



GREAT NORTH AMERICAN HOMES

MAGAZINE

2013 HOME OF THE YEAR

This Tennessee home brings it all together.



TAKE THE PARTY OUTSIDE THIS YEAR

DIY outdoor living kits add another room to your home.

ADDING WARMTH WITH THIN BRICK

From backsplashes to ceilings, Brickweb™ makes it easy to bring the outside in.

GENERAL SHALE RETAIL LOCATIONS

ALABAMA

7029 Highway 72 West
Huntsville, AL 35806
(256) 837-8685

COLORADO

3255 Drennan Road
Colorado Springs, CO 80910
(719) 390-5477

1845 West Dartmouth Avenue
Denver, CO 80110
(800) 477-9002

2415 East Mulberry Street Unit 9
Fort Collins, CO 80524
(970) 484-1292

711 South 15th Street
Grand Junction, CO 81501
(970) 248-9723

GEORGIA

121 Turner Bend Road SW
Rome, GA 30165
(877) 556-0009

ILLINOIS

Chicago West
1975 Aucutt Road
Montgomery, IL 60538
(630) 897-7922

Chicago South
16109 South 108th Avenue
Orland Park, IL 60467
(708) 460-4581

INDIANA

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

3401 Mt. Vernon Avenue
Evansville, IN 47712
(812) 425-3381

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

KENTUCKY

307 Peterson Drive
Elizabethtown, KY 42701
(812) 425-3381

211 N. English Station Road
Louisville, KY 40216
(502) 448-1780

MARYLAND

34 Thomas Avenue
Baltimore, MD 21225
(410) 789-2708

MICHIGAN

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

6556 Whitmore Lake Drive
Whitmore Lake, MI 48189
(734) 665-8800

MISSISSIPPI

2189 McCullough Boulevard
Tupelo, MS 38801
(662) 840-8221

MONTANA

531 Sugar Avenue
Billings, MT 59107
(406) 259-9222

NORTH CAROLINA

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

1060-A Highway 66 South
Kernersville, NC 27284
(336) 993-0882

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

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

2507 Jefferson Davis Highway
Sanford, NC 27332
(919) 774-6634

3750 Highway 421 North
Wilmington, NC 28401
(910) 452-3498

OKLAHOMA

902 1/2 North Magnolia
Wister, OK 74966
(918) 655-6765

SOUTH CAROLINA

320 Tandem Drive
Greer, SC 29650
(864) 801-1775

TENNESSEE

7833 Lee Highway
Chattanooga, TN 37421
(423) 485-1260

2202 Gibson Wells Street
Humboldt, TN 38343
731-824-5272

3015 Bristol Highway
Johnson City, TN 37601
(800) 414-4661

925 East Stone Drive
Kingsport, TN 37661
(423) 245-6131

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

605 Morrison Road
McMinnville, TN 37111
(931) 473-2139

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

1838 West Morris Boulevard
Morristown, TN 37813
(423) 586-9666

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

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

VIRGINIA

7164 Lee Highway
Atkins, VA 24311
(276) 783-3156

16019 Lee Highway
Bristol, VA 24202
(276) 591-5400

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

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

WYOMING

1605 East E Street
Casper, WY 82601
(307) 234-4831

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



1-800-414-4661
www.GeneralShale.com

IT'S ALWAYS MORE FUN WHEN WE DROP IN.

Introducing The Good-One
Open Range™ Outdoor Kitchen.
Finish off your dream outdoor living
area with our drop-in BBQ pit and
grill system. It's that simple.



**YOU'RE SERIOUS
ABOUT FUN**
**WE'RE SERIOUS
ABOUT GRILLS**

Good-One Manufacturing, LLC
28100 Quick Avenue
Gallatin, Missouri 64640

Phone: 1-660-663-2185

Fax: 1-660-663-2417

email: chrism@landmarkfab.com



Contact your General Shale sales representative about including
The Good-One outdoor kitchen products in your next project.



WELCOME TO

GREAT NORTH AMERICAN HOMES

Enduring beauty is something that every American appreciates. That is why we received so much applause for our inaugural edition of *Great American Homes*. We have expanded the scope of our editorial content in 2013, and I'm thrilled to introduce you to some of the best new homes in North America inside the pages of our latest edition.

General Shale is celebrating its 85th year of helping families build their dream home. That is why we will share with you some of our heritage and stories about the people who built our company into a market leader in building materials. Founded from the first red-brick manufacturing plant in the South, we have a great story to tell.

Whether you are – as my husband and I are – beginning the process of building a new home or you are simply looking for ideas on how you can create added beauty in your existing home, our publication is a wonderful resource for ideas and inspiration for using materials that will last a lifetime.

Thank you for taking a few minutes from your busy life so we can share with you the stories behind some of the most beautiful homes in North America.

Enjoy.

Dawn Duncan Henning
Editor, *Great North American Homes*

IN THIS ISSUE



14

THE FOUNDRY

Creating a new building with the look and feel of one that's 100 years old is no easy task, but this entertainment oasis pulls it off with stunning style.



Great North American Homes is a publication of General Shale. For more information about our products, please visit your local General Shale retail showroom or visit us online.

www.GeneralShale.com
1-800-414-4661



26

HOME OF THE YEAR

When you start building your "forever home," take some notes from this inspiring Tennessee residence.



54

LIGHT UP YOUR LIFE

Attention to detail in your nightscape goes a long way in taking your entertaining to the next level.



A LOOK BACK

Over 85 years of business, many things have changed. However, our commitment to quality has not.

Very few companies can survive wars, national financial disasters and multiple changes in leadership. General Shale is one that has.

Formed when Johnson City Shale Brick and Kingsport Brick merged in 1928, the company is still going strong in 2013. While business has fluctuated over the decades, forward-thinking leaders helped sustain the company through lean times. General Shale has not only survived but thrived, continuing to produce top-quality brick and other masonry products through the years.

A solid board of directors in its fledgling year led to General Shale's acquiring six brick companies in East Tennessee and Southwest Virginia by 1930.

After World War II, General Shale built a block plant on 19 acres of land in Kingsport, Tennessee. For years, Eastman Chemical Company gave General Shale cinders just to move them. "And with the cement plant adjoining us with only a switching charge, it was a most profitable venture," said Glen Bruce, initial treasurer of General Shale, who wrote the history of the company through the mid-1960s. Bruce eventually became CEO of the company.

Funds from this operation allowed General Shale to build its first tunnel kiln, an advance in technology that was a big contribution to the company's success. More tunnel kilns were built throughout the region as the company continued to grow.

Huge increases in production capacity

By 1964, General Shale was made up of 14 former companies, not including two subsidiaries. That year the brick company was the second-largest in the U.S. and one of the most successful. Production capacity at that point had increased from the initial 55 million bricks to 400 million bricks and 10 million blocks. General Shale management was authorized in 1965 to exercise an option to purchase 2.4 acres of land on the Kingsport Highway for the site of a new office building.

According to E.B. Tolliver, author of the company's history from 1976 to 1984, an upturn in the construction economy began around 1975, and the company was destined for three full years of rising sales and profits before the dark shadow of recession would be seen again in mid-1979.

The biggest problem, Tolliver said, was finding affordable fuel for the company's kilns. A kiln at Johnson City had been successfully converted to coal, and coal-fired installations were in progress for more kilns. A big rise in interest rates starting in 1979 and continuing for three years made those years tough ones for the brick industry. "The years 1980, 1981 and 1982 were little short of a nightmare," Tolliver said. "Only the strong survived."

