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General Shale Wins Gold Innovation Award for Clay Brick Product

JOHNSON CITY, Tenn. – General Shale, a longtime provider of brick for high-quality commercial and residential projects throughout the nation, was recently awarded the 2014 Gold Innovation Award for Clay Brick from the editors of Home Builder Executive.

Headquartered in Johnson City, Tennessee, General Shale is the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

General Shale was recognized for its Endurance RS4™ Structural Brick, an oversized, load-bearing brick that is stronger, safer, more sustainable, and designed for structural longevity. The Endurance RS4 product eliminates the need for load-bearing wood or steel framing, has excellent thermal mass properties, and is suitable for any type of foundation. Endurance RS4 is ideal for homes in areas prone to high winds, tornadoes and earthquakes, and is recommended for commercial and government buildings.

“At General Shale, we are continuously working to create sustainable building products that yield benefits for both builders and homeowners,” says Charles Smith, president and CEO of General Shale. “Endurance RS4 Brick is a forward-thinking product that provides unprecedented structural integrity along with energy savings and cost-efficient construction. We are proud that our masonry portfolio features this innovative product.”

Through its annual Innovation Awards, Home Builder Executive recognizes the top innovators among suppliers who have introduced unique and advanced products, features or programs to the building market. The winners of the Innovation Awards were announced in the Aug. 25, 2014, issue of Home Builder Executive.

ABOUT GENERAL SHALE

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, which include Arriscraft® Stone Products. 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.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of more than 50 retail showrooms and over 300 affiliated distributors across North America. In 1999, General Shale strengthened its operations when it joined Wienerberger AG of Vienna, Austria, the world's largest brick manufacturer.

General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.