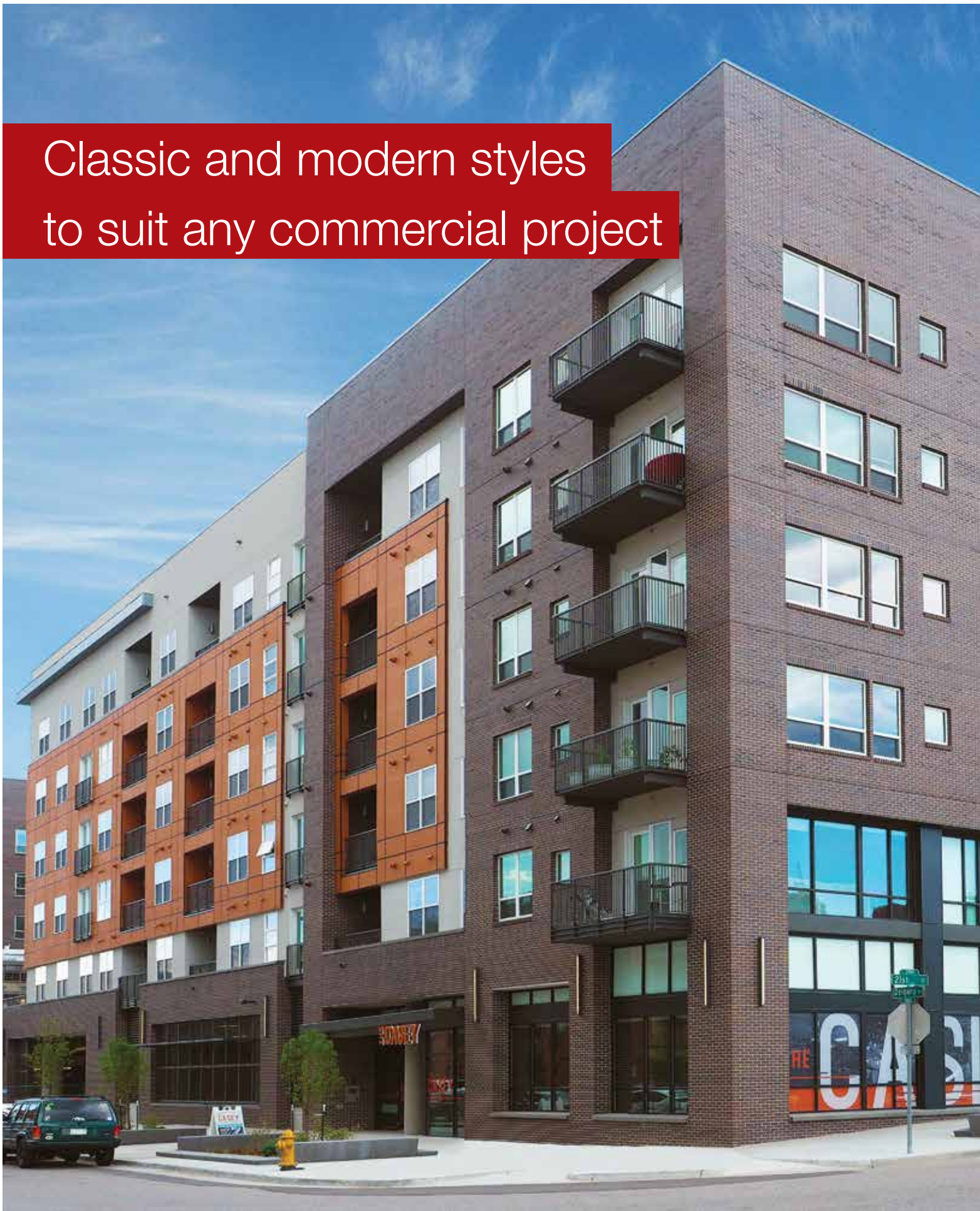


Tradition meets performance.



General Shale
Denver, CO Plant

Classic and modern styles
to suit any commercial project





General Shale's Denver, Colorado plant offers a rich history of product excellence and style variety. For over 100 years this facility has balanced tradition with modernity, providing a commercial brick selection that satisfies both traditional and contemporary designs.