By 1984, all General Shale's tunnel kilns were operating with coal as the primary fuel. Coal versus gas fuel savings approximated half of the company's 1984 earnings.

Marley provides best offer

But General Shale was strong, and cash flow remained steady as emphasis was shifted toward management of the balance sheet, Tolliver added. The next big change within the company occurred in 1986, when the English company Marley acquired General Shale. While a number of overseas companies had been courting the company in previous years, Marley provided the General Shale board with the best offer.

Around that time, General Shale had been tossing around the idea of expanding its plant in Indiana. "Marley was very supportive of General Shale," according to Bill Hawkins, former CEO. The expansion was approved, as were a handful of new acquisitions. But Marley had problems of its own, Hawkins said, and was eventually bought out by a Belgian company that spun off General Shale.

Austrian company steps in

Wienerberger Group of Vienna, Austria, was the next company to step in, acquiring General Shale in 1999. Wienerberger is the world's largest producer of bricks and number one in the clay roof tile market in Europe, with 221 plants in 30 countries.

"We quickly recognized that Wienerberger was going to be a very strong, supportive parent company," said Dick Green, current CEO of General Shale. "They supported our strong growth strategy when we made several large acquisitions in North America for brick and stone."

These included Cherokee Brick, Sanford, North Carolina; Robinson Brick, Denver; and Arriscraft Stone, based in Canada with U.S. locations. "Also during this time we were very aggressive in building lots of new, state-of-the-art, highly efficient brick manufacturing facilities and acquiring several brick and masonry distribution companies that allowed us to continue to grow our direct business," Green added. New plants were built in Moncure, North Carolina; Rome, Georgia; Spring City, Tennessee; Louisville, Kentucky; and Mooresville, Indiana.

The new plant list also includes a new, ultramodern concrete-block manufacturing plant in Piney Flats, Tennessee.

During the economic downturn of 2008 to 2012, Wienerberger remained supportive of General Shale and continued to allow it to grow the business and run efficiently.

Today and beyond

Today General Shale is considered a manufacturer and provider of high-quality masonry products that cover any customer's masonry needs, whether residential or commercial.

The company offers countless types of brick in a spectrum of colors, textures, shapes and sizes. General Shale offers one of the largest selections of brick, Arriscraft, natural stone and outdoor living products in North America. "We feel very confident that our product portfolio has a superior solution for any new build, renovation or outdoor living project," Green said.

The company managed to weather the hard times and come out strong on the other side. Its success can be at least partially attributed to its flexibility. During the recession of the late 2000s, General Shale realized that many consumers were more interested in do-it-yourself projects than in hiring contractors and remodeling their existing homes instead of new construction. In response, the company added a line of DIY Outdoor Living kits and created a stronger focus on renovation products.

As one of the largest building materials companies in North America, General Shale manufactures more than one billion bricks per year at production facilities near large metro areas. Recent innovations have broadened the company's product line and expertise into new hardscape products to rival those of any competitor in North America.

Through our network of 40 General Shale showrooms and more than 300 affiliated distributors, our products are within easy reach of builders, architects, designers and consumers.

While General Shale has a lengthy history, the history of brick itself goes back even further. A museum inside the lobby of the company's headquarters features bricks from all over the world, including the Great Wall of China, the Biblical city of Jericho and even ancient Egyptian tombs.

Many of the bricks on display represent significant periods in U.S. history, such as one from the Springfield, Illinois, law office where Abraham Lincoln began his career and one from the Virginia farmhouse porch where his fugitive assassin, John Wilkes Booth, died in an ambush. Visitors can visit this impressive display at General Shale headquarters in Johnson City, Tennessee.



BRICK NAME - JEFFERSON WADE TUDOR

PHOTOGRAPHY BY - PETER MONTANTI

the
STOWERS
RESIDENCE

TENNESSEE



**GREAT NORTH
AMERICAN
TIPS & IDEAS**

The options for brickwork are practically endless – Flemish, herringbone, pinwheel, etc. – and a skilled mason can bring the perfect artful touch to your home.



BRICK NAME - JEFFERSON WADE TUDOR

THE VALUE OF CRAFTSMANSHIP

Creating a beautiful transition from the outdoors to indoor living spaces with simple yet elegant touches.

Plans to build from scratch were scrapped when a friend of Liz and Wes Stowers mentioned that a lake home in their neighborhood was up for sale. It was a great opportunity, and they jumped on it.

The house was only five years old, but the couple knew it needed some tender loving care. Upon starting renovations, they discovered the dreaded four-letter word that strikes fear into the heart of every homeowner—mold. Eventually, they found that the mold was only the beginning—the house was “out of building code for almost everything,” Liz says, adding that “the frame was bending and was black with rot.”

For years the Stowers family contended with new cracks in the walls, stucco falling off, and constant popping and cracking noises throughout the house. They finally decided enough was enough. “My husband wanted to fix the house and sell it,” Liz says, but she was through with trying to renovate what seemed at that point to be a hopeless case.

Back at square one, the couple called William Andrews Architects, the company originally hired to design their new home years before, and created a new game plan—demolish and rebuild on the same lot.

Having lived in Europe for seven years while her husband was a fighter pilot, Liz gained an appreciation for the Arts and Crafts style of furniture and décor, which emphasizes simplicity of form. So when the time came to design her family’s new home, she had a good idea about where to start.

“I got into the philosophy of having outdoor rooms, how the outdoors really blends into the indoors, and using natural, native materials so the house looks like it just erupted out of the ground,” Liz says. The Tudor Revival style of architecture fit into that philosophy perfectly.

“I wanted the home to have a European feel – to transition from the outside to the inside slowly,” Liz says.

Working closely with architect Bill Andrews and Hickory Construction – “the best builder in town,” Liz says – the couple designed their home with the distinct “storybook” features of the Tudor Revival style, such as steeply pitched roofs, herringbone brickwork and high chimneys.

Initially, Liz and Wes wanted to incorporate stone into the exterior of the home, but then they had difficulty finding stone with the look they wanted at an appropriate price. Liz says she finally walked into a construction meeting and announced that they were “going all brick.”

With that decision made, the money the couple saved on stonework allowed them to spend a little more on the layout of the brick. They chose the Flemish Bond style that they had admired on the historic Statesview home in Knoxville, built in the early 1800s by well-known pioneer, politician and surveyor Charles McClung.

General Shale’s Jefferson Wade Tudor bricks had exactly the look and feel Liz wanted. The bricks have a distinctly handmade look, with natural variations in color that give the home’s façade a rich, deeply textured effect.

“We were only going to go with General Shale, no question,” Liz says. As owners of several Caterpillar tractor dealerships and businesses throughout East Tennessee, she and Wes had gotten to know General Shale as a business through their relationship as a Caterpillar customer.


As for General Shale’s service, Liz says, “They were great. If I needed a sample, they were out there within hours. They helped the project go very smoothly – there were no holdups.” When asked about her favorite feature of the home, Liz responds, “It’s the ‘wow’ factor. When you first come upon the house, it looks like a jewel box.”

Standing in front of the Stowers home, one can see all the way through the house to the lake beyond, another of Liz’s favorite features.

As chairman of the advisory board for the University of Tennessee’s Clarence Brown Theatre and a teacher of theater set construction at a local high school, Liz is serious about details that are historically accurate.

“The house inside looks 100 years old, and I wanted it to look that way. We put a lot into finishing details to make it look old,” Liz says.

