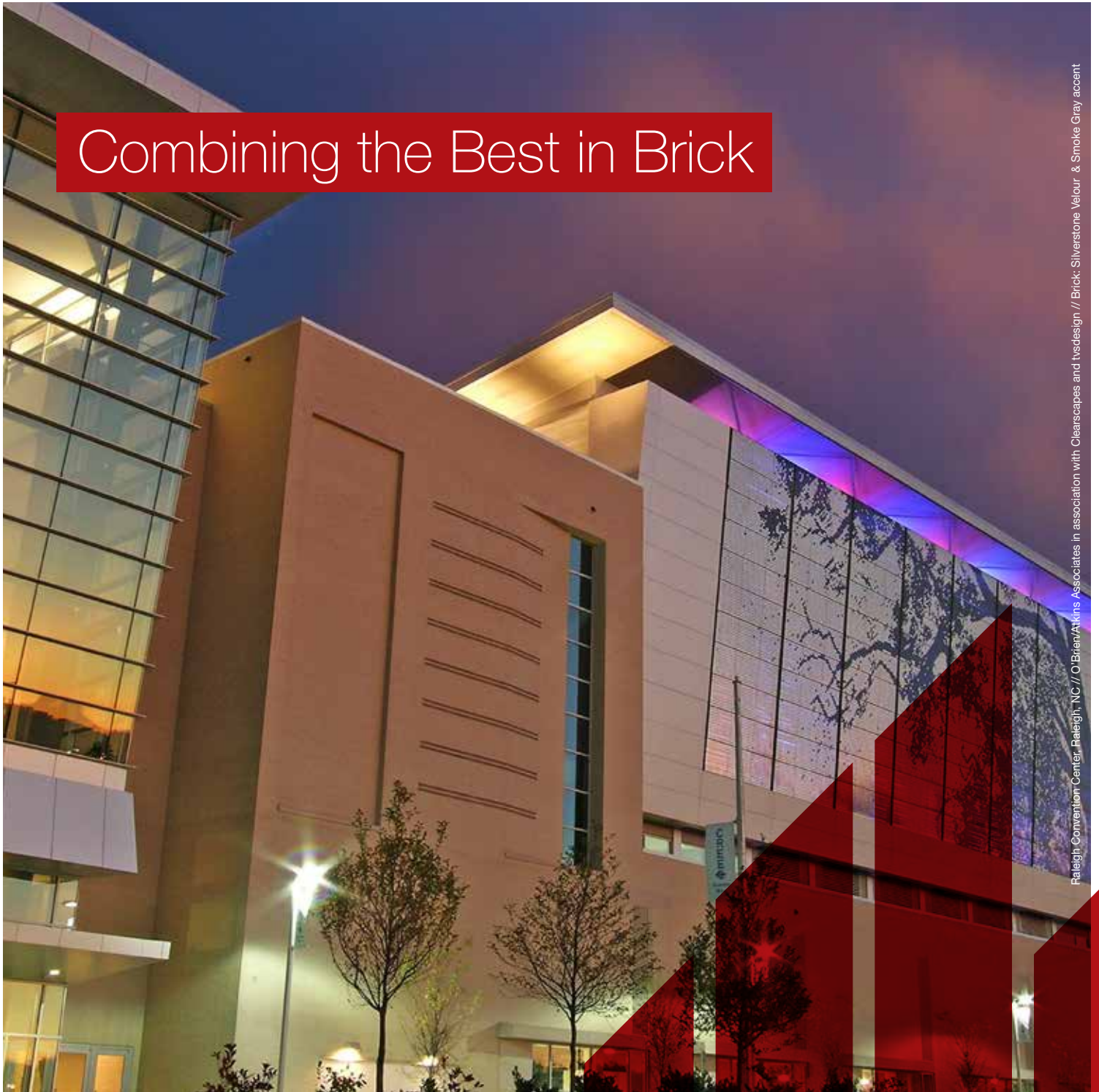


Combining the Best in Brick

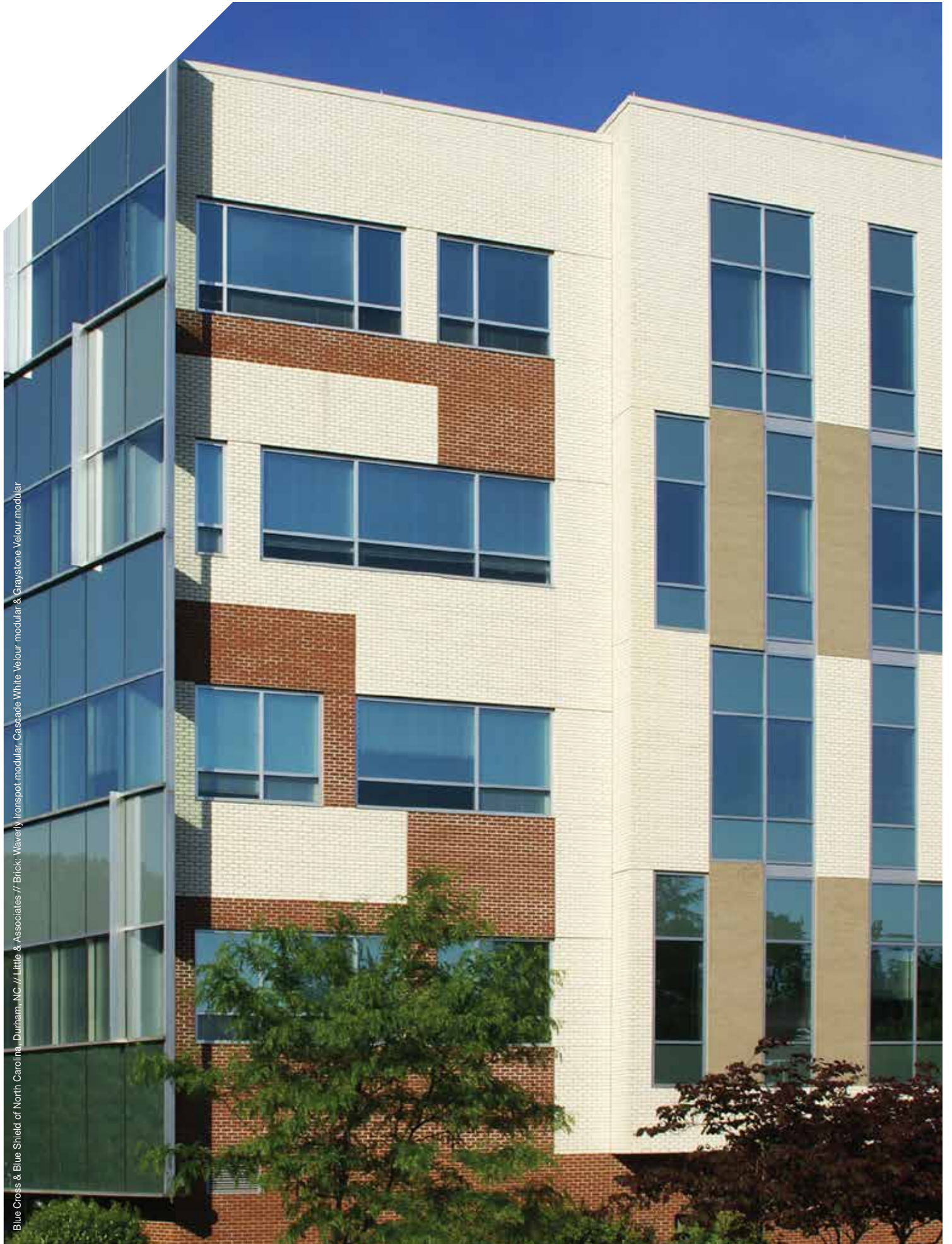


Raleigh Convention Center, Raleigh, NC // O'Brien/Atkins Associates in association with Clearscapes and lvsdesign // Brick: Silverstone Velour & Smoke Gray accent

General Shale's
Cleveland County, NC Plant



Blue Cross & Blue Shield of North Carolina, Durham, NC // Little & Associates // Brick: Waverly Ironspot modular, Cascade White Velour modular & Graystone Velour modular



Cleveland County Plant



Selections to complement any commercial design.




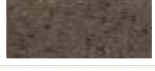





The Cleveland County Plant (CCP) has supplied a unique line of brick selections to complement any commercial design. The CCP products are manufactured from clay and shale in North Carolina – creating exclusive colors, sizes and textures that architects, contractors and designers expect for their commercial applications.

The Cleveland County brick plant collection offers a stunning selection of colors and styles, resulting in unique aesthetic advantages.

- *Distinctive colors with narrow color range.*
- *Our unique Rock Face Texture is less absorptive than concrete products and will last the life of a building with no sealing needed.*
- *Integral Color fired in throughout the brick body means the color is permanent.*

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

Our most popular colors include:

