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## **General Shale to Showcase New Brand, New Products at NAHB International Builders' Show® in Las Vegas**

JOHNSON CITY, Tenn. – A leading manufacturer of one of the world's oldest green building materials is returning to the world's largest annual light construction show with a new brand, new look and new products.

General Shale, the North American subsidiary of Wienerberger AG, will showcase its newest product offerings at the National Association of Home Builders (NAHB) International Builders' Show® in Las Vegas, scheduled for Feb. 4 – 6 at the Las Vegas Convention Center.

The Johnson City, Tenn.-based company has expanded its product line far beyond traditional brick and will spotlight some of the latest offerings from its Outdoor Living collection, in addition to new brick, stone and concrete products and colors. A host of company executives and representatives will also be in attendance, including General Shale CEO Dick Green.

**General Shale's 20 by 30 foot** exhibition space will be located at Booth No. S1618.

“Since our beginning more than 85 years ago, General Shale has greatly expanded its core product line to offer a full spectrum of items for a variety of home improvement projects,” Green says. “We’re not just brick anymore; our offerings now include outdoor living products, thin brick and thin rock for both interior and exterior applications, stone and much more for creating beautiful, customized upgrades and additions. We look forward to introducing these exciting new product offerings to builders, remodelers, architects, designers and other building professionals at the International Builders’ Show.”

Green points out two key factors that differentiate General Shale products from the competition: (1) The general public may purchase all of the company’s products directly, and (2) all products are high-quality, professional grade materials, the same products purchased by building contractors and landscaping companies.

### **ABOUT THE NAHB INTERNATIONAL BUILDERS' SHOW®**

The NAHB International Builders' Show is the nation's largest annual residential housing construction trade event for manufacturers and suppliers of home construction products and services. Approximately 1,500 exhibitors will display their products in more than 600,000 square feet of exhibit space to more than 70,000 expected attendees.

## **ABOUT GENERAL SHALE**

General Shale is North America's largest brick, stone and concrete block manufacturer, 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.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of 31 distribution centers across the country. General Shale was founded in 1928 and is headquartered in Johnson City, Tenn. For more information, visit [www.generalshale.com](http://www.generalshale.com).

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