While the family had a rough start with their home on the lake, the finished product was well worth the wait.



WHY BRICK IS THE SMART CHOICE

Natural Clay

Wide Color Selection

Energy Efficiency

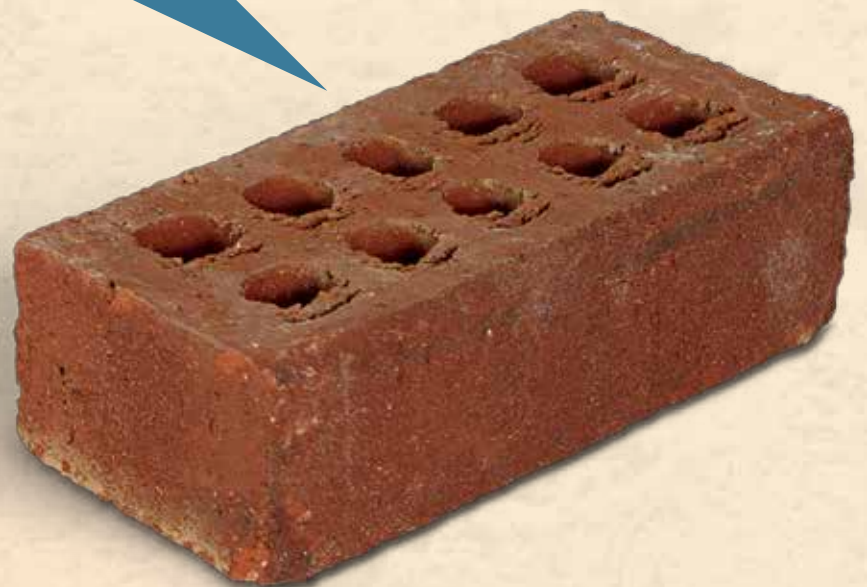
Higher Resell Value

Zero Maintenance

Lower Insurance Costs

Sustainable Process

Lasts a Lifetime



\$5.35 / sq. ft.

General Shale pricing for modular size*

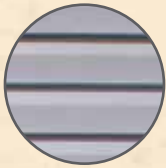
*Pricing differs per region

**Listed prices are for product and typical installation and can increase when additional resources are included.



THE SHOWDOWN OF EXTERIOR CLADDINGS

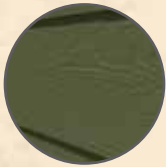
Cost of each per sq. ft. of materials only – Brick Industry Association, Southeast Region 2013



VINYL SIDING \$2.55 / sq. ft.

Benefits: Low cost, easy installation

Disadvantages: Poor aesthetics; poor resistance to fire, poor energy and sound insulation value; dents/dings/misalignment/warping; moisture damage over time



FIBER SIDING \$4.15 / sq. ft.

Benefits: Better aesthetics than vinyl; no special foundation support needed

Disadvantages: Seams can be visible; contains wood pulp – susceptible to wind, fire, moisture, chips/dents; may show waves when attached to imperfect subframe



SYNTHETIC STUCCO \$6.45 / sq. ft.

Benefits: Various colors, better energy efficiency and sound insulation.

Disadvantages: Susceptible to dents, tears, holes (repatching can be problematic); poor moisture resistance; poor fire resistance; insect infestation; cracks easily, may require higher insurance premiums



SYNTHETIC STONE \$9.95 / sq. ft.

Benefits: Natural material appearance; high resell value; zero maintenance; resistance to moisture and wind; sustainability

Disadvantages: Requires precision construction practices; possible moisture damage; color could change over time



THIN BRICK \$9.85 / sq. ft.

Benefits: Natural materials; aesthetics; less weight and wall loading; design flexibility (exterior and interior walls); good energy efficiency; moisture resistance

Disadvantages: Provides less structural strength than brick or real stone



REAL STONE \$16.00 / sq. ft.

Benefits: Natural materials; super aesthetics, various types/colors; high energy efficiency and sound insulation; superior home resell value, sustainability; zero maintenance

Disadvantages: Requires special trade skills



BRICK NAME - PEPPERMILL THIN BRICK *PAIRED WITH WHITE & BLACK MORTAR*

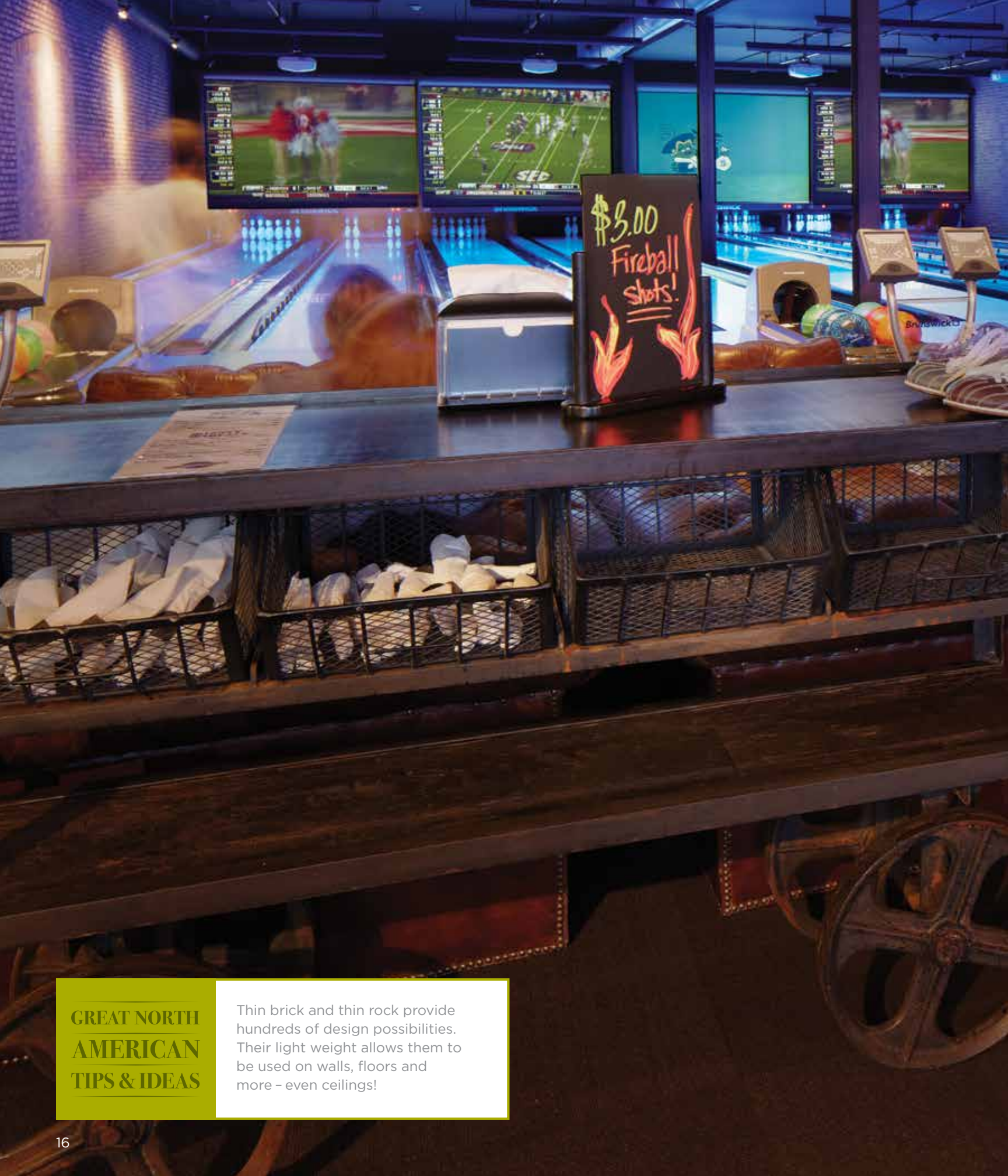
STONE NAME - OLD FLINTHILLS THIN ROCK

PHOTOGRAPHY BY - RICHARD DOUGLAS

the
FOUNDRY
ENTERTAINMENT COMPLEX

COLORADO





**GREAT NORTH
AMERICAN
TIPS & IDEAS**

Thin brick and thin rock provide hundreds of design possibilities. Their light weight allows them to be used on walls, floors and more - even ceilings!