	OATMEAL
	SILVERSTONE
	GRAYSTONE
	CHESTNUT
	CASCADE WHITE
	BAYSTONE
	TAN
	SMOKE GRAY
	CASCADE WHITE ROCKFACE

Committed to Building Quality, Earth-friendly Structures

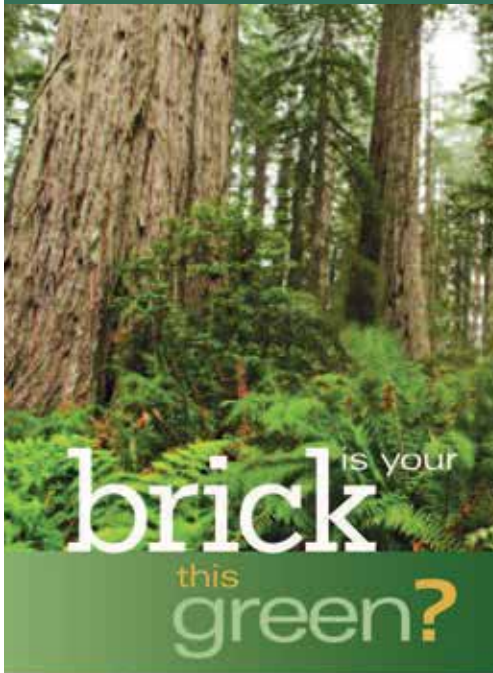
“LEEDING” in Green Technology

As architects, contractors and builders join forces to build greener structures, General Shale is an excellent partner to assist in those efforts. Manufacturing the world’s oldest “green” building materials, General Shale’s Cleveland County Plant is the first brick company in the United States to be third-party certified for recycled content in our brick. Our brick contains as much as 84.8 percent recycled content.



Use of our recycled products can help assist with sustainable design and LEED™ Certification goals.

(Leadership in Energy and Environmental Design)



First in Quality

The Cleveland County Plant has earned a reputation for its strong commitment to quality and service. CCP has earned the trust from architects, designers and contractors for producing products that perform and last. That’s why you’ll find our products in hundreds of large, highly visible commercial projects throughout North America.





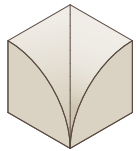
Architectural Shapes and Sizes

Custom Shapes

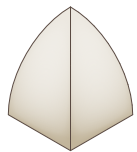
At General Shale we welcome the challenge of assisting you with the design and the production of undiscovered shapes.

Dramatic effects can be achieved using custom shapes on corners, coves, lintels, arches, sills and soffits resulting in buildings and structures that are more exciting and visually appealing.

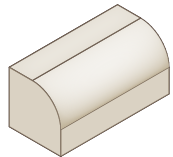
Below are just a few of the custom shapes we offer.



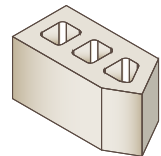
Bullnose
Internal Corner



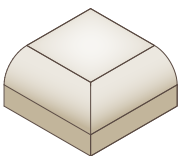
Bullnose
Header Corner



Bullnose
Header Inside Corner



External Corner



Bullnose
Rowlock Corner



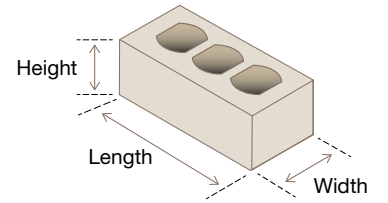
Get our team involved
in designing the right
shape for your project.



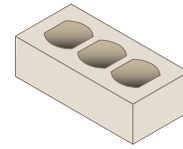
3700 Clerwood Ave. - Raleigh, NC // Duda Paine Architects // Cascade White Velour Modular // Silverstone Velour Modular

Sizes

The General Shale Cleveland manufacturing plant offers seven sizes of brick.

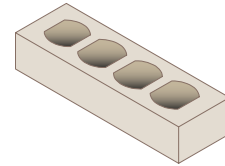


MODULAR



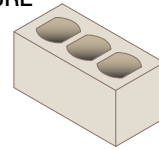
Size in Inches
 Width: 3-5/8"
 Height: 2-1/4"
 Length: 7-5/8"

NORMAN



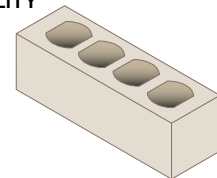
Size in Inches
 Width: 3-5/8"
 Height: 2-1/4"
 Length: 11-5/8"

CLOSURE



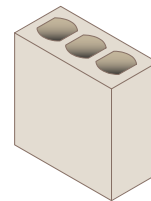
Size in Inches
 Width: 3-5/8"
 Height: 3-5/8"
 Length: 7-5/8"

UTILITY



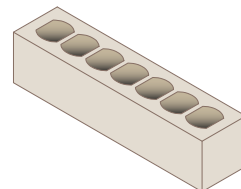
Size in Inches
 Width: 3-5/8"
 Height: 3-5/8"
 Length: 11-5/8"

8 X 8



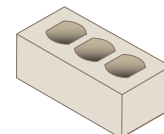
Size in Inches
 Width: 3-5/8"
 Height: 7-5/8"
 Length: 7-5/8"

MONARCH



Size in Inches
 Width: 3-5/8"
 Height: 3-5/8"
 Length: 15-5/8"

ENGINEER



Size in Inches
 Width: 3-5/8"
 Height: 2-3/4"
 Length: 7-5/8"



Corporate Headquarters

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About General Shale

For over 85 years, General Shale is 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 Cleveland County Plant products, contact General Shale today at **800-414-4661** or visit our web site at www.generalshale.com



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.



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