All Denver products are manufactured from clay in the vicinity. The product line offers the deep and rich tones of the west in both clean and distressed styles.

General Shale provides the commercial community superior design opportunities and offers the broadest portfolio and unique choices available for architectural and commercial applications.

Brick Style: Architectural Classics
Color: Java

Strength and Durability for the Long Run



Bourbon Brothers Southern Kitchen | Architectural Innovations, LLC | Cambridge, New Traditions

The Denver, Colorado plant manufactures brick to the highest standards.

With its unmistakable aesthetic qualities and strong sense of permanence, brick offers architects and builders an impressive list of practical advantages over other exterior options. Its strength and durability are proven, affording our clients virtually maintenance-free use of their structure.



QUALITY

Our products exceed ASTM C216 standards and are produced to Grade SW (Severe Weather) for superior durability and less maintenance than lower grade brick.



PERFORMANCE

Our products also perform above and beyond standard FBX brick to enhance the appearance and quality of finished walls. Type FBX delivers minimal waste, chips, cracks, and warpage.



SELECTION

In addition to superb quality, our Denver product also offers a unique “rumbling” process, which tumbles bricks for an incredibly authentic, weathered look.



Styles

Architectural Classics

Simple sophistication in beautiful colors

Our Architectural Classics line provides aesthetic excellence and accurate, repeatable colors to ensure maximum usage. The broad palette includes traditional red and earth tones to deep, striking colors to pastel pinks and whites.

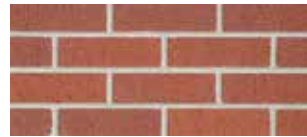
Top 5 Architectural Classics Colors



Ballpark



Mandarin



Colonial Grain



Coffeebean



Shadowcanyon

Designer Classics

Classic with a touch of character

Clean, crisp edges combined with traditional tones and patterns offer a sophisticated look with a hint of charm from our Designer Classics line. Choose from a wide array of color options to highlight any commercial project.

Top 5 Designer Classics Colors



Carbondale



Brimstone



Waterlodge



Georgetown



Old Chicago

New Traditions

Authentic traditions are new again

Achieve an antique charm with high-grade brick instead of reclaimed with our New Traditions line. This tumbled brick is offered in a spectacular range of colors and provides that rustic surface and feel designers seek for character projects.

Top 5 New Traditions Colors



Cambridge



Portsmouth



Waterton



Old Universityhill

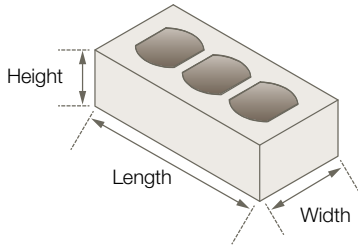


Culpepper

Sizes

The General Shale Denver manufacturing plant offers two sizes of brick.

MODULAR



Size in Inches

Width: 3-5/8"

Height: 2-1/4"

Length: 7-5/8"

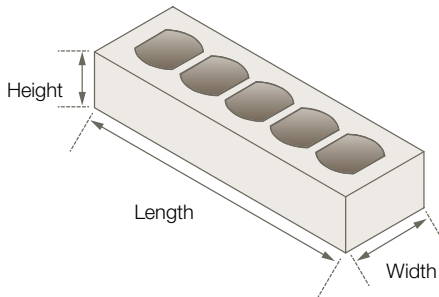
Style Availability

Designer Classics

Architectural Classics

New Traditions

NORMAN



Size in Inches

Width: 3-5/8"

Height: 2-1/4"

Length: 11-5/8"