Come have some



amid new, ageless beauty

More than once someone in Winter Park, Colorado, has come across one of the city's familiar faces, Mark Unicume, and said, "I love your new building. It looks so old." Most would take offense at the claim, but Mark's face lights up with his reply: "That's exactly what I was hoping you would say."

Mark's vision for The Foundry Cinema and Bowl was exactly that. "The idea was to make it look like an old warehouse, and when people assume that it is, I feel like I accomplished my goal," he says about his new, 15,000-square-foot entertainment venue. As the operator of The Foundry and the contractor for the project, Mark dreamed of a look that was as warm and inviting as a pair of house shoes – a dream that is paying off in patrons.

The Foundry is part of a planned development called Grand Park that is home to an upscale residential neighborhood and a pedestrian-friendly village with hometown amenities. The development includes shopping, outdoor recreation, a community center and – thanks to The Foundry – bowling lanes and a movie theater housed inside a unique structure.

Grand Park's developers wanted the building to have the look and feel of an aged warehouse. Never having built a warehouse before, Mark studied how the brick was laid on historic warehouses near downtown Denver. "I wanted the truly authentic look of a hundred-year-old building," he explains. "I studied the texture of the bricks and the many patterns in which they were laid – even the imperfect way the mortar was applied by masons who are long gone."

Getting that ageless beauty from new brick was only one of Mark's discoveries. The fact that his quest uncovered brick that was honest in its clay origin but with a thickness of about a half-inch was like striking gold. He hit the mother lode at his area General Shale store.

General Shale's Old Brick Originals™ thin brick offers the same appearance as face brick, but it's less labor intensive to apply, and it's a fraction of the weight and thickness of traditional brick. Though thin brick is most frequently used for interior applications, The Foundry was to become one of the largest scale projects to use it for a building's exterior. For each section of the exterior, General Shale's Peppermill thin brick was used.

Mark's creative eye, with some help from his General Shale representative, mined the next innovation: He could mold

on it from the construction crews. We used lots of exposed brick that really adds warmth and a natural feel that is much more inviting than plain Sheetrock."

Mark then used thin brick for accents. "There are places where we've added fake garage door openings. So we used a different thin brick over what might have been an old door or vent. "We really had a lot of fun with it." If it sounds as if Mark was having a little too much fun with his interior design, consider the environment where fun now lives.

contractor putting on the thin brick. And it was the most fun!

"At the beginning of the process, I walked into the General Shale showroom and they didn't know me or whether I was building a doghouse or a mansion. I was treated great, and they had a wonderful selection of samples to see."

The Foundry's opening night was in July 2012, and so far, it has been everything Mark, also a contractor and owner of an entertainment hot spot in nearby Grand Park, hoped it would be. "It's the perfect place to come and have some fun after a day on the slopes. We're open rain, snow or shine," Mark concludes. It looks as if this new, ageless beauty will be around for quite some time.

I wanted the truly authentic look of a hundred-year-old building.

-MARK UNICUME
THE FOUNDRY OWNER, CONTRACTOR

different looks to parts of the exterior of his venue by using different colors of mortar. In the end, there were three distinct looks to the building.

"To be honest, it was kind of an experiment. We didn't want it to look redundant. A lot of the warehouses we saw in our research were not built at the same time. Buildings were added to over periods of time in the old part of downtown Denver, so the different-colored mortar was a great solution," Mark recounts. The mortar colors are grey, white and black, and the application is intentionally imperfect... Mark says in some places it looks downright sloppy and careless. He feels this "flawed look" adds to the authenticity.

Mark continued the thin brick application and warehouse look inside the building. "That's the key to making it look genuine on the inside as well. It's very spacious. We have open joist ceilings. We left the steel work raw even down to any writing or measurements that were

Every afternoon, his eight bowling lanes are filled with a mix of recent retirees, serious bowlers and kids just out of school. Moms, dads and kids as well as tweens fill the place on weekends. There are two high-definition cinema screens with oversized stadium seating that has room for supersized colas and stowaway tables for everything from nachos to pizza and more. If you want to spend more time, pull up a stool and hang out at the bar while the cooks load the wood-fired oven with your customized pizza.

About 10 months passed from the time ground was broken to the grand opening. That was slightly ahead of schedule, thanks to great weather and fantastic customer service from General Shale representatives. "I can't say how they are at solving problems, because we never had any," Mark says with a laugh. "They were fast, friendly and on time with deliveries. The easiest part of the project was the coordination with the masonry



BRICK NAME - PEPPERMILL THIN BRICK



It's easier than ever to pick the perfect brick
anytime, anyplace





As General Shale celebrates its 85th anniversary, it would be utterly amazing to the company's founders to see how technology is being used to make things easier for our customers. We understand that not everyone accesses the web through a traditional desktop computer in our now-mobile world. With the number of smartphone users surpassing 1 billion, General Shale is once again staying on trend with its launch of a new app to assist construction professionals and homeowners with designing buildings, selecting products and calculating costs of materials for their projects.

The General Shale smartphone app has several features, including an easy and convenient user interface that allows the user to:

- **Browse the full product line for product colors and sizes**
- **Choose brick size and enter the price per thousand**
- **Calculate total bricks needed, plus bags of mortar, sand and more**
- **Preview product color in landscape mode on the job site**
- **Send the name of your favorite products or final cost calculation via e-mail**
- **Find your closest General Shale retail location to call for more information and map driving directions**

“Contractors and customers utilizing this new app will find it helpful to move their project along easily and quickly,” says Dawn Henning, director of marketing and retail sales. “While there’s no substitution for human interaction with our sales staff, I think making it easy to browse online first helps customers be more educated about our products when they do come into a showroom, thus ensuring they are making the right choice for their project.”

The General Shale smartphone app is available now on the App Store™.

Not only is the new smartphone app a valuable tool, but online catalogs accessed through the new website at www.generalshale.com also are another great resource for consumers, helping them choose the perfect brick product for their project. “Even though our company is making one of the oldest construction materials known to man, there’s no reason we can’t be modern and future-oriented when it comes to how we engage our customer,” says Dawn. “Our website, app and social media sites are all vehicles for better interaction and attempts to make any construction project be completed more smoothly.”

All of the social media sites, such as Facebook, YouTube and Pinterest, can be accessed from the new General Shale website. The site is a comprehensive and updated resource for commercial and retail customers and includes these features:

- **An online catalog to view all products and colors**
- **The ability to compare colors to make a purchase decision**
- **The option to compare choices with a contractor or other decision makers**
- **The ability to view General Shale’s new DIY commercial properties**
- **The ability to download product information in both English and Spanish**
- **Access to a detailed company history**
- **Access to individual retail locations’ microsites**



SCAN TO DOWNLOAD



BRICK NAME - PROVIDENCE
PHOTOGRAPHY BY - DAVID TROTT



the
LAUZON
RESIDENCE

MICHIGAN

FINDING THE PERFECT COMBINATION

Bringing together natural stone and brick produces amazingly unique results.

