, green practices are becoming more prevalent for many reasons. The green movement has certainly advanced from a trendy, futuristic concept to a highly practical, widely practiced mandate for all buildings—whether commercial, institutional or residential. Evolving building codes (all over the world) are striving to manage energy usage, institute sustainable products, and provide healthier indoor and outdoor environments.

Tangible benefits to green building.

Green building practices have measurable return, far beyond the “feel good” benefit that this choice also gives us. According to ecorate.com, green building:

- Increases property value: U.S. homebuyers are willing to pay 11-25% more for green homes.
- Feeds a growing demand: demand for green homes is expected to rise 900% over the next five years (an industry rise from \$2 billion to over \$200 billion).
- Gives buyers what they want: 40% of current home remodels are constructed with green products.
- Shows buyers what they will save: green buildings typically have 30% lower utility expenses and are equipped with products that last longer and perform better.

Whether building new or renovating, consumers are buying into green products and practices like never before.

Finding the right resources.

Today, the product choices and information resources for consumers to go green at home are abundant! For renovators, simple steps might include switching to more energy-efficient appliances, upgrading windows/doors or installing a solar panel system. If you are building a new home, energy concerns and building code requirements will vary depending on where you live.

Here are a few great resources to get you started on planning:

U.S. Green Buildings Council—Green Home Guide

www.greenhomeguide.com

Here you will find information, tips and project ideas for making your home green, as well as access to green home professionals. You can also read about the “LEED for Homes” program to learn about the LEED rating system, how LEED makes your home better and how to get started if building new.

National Association of Home Builders—Green Building and Energy Efficiency

www.nahb.org

The dedicated consumer section provides articles, links and resources on decoding energy efficiency, green building, improving your home’s performance with technology, energy audits, finding a certified green professional and much more.

Arriscraft—a green stone choice.

Boosting resale value is a proven benefit of building a green home. Selecting a sustainable, high-performing exterior building material will benefit you today and interest home

continued from page 57

buyers in the future. Some natural products will also help qualify your home for LEED certification, if that is your goal.

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www.nahb.org

www.ecorate.com

www.proudgreenhome.com

www.greenhomebuildermag.com

www.arriscraft.com/us/main_homeowner.asp



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make the most of mortar

How color affects your home's curb appeal

When building with brick, homeowners may not consider mortar color to be a priority. However, this decision is one of the most important to make when it comes to the look of a new home.

Mortar makes up 18-24% of your home's total surface area, according to Richard Denny, National Accounts Manager for General Shale.

And because mortar composes almost one-quarter of a home's curb appeal, homeowners need to make an educated decision on which mortar color to choose.

"Homeowners spend a great deal of time thinking about the color or hue of brick they want, but what they may not realize is the look of that same brick could be completely changed depending upon the mortar color they choose," Denny explains.

Mortar color is affected by the type and color of sand as well as mortar colorants. Denny says the standard mortar color is gray, but buff is also becoming more common. But in his opinion, some brick colors just look better with a white mortar or even a darker color mortar.

In Nashville, Tennessee, where Denny lives, White Rose Tudor is a color of brick you see often. But he points to the extremely different

looks using two different color mortars can give with that same brick.

"I think most people might agree that with the White Rose Tudor, using gray mortar just kind of dulls it down. It doesn't stand out. But you use a white mortar and it just electrifies the brick. It looks so much better, people would swear it's a different brick."

So why wouldn't anyone use a colored mortar? The answer is simple yet not so simple: cost.

Denny explains that for most tract builders the standard gray mortar costs about \$7 a bag, whereas white mortar can cost about \$14 a bag.

"Many people will look at that and go, 'Oh it's twice as much!' But what we like to emphasize is, if you look at that cost by price per square foot, we're only talking a few pennies more. Then you're talking value. Is it worth it to you to pay just a few pennies more per square foot to get the look you really want?"

When using a red brick such as Brandywine, the white mortar creates contrast and brings out the brick's natural coloring. If you're looking for something a little less bright, pairing this same brick with an earth-toned mortar will reduce the distinction between the brick and mortar and create a warmer feel without drawing your eyes to the joints.

