

Natural Beauty for Commercial Projects



Diversity and Design
for Unlimited Creativity

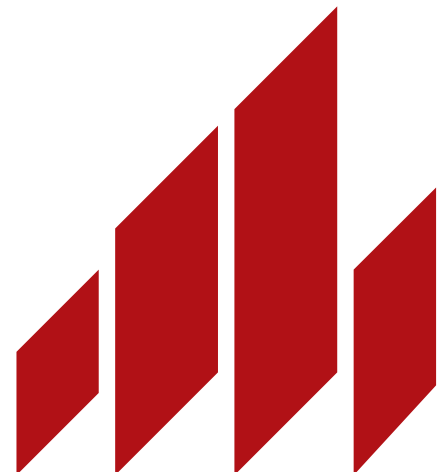
Diversity and Design



Diversity and Design for Unlimited Creativity

For more than 85 years, General Shale has served as the premier supplier of building products for a variety of commercial, institutional and specialty architectural projects. We offer a comprehensive product line that includes architectural brick, building stone, thin veneers, landscaping, concrete block, outdoor living products and other building materials. With a selection of more than 250 colors, styles and textures, your design options are as endless as your creativity.

Strong, durable and maintenance-free, General Shale products are the ideal choice for multi-unit family buildings, hotels, hospitals, educational institutions and other commercial structures. What's more, we back them all with the technical assistance and data that makes specifying the right project fast and easy.



Architectural Brick

With its unmistakable aesthetic qualities and strong sense of permanence, brick offers architects and builders an impressive list of practical advantages over other exterior materials. **With the acquisition of Cunningham Brick's Cleveland County Plant (CCP) and the thin veneer line**, General Shale provides the commercial building industry with the broadest portfolio and most 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

Other brick options range from traditional reds and earth tones to pastel pinks, misty grays, browns and deep burgundies. In addition, we provide smooth to heavily-textured bricks that can help you create any look you desire.



Sentara Princess Anne Hospital
Virginia Beach, VA
HDR Architecture, Inc.

Tan Velour Modular and Oatmeal Velour Modular

Building Materials

General Shale offers more than just traditional brick and masonry products. In fact, General Shale is your one-stop shop for any construction project you may be starting.

In addition to our brick, masonry and stone products, we also offer:

ADDRESS STONES
BRICK MURALS
CRUSHER RUN SAND
VINYL LINTEL COVERS
LINTEL COVERS
MORTAR
POLYMERIC SAND
HOUSE WRAP
LINTELS



Just as tough as natural stone, Arriscraft building products stand-up to the elements and the test of time – with no cracking or fading. All-natural and offering the extraordinary qualities of quarried stone, Arriscraft stone brings an earthy, natural aesthetic to commercial applications. We offer a compelling selection of commercial stone products, from Renaissance® and Building Stone, to cutting edge Thin-Clad products.

Enhance the aesthetic appeal of any commercial space with unique designs using General Shale full bed brick, thin brick and thin rock. Our thin brick and thin rock provides ideal design solutions for commercial interiors and exteriors. And our thin rock is real quarried rock, cut thin for easy installation offering limitless design possibilities while providing unique accents and total freedom of expression when a natural environment is the perfect solution.

More and more commercial spaces are incorporating touches with a home-like feel. Fire pits, fireplaces, water features and outdoor kitchens are just a few of the many products available from General Shale's line of outdoor living products. Our products add charm and comfort to any outdoor environment, allowing the creation of beautiful patios, walkways, terraces, courtyards and other outdoor spaces that are intimate and inviting.





“LEEDING” in Green Technology

Protecting the environment is at the core of the General Shale culture. Choosing brick provides far reaching environmental, social and economic benefits. General Shale has won numerous conservationist awards for its efforts in responsible raw material harvesting, manufacturing practices and reclamation efforts. Use of our recycled products can help you achieve points toward LEED™ certification.

Leadership in Energy and Environmental Design



Expertise to Help You Specify the Right Material...Every Time

At General Shale, our goal is to become a reliable and knowledgeable partner to contractors, architects, designers and landscapers. Not only do we supply the most comprehensive line of masonry products for commercial applications, but we provide the technical expertise to make specifying the right product easy. General Shale offers a complete resource library of technical information, including CAD drawings, data sheets, detailed technical drawings, architectural catalog shapes and information from the National Concrete Masonry Association — all at your fingertips. We also guarantee that our experts will be here to help you review and specify masonry product from General Shale as long as you need us.