Thomas Lauzon says he pinches himself every morning when he takes in the beauty of his new lakeside home in St. Clair Shores, Michigan.

During 35 years of marriage, his and his wife's dream has always been to live on the water. It took a downturn in the economy for home prices to fall to an affordable range for them to purchase a waterfront home in this prestigious community. But the lot's existing home was older and would have required a lot of renovations, so Thomas scrapped it and began plans for the home he desired.

"I had the home basically designed in my head, but we worked with a well-known architect to draw up the plans," explains Thomas. "One of the design aspects I really like is that the entire rear is windows, so we can see the lake from anywhere in the back of the house. And he angled the two sides so that you see only the lake from the main rooms, not the properties beside us."

Thomas says he always knew he wanted brick and stone for his new home. In fact, those are the only two materials used on the outside... and the stone elements are continued in the landscaping around the pool. The Lauzons had previously lived in brick homes in a variety of styles and colors and were looking for something different this time. "We've lived in a white brick house, an orange brick house and most recently a red brick house. So we started exploring what other color palettes were out there in brick and were both leaning toward the same color—but the funny thing is, we didn't know it."

Both Thomas and his wife had picked out brick homes in the community that were built using the brick they each liked. Not having seen each other's choices, they were quite surprised to find out they both had picked the same brick: Providence Brick by General Shale. The brick color falls in the company's "pastel" line of colors.

Having a background in construction, Thomas was the general contractor on the project. Of course, no project is without snags, but Lauzon actually called the home-building process "fun" and said the ease of working with General Shale was part of the reason. "This was very personal to me, so I wanted to be directly involved. I wanted to personally pick out each person who worked on my house," Lauzon explains.

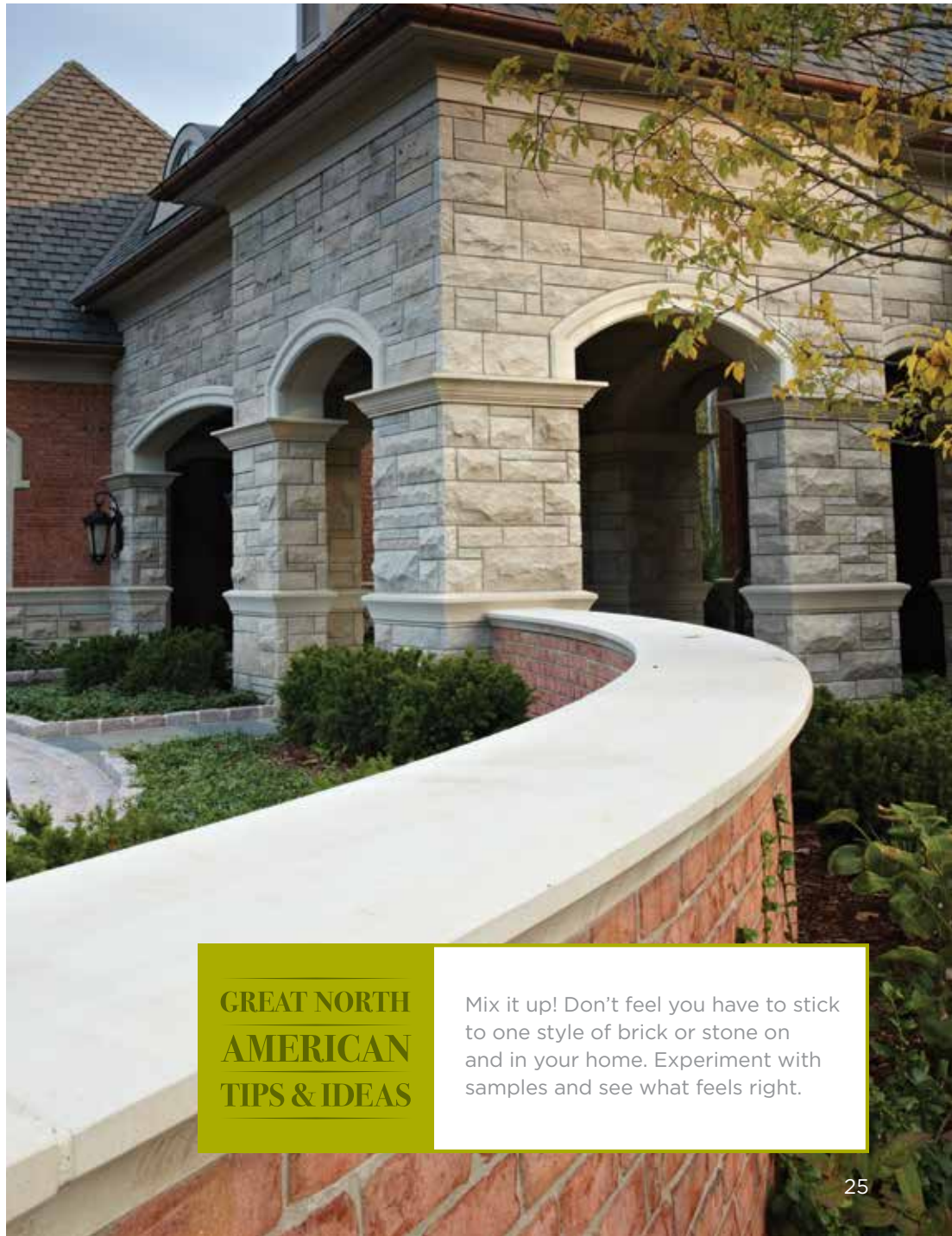
It took about two years for the home to be built, and Thomas says this is their forever home. The couple has five kids, and they look forward to having a place for the not-yet-born grandkids to enjoy visiting.

"I say, some day I'll have grandkids, and I'll have a home that they will want to come to, even if their parents don't," Thomas laughs.





BRICK NAME - PROVIDENCE



**GREAT NORTH
AMERICAN
TIPS & IDEAS**

Mix it up! Don't feel you have to stick to one style of brick or stone on and in your home. Experiment with samples and see what feels right.



Home
OF THE
YEAR 2013



BRICK NAME - OLDE GEORGIAN TUDOR
STONE ACCENTS - ARRIS CRAFT SAVANNAH
PHOTOGRAPHY BY - PETER MONTANTI



the
DOWER
RESIDENCE

TENNESSEE



**GREAT NORTH
AMERICAN
TIPS & IDEAS**

Do you want your home to blend into the environment or stand out? The style and color of brick (and mortar) you choose can make all the difference.



OUR FOREVER HOME

A focus on longevity and their surroundings let this family build their dream home to bring it all together seamlessly.

Nestled into the mountains of East Tennessee, the home of Glen and Laura Dower owes its unobtrusive nature to the use of brick and stone in earth tones. Glen, a self-described “amateur architect,” says he had a dream of what he wanted the couple’s home to be, and he wouldn’t have been happy unless he had it built exactly the way he envisioned it.

“This is going to be our ‘forever home,’ if you will,” Glen says. “I definitely wanted the home to have some permanence to it.” He adds, “Brick is the way to go” for longevity.

