

THIN WINS EVERY TIME

Originally, our Thin Brick was not well received by Pre-Cast Concrete fabricators (who build panels in a plant and then place by crane on site). In spite of their doubts, our team knew that our product would work well paired with the correct liner, and given the opportunity to present the products, could demonstrate this to the potential customers.

The opportunity arose when the Charlotte team was approached by a mortar rep to increase business. An agreement was made that they would look at increasing business if

the mortar rep would get them in front of pre-cast and tilt-up contractors. The representative agreed, taking Scott Clark, District Sales Manager, and Jim Riccio, Thin Veneer Sales Manager, to meet Metromont Pre-Cast. The plant manager is very forward thinking and understood that the Old Brick Original™ thin brick line is a look that is beautiful and in high demand for the coming wave of Urban-Infill to where most metropolitan cities are moving. Metromont conducted a test panel with the liner suggested and knew they had something to offer architects that no competitor could match (thin brick in this application were strait edge and monolithic historically – what one architect called “plastic looking”). The Metromont partnership was built with the Capital Towers Parking Deck job using 90,000 “Trainstation” OBO’s cut to a ¾" thickness to accommodate the production process. Capitol also used



Scott Clark



Jim Riccio

88,000 of the full bed brick equivalent. Another benefit of our partnership is that contractors like Metromont work very early in the design process with the architect and are involved in jobs before they are public knowledge. They are a force multiplier as they are selling our product for us! At the recent NC AIA convention for architects, we noticed they had our Denver panel with NO other brick shown. Using our product gives them a competitive edge. A 600,000-unit job was recently completed using our thin brick and another job is shipping that is 260,000 GS thin brick! All this results from Charlotte team leveraging relationships for the opportunity to preach our message. Great job to everyone involved!