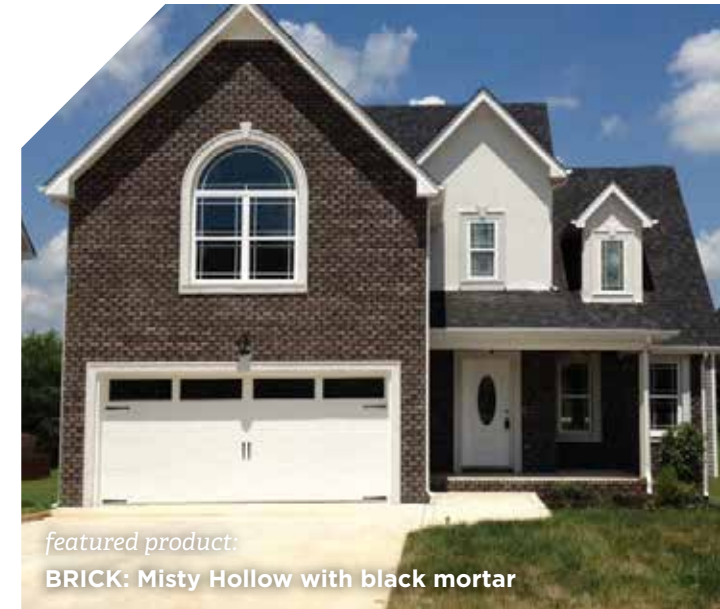
Lighter brick, such as Tidewater, has a slightly different reaction with mortar colors than does red brick. White mortar still brightens the overall look of tan brick without the extreme distinction between brick and mortar. And a darker mortar will deepen the overall color of the house while creating contrast and emphasizing each brick.

But Denny says there was a time when colored mortar had a poor reputation for fading.

"When colored mortar came out in the '70s, the pigments weren't great," Denny recalls. "The reds turned pink and the blacks turned gray after time."

He says the mortar companies now say their pigments are greatly improved, but the only way to know is the test of time.

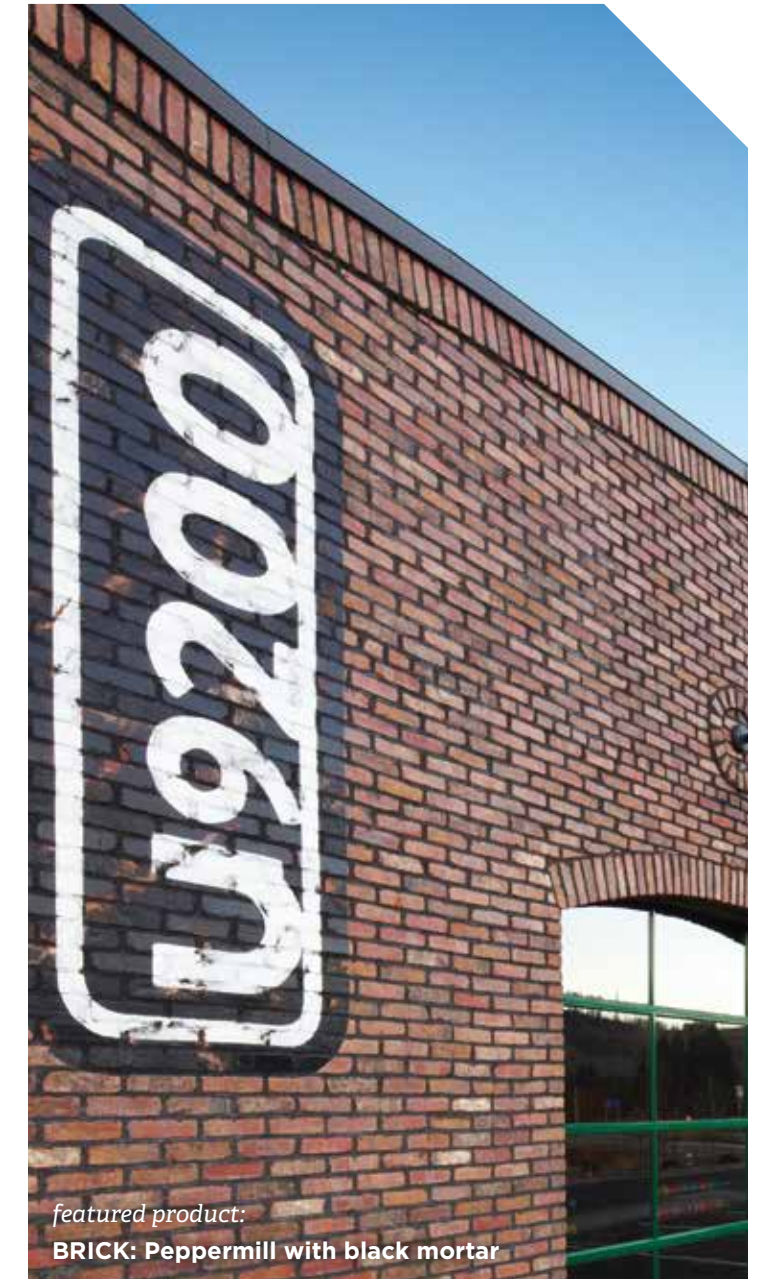
And though mortar may have initially been created for holding bricks together, it's now a way to also add more personality and distinction to your home.



featured product:
BRICK: Misty Hollow with black mortar



featured product:
BRICK: Full Range Smooth with white mortar



featured product:
BRICK: Peppermill with black mortar



featured product:
BRICK: Peppermill with black and white mortars

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