While the Dower home features stone accents, Glen says the choice to use mostly brick was a bit more affordable than all stone or all stucco would have been. The Olde Georgian Tudor brick, Mount Vernon pavers and Savannah Arriscraft stone, all from General Shale, also allowed the Dowers to create a home that blends into its environment.

Glen says he and Laura visited a General Shale showroom a couple of times and the website was particularly useful. “We found a few bricks that we were interested in, and we ordered samples from General Shale,” Glen says. “That was very helpful, that they were willing to do that. They were very responsive in terms of letting us see actual samples.” Having the option of ordering samples was one of the factors in the home turning out as well as it did. “The types of brick we used turned out just as good as we hoped, and we are very pleased with that,” Glen says.

The style of brick the Dowers ultimately chose gives the home a subdued, aged look that many new homes don’t have. “We didn’t want it to be very flashy-looking. We chose the older Tudor-style brick that looks like it has some age on it already rather than something that looks brand-spanking-new.”

While General Shale brick lends quality to the home, it was the builder, John Allen; the masonry contractor, Belcher Masonry; and the Pioneer Stoneworks stone masons who really brought the home to life. “The builder, the stone masons and the brick masons did a superb job. This wasn’t easy—this wasn’t just stacking bricks; there’s a challenge here. The workers were skilled enough to rise to the challenge and make suggestions to make it look better. The builder and crews cared about putting this house together.”

The result is the home that the Dowers had initially envisioned, one that blends in with the natural surroundings and allows the empty nesters to enjoy their secluded retreat. Tucked into the mountainside, the home features a walkout basement that exits to a brick-paved patio. A first-floor patio, also paved with General Shale pavers, offers views of the tree-covered landscape. Family and friends agree that the home’s design makes it “peaceful and harmonious” with the surrounding woodlands.







TAKE CONTROL OF YOUR OUTDOOR LIVING SPACE

Rain or shine, Equinox® Louvered Roof system creates an outdoor living space that allows you to take control of when and how you enjoy the outdoors. The Equinox® Louvered Roof system is a versatile, solar-powered, and motorized adjustable patio cover that combines style and function to create or enhance your outdoor living space.

EQUINOXROOF.COM | 800 448 4033

OR CONTACT YOUR LOCAL GENERAL SHALE LOCATION FOR MORE INFORMATION
www.GeneralShale.com


EQUINOX
LOUVERED ROOF

CRAFTING YOUR SUNSCAPE

A louvered roof system is the perfect way to enjoy the outdoors.



When the weather warms up, most of us start to crave sunshine and a fresh breeze, but we may not want to be exposed to direct sunlight every time we go outside to relax.

A louvered roof system is the perfect solution to bring indoor living to the outdoors. The Equinox® Louvered Roof system, available through General Shale, is a versatile, solar-powered and motorized adjustable patio cover that combines style and function to create or enhance your outdoor living space.

The roof system can accommodate any architectural style, such as existing structures with gable or pitched roofs,

bay windows, doors, or an angled roof or walls. The system can also be engineered to be freestanding.

Louvers can be easily positioned within a 160-degree range of motion to customize the amount of sunlight and ventilation that gets through. And the solar-powered battery pack does not require any additional energy.

Available in white, sandstone and clay colors, the Equinox Louvered Roof system enhances outdoor living areas such as patios, courtyards, kitchens, swimming pools, spas and much more. Virtually any material and finish can be applied to achieve your desired look and feel for

your outdoor living space, including but not limited to aluminum, steel, wood, stucco and paint.

For more information, call your General Shale sales representative.



**GREAT NORTH
AMERICAN
TIPS & IDEAS**

When you look up a specific style of brick on www.generalshale.com, the site will automatically show you complementary products.

PRODUCT NAME - GATHERING GRILL SQUARE FIRE PIT



Fun

AROUND THE
FIRE PIT

General Shale fire pits and fireplaces are much more than just solid structures that hold flames. Our fire pits spark family conversations, create memories and serve as an outdoor kitchen for special treats. So tell the kids to put down the electronics and engage in some old-fashioned family fun by gathering around the fire pit.



Entertainer Round Fire Pit



Gathering Square Fire Pit



Gathering Grill



SAFETY FIRST – Tips and tricks for keeping it safe with your new General Shale fire pit or fireplace.



Position it safely. Place or build your fire pit at least 10 feet from structures and flammable items.

Put it on solid ground. Place a fire pit on General Shale pavers and in an open area, avoiding trees or roof overhangs.

Keep an extinguisher handy. Always keep a fire extinguisher near your fire pit and know how to use it correctly.

Watch the flame. Never leave any fire unattended, especially if children are nearby.

Cool it. Throwing water in a fire pit may not be enough to extinguish the flame completely. To be safe, let coals cool and gently pour water over them. Make sure the embers are completely extinguished before going indoors.*

*Thanks to www.safetyathome.com for the tips!

for classic fireside treats

S'MORES

INGREDIENTS

- 1 marshmallow
- 2 squares graham crackers
- 1 square of chocolate bar

DIRECTIONS

Place a chocolate square on top of one graham cracker square. Brown marshmallow on a stick over hot coals, then place on top of chocolate and graham cracker. Cover marshmallow with other graham cracker, and then eat like a sandwich.

APPLE PIE ON A STICK

INGREDIENTS

- 1 cup sugar
- 1 tablespoon cinnamon
- 4 cooking apples
- 4 dowels or roasting sticks

DIRECTIONS

In a small bowl, mix together sugar and cinnamon and set aside. Push the stick or dowel through the top of the apple until the apple is secure. Roast the apple 2 to 3 inches above a bed of hot coals, turning frequently. (As the apple cooks, the skin starts to brown and the juice dribbles out.) When the skin is loose, remove the apple from the coals but leave it on the stick. Peel the skin off the apple, being careful not to burn yourself, because the apple is very hot. Roll the warm apple in cinnamon-sugar mix and enjoy!

BANANA BOATS

INGREDIENTS

- bananas
- chocolate bars
- marshmallows

DIRECTIONS

Peel back the banana peel on one banana, being sure not to completely remove the peel. Slice the banana lengthwise so it resembles a hot dog bun. Place marshmallows, chocolate bar pieces and chocolate syrup in the slice. Carefully wrap the banana back up in its peel. Wrap the banana in aluminum foil and place it in the hot coals for about 10 minutes. Unwrap the foil, pull back the banana peel and enjoy! You can also experiment with other ingredients such as caramel syrup, strawberries and peanut butter. Anything that tastes great with bananas would be perfect!

DOUGH BOYS

INGREDIENTS

- 6 hot dogs
- 1 package biscuit mix (*canned biscuits may also be used*)

DIRECTIONS

Prepare biscuit mix according to the directions on the package. Wrap a small amount of biscuit dough around each hot dog. Be careful not to use too much dough, or your hot dog will not cook. Toast your dough boy over hot coals until it is cooked through and golden brown on the outside. Serve with your favorite condiments and enjoy!

CAMPFIRE DESSERT WRAPS

INGREDIENTS

- flour tortillas for each person
- peanut butter
- mini marshmallows
- mini chocolate chips

DIRECTIONS

Spread peanut butter onto each tortilla, and add marshmallows and chocolate chips to your liking. Roll tortilla like a burrito, and wrap in aluminum foil. Warm the wrap on the grill or campfire for about 15 minutes, handling with oven mitts. Peel the aluminum back and eat the wrap like a banana. You can add many other ingredients, including toffee bits, fruit, and sprinkles or use caramel topping instead of peanut butter.

