

### Top 10 Colors



Annapolis

Available Sizes: LWM, LWE



Blue Ridge Regent

Available Sizes: LWM, LWE



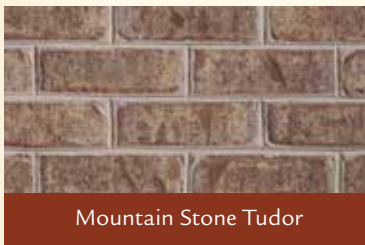
Buckingham Tudor

Available Sizes: LWM, LWE



Morning Smoke Tudor

Available Sizes: LWM, LWE



Mountain Stone Tudor

Available Sizes: LWM



Old English Tudor

Available Sizes: LWM, LWE



Raleigh Court

Available Sizes: LWM, LWE



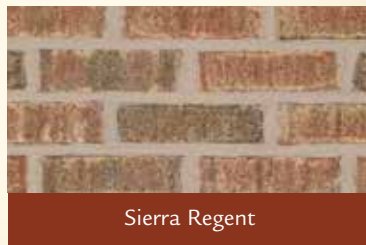
Rose Range Tudor

Available Sizes: LWM, LWE



Salem Creek Tudor

Available Sizes: LWM, LWE



Sierra Regent

Available Sizes: LWM, LWE

Photo samples are intended to represent general color range and texture. Precise color fidelity is difficult to obtain in print. Brick selection should be made from product samples

### Brick Sizes



LIGHTWEIGHT MODULAR (LWM)

*3-1/2" bed, 2-1/4" face, 7-5/8" length*

Modular size is the most common in the industry. When laid with 3/8" mortar joints, it forms an 8" modular dimension.



LIGHTWEIGHT ENGINEERED MODULAR (LWE)

*3-1/2" bed, 2-3/4" face, 7-5/8" length*

Engineered Modular has the same bed size as Modular, with an increased face height. This size is often referred to as an "oversized" brick.

# WHY BRICK IS THE SMART CHOICE



**\$5.35 / sq. ft.**

General Shale pricing for modular size\*

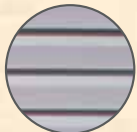
\*Pricing differs per region  
 \*\*Listed prices are for product and typical installation and can increase when additional resources are included.



- Natural Clay
- Wide Color Selection
- Energy Efficiency
- Higher Resell Value
- Zero Maintenance
- Lower Insurance Costs
- Sustainable Process
- Lasts a lifetime

## THE SHOWDOWN OF EXTERIOR CLADDINGS

Cost of each per sq. ft. of materials only – Brick Industry Association, Southeast Region 2013



### VINYL SIDING \$2.55 / sq. ft.

**Benefits:** Low cost, easy installation

**Disadvantages:** Poor aesthetics; poor resistance to fire, poor energy and sound insulation value; dents/dings/misalignment/warping; moisture damage over time



### FIBER SIDING \$4.15 / sq. ft.

**Benefits:** Better aesthetics than vinyl; no special foundation support needed

**Disadvantages:** Seams can be visible; contains wood pulp – susceptible to wind, fire, moisture, chips/dents; may show waves when attached to imperfect subframe



### SYNTHETIC STUCCO \$6.45 / sq. ft.

**Benefits:** Various colors, better energy efficiency and sound insulation.

**Disadvantages:** Susceptible to dents, tears, holes (repatching can be problematic); poor moisture resistance; poor fire resistance; insect infestation; cracks easily, may require higher insurance premiums



### SYNTHETIC STONE \$9.95 / sq. ft.

**Benefits:** Natural material appearance; high resell value; zero maintenance; resistance to moisture and wind; sustainability

**Disadvantages:** Requires precision construction practices; possible moisture damage; color could change over time



### THIN BRICK \$9.85 / sq. ft.

**Benefits:** Natural materials; aesthetics; less weight and wall loading; design flexibility (exterior and interior walls); good energy efficiency; moisture resistance

**Disadvantages:** Provides less structural strength than brick or real stone



### REAL STONE \$16.00 / sq. ft.

**Benefits:** Natural materials; super aesthetics, various types/colors; high energy efficiency and sound insulation; superior home resell value, sustainability; zero maintenance

**Disadvantages:** Requires special trade skills