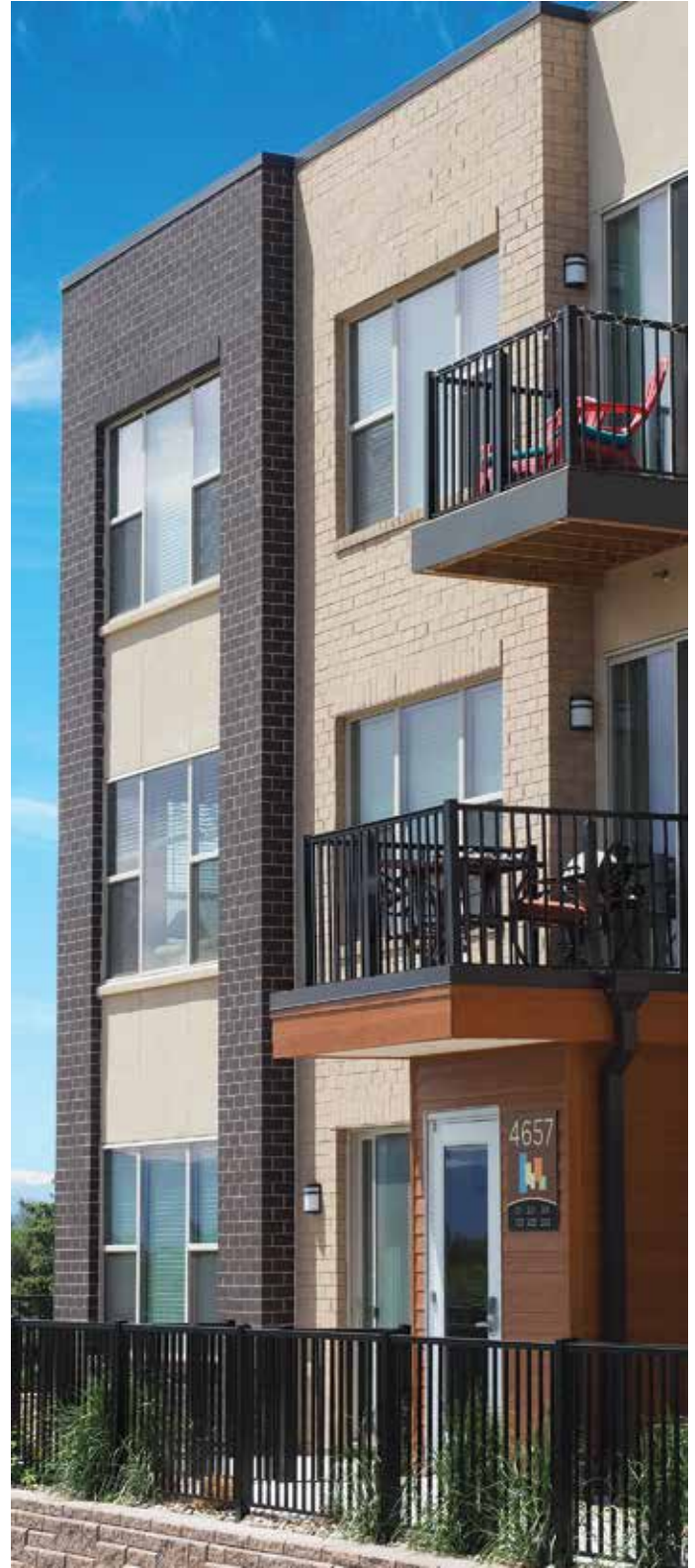
Style Availability

Designer Classics

Architectural Classics

Full Bed or Thin - Your Choice

All styles and colors of Denver brick are available in thin brick units. Please see our Thin Brochure "*Discover the new face of thin.*" for more information.





Ashland Recreation Center | Christopher Carvell Architects | Color: Waterton, New Traditions

About General Shale

For over 85 years, General Shale has been one of North America's largest brick, stone and concrete block manufacturers, 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.

For more information or to order Denver Plant products, contact General Shale today at 800-477-9002 or visit our website at www.generalshale.com.

Corporate Headquarters

Johnson City
3015 Bristol Hwy.
Johnson City, TN 37601

423-282-4661
www.generalshale.com

Denver Sales Office

1845 W. Dartmouth Ave.
Englewood, CO 80110

Phone: 800-477-9002
Fax: 303-781-1818

CM-BRO 0003-0916



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.

Copyright © 2016 General Shale, Inc. The photos in this brochure are intended to represent general color range and texture. Precise color fidelity is difficult to obtain in print. Color selection should be made from product samples.

ON THE COVER

Riverdale Town Center - Riverdale, GA
Architect: Sizemore Group
Brick Color: Charleston



Printed on Flo Gloss, recycled 10% PCW, Gloss, Blue White, 90 Bright using soy based inks. The wood fiber used to make this paper is independently certified to come from responsibly managed forests.