BROWN BEARS

INGREDIENTS

- 1/2 cup sugar
- 1/2 tablespoon cinnamon
- 4 tablespoons butter
- 1 package biscuit dough

DIRECTIONS

Mix cinnamon and sugar together until well blended. Melt the butter in a shallow pan such as a round cake pan. Roll one biscuit in your hands to form a long, snakelike piece of dough. Wrap the snakelike dough around a stick so that it forms a coil shape. Slowly cook the dough over a campfire until it is evenly browned, making sure to turn the stick as the dough cooks. Once it is cooked, carefully remove the dough from the stick and roll it in the melted butter. Then dip it into the cinnamon-sugar mixture and enjoy!



FINDING THE PERFECT FUEL

Knowing your firewoods will help you pair their natural aromas to best complement your dish.

Most people think firewood is firewood. To others, however, the aromas that can arise from different types of wood have as many subtleties as a bottle of fine wine.

The key to finding your favorite scent is experimentation. It's also important to have an understanding of the ways different types of wood burn.

Wood-burning professionals recommend using split, seasoned deciduous hardwoods, dried for at least six months, to construct the main body of the fire. Softwoods such as pines and cedars can then be added to accentuate the aroma.

Be aware, however, that softwoods provide a less enduring heat than hardwoods and can lead to creosote buildup in chimneys.

Cedar, alder, hickory, mesquite, apple, oak, cherry and maple are often used for plank grilling as well. Plank grilling is popular for fish such as salmon, swordfish, halibut, tilapia and others, but planks can be used with other meats, pizza and even vegetables. The result is juicy, flavorful and aroma-rich food.

Make sure you use only approved, natural planking wood that you know is untreated. Treated or creosoted wood has chemical preservatives that are harmful and alter the wood flavor and aroma. Look for “bluish” wood smoke. Wet woods produce “grayish” smoke. Just remember to avoid smoky softwoods such as pine when cooking your next wood-fired meal.

AROMATIC WOODS INCLUDE:

- Apple
- White Birch
- Hickory
- Juniper
- Cherry
- Birch
- Pinyon Pine
- Walnut
- Pear
- Plum
- Yew



Turn any
backyard
into a 5-star
restaurant.



CHICAGOBICKOVEN.COM

*Hood, oven and
base sold separately.*

*Base made by
General Shale.*



KOREAN RIBS



CEDAR-PLANKED SALMON



THE BEST WOOD-FIRED

INGREDIENTS

1 cup soy sauce
1/2 cup Mirin (sweet Japanese rice wine)
1/2 cup packed dark brown sugar
1/4 cup unseasoned rice vinegar
1/4 cup sesame oil
1/4 cup minced garlic (about 15 cloves)
2 large green onions cut into 2" pieces (or thinly slice a whole onion)
5 pounds Korean-style short ribs (see below)

If you live near an Asian market, get your Korean-style ribs there. If you have to go to a national grocery chain, ask the butcher to take whole short ribs and cut them across the bones (instead of between the bones) into 1/4" strips. This method is also called "flanken style." Cutting between the ribs is called "English style."

Mix everything except the ribs in a large bowl. Place the ribs in a large zippered plastic bag or glass dish. Mix in the marinade and let them sit in the refrigerator for at least 6 hours; you can do this overnight.

Preheat your oven to 500°F to 550°F. Keep a flame going, and put a cast iron grill pan or a grill grid in your oven. Place the ribs in the oven. They'll cook very fast, and you have to watch them so they don't burn. Grill some green onions with them and serve hot!

INGREDIENTS

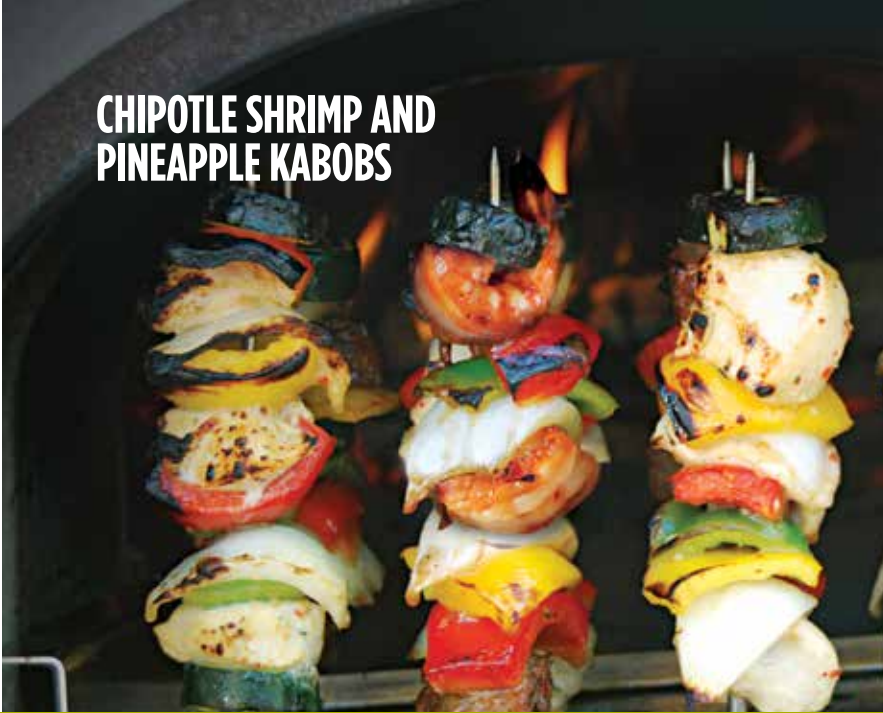
Salmon fillets, skinned and pinned (8-ounce to 10-ounce)
1 tablespoon olive oil
Coarse kosher salt, to taste
6 wedges pre-roasted Yukon potatoes
5 asparagus spears, fresh, tossed in olive oil and searing seasonings
1 lemon or lime wedge per salmon fillet

Preheat your oven. When cooking, the temperature should be about 500°F. Rinse and then soak untreated cedar shake for 15 minutes in tap water. Place oiled and seasoned salmon with thickest part of salmon on thinnest part of cedar shake. Place shake in oven and cook until 3/4 of the way done. As the salmon nears the 3/4-done mark, arrange the fresh asparagus and pre-roasted Yukon potatoes. Remove when salmon is done and/or asparagus begins to toast; approximately 7 to 9 minutes total time.

Attention!

What should you do if the plank explodes into flames? This seems to happen three or four times out of a hundred. We suggest having lemon wedges handy. Douse the fire with lemon juice, then put the plank back in the oven until the fillet is fully cooked.

CHIPOTLE SHRIMP AND PINEAPPLE KABOBS



PIZZA MARGHERITA



RECIPES OF 2013

INGREDIENTS

1 pound large shrimp, peeled and deveined
2 cloves garlic, minced
1/4 cup orange juice
2 teaspoons red chili powder
2 cups fresh pineapple chunks
1 red onion, cut into chunks
1 red pepper, cut into chunks
1 cup barbecue sauce
2 tablespoons honey
1 tablespoon chipotle peppers in adobo sauce (to taste)
1/4 cup cilantro, chopped

Preheat your oven to between 350°F and 400°F. Once oven comes to temperature, place either a cast iron grill pan or a grill in the oven and allow it to heat. If you're using wooden skewers, soak them in water for 15 minutes. Combine shrimp with garlic, orange juice and chili powder in a reclosable plastic bag. Refrigerate while chopping the vegetables. Mix chipotle peppers into honey and barbecue sauce; set aside. Thread shrimp, pineapple and vegetables on the skewers. Brush grill pan or grill top lightly with oil. Place skewers on grill pan, and brush liberally with barbecue sauce. Cook for 2 minutes per side, until shrimp are pink and vegetables tender. Garnish with fresh cilantro.