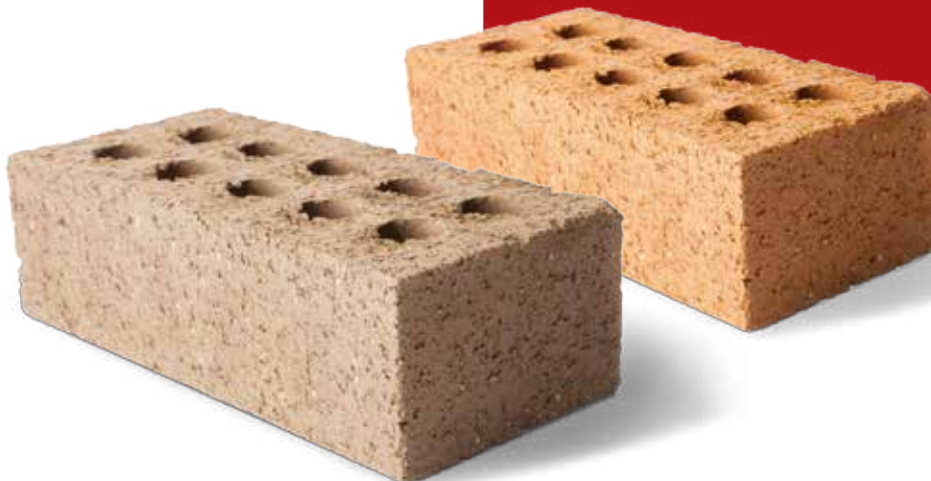


Manufacturing Practices You Can Trust

General Shale production facilities manufacture more than one billion bricks a year, and are located in key distribution areas within easy access to any building project in North America. Our goal is to enlist manufacturing practices that ensure the highest quality product. With dedicated R&D experts, we strive to stay on top of the latest in production technologies and design trends. We continually adapt to meet changing customer needs, making sure that we maintain a current selection that is second to none.



All of our products are manufactured using an innovative process that delivers a genuine, consistent look throughout. We guarantee that your brick or stone will look and perform exactly as you – and your customers – expect for decades to come.



Find the showroom or distributor near you.

You can find a dedicated General Shale showroom or distributor in every state in the U.S. We are supported by more than 200 distributors who offer easy access to our complete product line.

For more information or expert advice on General Shale masonry products, call us today at 800-414-4661 or visit our web site at www.generalshale.com



CORPORATE HEADQUARTERS

Johnson City
3015 Bristol Hwy.
Johnson City, TN 37601
423-282-4661

Abingdon

16019 Lee Hwy.
Bristol, VA 24202
276-591-5400

Baltimore

#34 Thomas Ave.
Baltimore MD 21225
410-789-2708

Billings

531 Sugar Ave.
Billings MT 59107
406-259-9222

Carmel

105 Carmel Drive, West
Carmel, IN 46032
317-846-2566

Casper

1615 East Yellowstone Hwy.
Casper, WY 82601
307-234-4831

Charlotte

10800 Reames Road
Charlotte, NC 28269
704-599-2877

Chattanooga

7833 Lee Hwy.
Chattanooga, TN 37421
423-485-1260

Cheyenne

601 East Lincoln Way
Cheyenne, WY 82001
307-634-4474

Chicago (South)

16109 108th Ave.
Orland Park, IL 60467
708-460-4581

Chicago (West)

1975 Aucutt Road
Montgomery, IL 60538
630-897-7922

Denver

1845 West Dartmouth Ave.
Denver, CO 80110
800-477-9002

Elizabethtown

307 Peterson Drive
Elizabethtown, KY 42701
270-765-2116

Evansville

3401 Mount Vernon Ave.
Evansville, IN 47712
812-425-3381

Fort Collins

2415 East Mulberry St.
Unit 9
Fort Collins, CO 80524
970-484-1292

Grand Junction

2122 Hwy. 6 & 50
Grand Junction, CO 81505
970-248-9723

Humboldt

400 Wittichen Lane
Humboldt, TN 38343
731-824-5272

Johnson City

2910 Creekmore Drive
Johnson City, TN 37601
423-631-0012

Kernersville

1060-A Hwy. 66 S
Kernersville, NC 27284
336-993-0882

Kingsport

925 E Stone Drive
Kingsport, TN 37660
423-245-6131

Knoxville (West)

9714 Parkside Drive
Knoxville, TN 37922
865-531-6203

Louisville (North)

211 N. English Station Road
Louisville, KY 40223
502-448-1780

Madison

7029 Hwy. 72 West
Huntsville, AL 35806
256-837-8685

Manassas

7500 Mason King Court
Manassas, VA 20109
703-368-9991

Marion

Highway 11,
7164 Lee Hwy.
Atkins, VA 24311
276-783-3156

McMinnville

605 Morrison Street
McMinnville, TN 37110
931-473-2139

Memphis

2076 Whitten Road
Memphis, TN 38133
901-363-1887

Moncure

245 Brick Plant Road
Moncure, NC 27559
919-777-6899

Mooresville

148 Sycamore Lane
Mooresville, IN 46158
317-831-4614

Morristown

1838 West Morris Blvd.
Morristown, TN 37813
423-586-9666

Piney Flats

909 Mountain View Drive
Piney Flats, TN 37686
423-538-3332

Powdersville

425 Oak Road
Piedmont, SC 29673
864-801-1775

Raleigh

8820 Westgate Park Drive
Raleigh, NC 27617
919-828-0541

Roanoke

2353 Webster Road
Roanoke, VA 24012
540-977-5505

Rome

121 Turner Bend Road SW
Rome, GA 30165
706-802-0953

Spring City

241 Hoyal Lane
Spring City, TN 37381
423-365-2444

Sterling Heights

42374 Mound Road
Sterling Heights, MI 48314
586-726-0400

Tupelo

2027 McCullough Blvd.
Tupelo, MS 38801
662-840-8221

Whitmore Lake

6556 Whitmore Lake Road
Whitmore Lake, MI 48189
734-665-8800

Wilmington

3750 Hwy. 421 North
Wilmington, NC 28401
910-452-3498



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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