

General Shale Products LLC, headquartered in Johnson City, Tennessee, has been in business since 1928 and is one of the largest producers of brick in the United States with an annual production capacity of 1½ billion standard size brick. We are considered brick industry leaders, and we have what is considered the best research department in the industry.

General Shale has been using various staining and tinting processes for over twenty-eight years to correct color blends of brick in finished masonry walls and to take care of minor chip problems which occur in the normal process of masonry construction. Brick staining and tinting techniques have been used to some extent by every brick company we are acquainted with, including Canadian and European brick manufacturers, as an economical and successful way of solving minor color complaints without having to resort to complete removal of masonry products from the finished walls. Many times the discolorations we are asked to doctor are not even the fault of the manufacturer.

All of General Shale's stains and colors were developed in its own laboratories and tested for durability and stability by every test method we know how to apply. Also, our stains are time tested in actual applications for over twenty-eight years.

Our stains are made of inorganic pigments suspended in several different types of proprietary liquid carriers, including silicones, acrylics, silicates, solvents, etc. Most of the inorganic pigments we use are iron oxides or manganese oxides which are natural ingredients in fired brick and do not tend to fade or deteriorate with weather or time. Also, the stains are individually tailored to each job. The stains usually become an integral part of the actual brick body; they become as durable as the brick body itself. They are applied to each brick individually (not in mass), and they don't interfere with the breathing characteristics of the brick face, eliminating possible sealer-type failure problems.

You will receive a letter of guarantee on our staining process, it will state that we will be responsible for the performance for any length of time the customer desires, even for the life of the building itself. This guarantee states "in the unlikely event that the stain fades, General Shale will repair the job during the guarantee period to the customer's satisfaction at no cost to the owner".

We have a success rate of well over ninety-eight percent in satisfying customers with the esthetic aspect of our staining process, and we believe we can be successful on your project.

General Shale backs up their guarantees, and there is no reason to believe that we will not be a viable company from now on.

We hope this will give you enough information to make a reasonable decision on allowing us to correct the color problems on your building with our coloring process.