INGREDIENTS

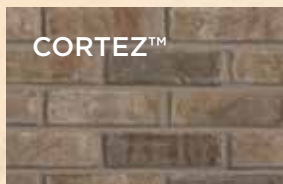
1 basic pizza dough round (homemade or store-bought)
1 28-ounce can of peeled plum tomatoes, drained and seeded
2 tablespoons extra-virgin olive oil
2 cloves garlic, finely chopped
1/2 cup fresh grated Parmesan cheese
1 tablespoon coarse cornmeal
6 ounces fresh mozzarella cheese, sliced thin
1/2 teaspoon salt
Fresh basil

Preheat your oven to 500° F. In a mixing bowl, combine garlic, salt, 2 tablespoons olive oil and tomatoes cut into chunks. Work pizza dough to form a round disc. Dust your pizza peel with cornmeal and place the pizza dough on it. Spread ingredients on the dough and top with the fresh mozzarella cheese. Place the pizza peel in the oven, and bake until cheese is bubbling and crust is golden brown. Remove from oven and sprinkle with Parmesan cheese and basil.



BRICK NAME - STONEFIELD TUDOR

THE BIG TEN - These are the most popular brick styles from General Shale's wide range in 2013.



CORTEZ™



MILLSTONE



NOTTINGHAM
TUDOR



MONTICELLO



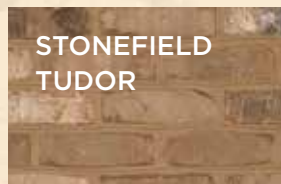
REMBRANDT



JEFFERSON-
WADE TUDOR



CASTLE ROCK
TUDOR



STONEFIELD
TUDOR



BARNSLEY
TUDOR



LACOSTA

Winning designs begin here.

Simply stone.™

Arriscraft maintains its legacy of product leadership with robust selection and new, compelling styles each year. Visit our newly designed website and view the photo gallery for your inspiration.

Always a winning choice - all-natural, Arriscraft building products offer the extraordinary qualities of quarried stone. We offer:

- Diverse building stone collection – cutting-edge to old-world styles
- All-new, long Contemporary Brick
- Tumbled Vintage Brick in a wide range of colours
- Versatile Renaissance® and Thin Clad systems



800.265.8123
arriscraft.com

Arriscraft 
Building Stone · Brick · Limestone



STONE NAME - EVEREST OAKWOOD



STONE NAME - EDGE ROCK DELTA



STONE NAME - EVEREST BLEND

ARRISCRAFT STONE

Leading the way in energy conservation.

When builders want the look and quality of quarried stone without the hefty price tag, they turn to Arriscraft. For 65 years, Arriscraft's unique Natural Process technology has produced cement-free building stone boasting the aesthetic, durability and strength benefits of real stone but with simpler, more cost-effective installation.

Arriscraft continues to be a trendsetter in the industry, as the company is always looking to refresh its color palette and textures. This year, Arriscraft launched the largest selection of new products and colors in the company's history.

"In addition to watching for trends within the market, we listen and work closely with trendsetting customers to keep on top of trends," says Marta Zonneveld, marketing manager for Arriscraft. "Our inspiration for new products and colors comes from what builders are telling us consumers want."

Offering a broad array of styles, from contemporary to old-world, the newest products from Arriscraft create distinction for each home or commercial building.

Our new twist on a classic style Fresco™ features the size and format of Citadel® with a weathered guillotine texture. Fresco™ is available in Twilight, Silverado, Eclipse and Solstice.

Edge Rock™ features a dynamic profile to create an overall unique and rugged appearance. Its two-unit format has the benefit of simple installation. This new Building Stone style is available in Delta, Oakwood and Glacier colors.

New Contemporary Brick offers modern refinement with its elongated appearance and random lengths. Contemporary Brick is available in colors that beautifully complement our Cambridge Building Stone selection: Havana, Ivory White, Mystic Grey, Tofino and Phoenix.

Everest is definitely worthy of mention. Everest building stone features a uniquely textured surface and dynamic colors. It is available in Ivory White, Honey Brown, Oakwood and one accent color – Slate Grey.

"One of the things that sets us apart is that Arriscraft stone doesn't weather the same way as other manufactured stone products," Zonneveld says. "Like natural quarried stone, once you've chosen your color and texture, you can be assured that Arriscraft Building Stone will age gracefully. In fact, we offer a lifetime warranty on our stone."

Arriscraft products are also environmentally friendly and are made with all-natural materials.

Zonneveld says the market is very diverse across North America. Some larger homes are being built completely out of Arriscraft stone, and in other areas it's used more as an accent alongside brick.

"I think it's important to point out that we offer products for every price point. Even for those homeowners who feel stone is out of their price range, the accents you can add with Arriscraft products offer the grandeur of stone but on a smaller scale. "Keystones or quoins for added accent on the windows or entryway are very popular."

Arriscraft and General Shale brick are exceptional building materials and complement each other perfectly.

Builders are not compromising on quality when they use Arriscraft with General Shale brick.

Check out the Arriscraft products used in perfect harmony with General Shale brick on the Stowers' home as well as on the Dower family's Home of the Year in this magazine.





BRICK NAME - VIRGINIA HIGHLANDS

PHOTOGRAPHY BY - PETER MONTANTI

the
COUSINS
RESIDENCE

NORTH CAROLINA



RIGHT ON POINT

After the United Kingdom and Colorado, this brick house on the lake just felt like home.

When John and Patricia Cousins began their nationwide search for a lot on which to build a maintenance-free home, there was no question what building material would be used – brick.

Virginia Highlands brick and Old Baltimore clay pavers from General Shale completed the picture-perfect waterfront home built in 2011 that the couple had envisioned for their retirement years. Other features such as powder-coated aluminum doors and leaf-free gutters help keep the home maintenance-free.

They chose the location, The Point Lake & Golf Club on Lake Norman, North Carolina, after an extensive review of possible retirement locations throughout the U.S., including Virginia and California.

“We liked The Point because it’s a planned community with an infrastructure in place: a golf course, a little village center with a bakery and a store, tennis courts, a swimming pool,” John says.

After living everywhere from John’s native U.K. to Denver and several points in between while John worked for Mobil Oil and Exxon, he said it was ironic that they retired to a place where they had never lived before.

“We like it so much here,” John adds. “The house is on the water, which is phenomenal, and the climate here has four distinct seasons, none of which is too harsh.” John explained that he enjoys doing yard work, and the heat and humidity in some of the places he had lived in the past, such as Houston most recently, could be “unbearable.”

The Cousins were moving into their new home “in record time,” as the house was built in eight and a half months, coming in ahead of schedule.

The builder, Kingswood Custom Homes, “did a phenomenal job,” John says. The contractors and designer worked hard to incorporate the features that the couple wanted, and the process went smoothly.

One of the couple’s favorite things about the house is that it was designed based on their former home in Houston. “The floor plan is very similar to the home we had before. We modified it slightly, but basically the house is the house we wanted to build,” John says.

The couple’s second-favorite feature of the home is its “absolutely fantastic location,” John added. “The views out of the back of the house are across the lake, and it’s open water. The yacht club is visible, so you can watch the sailboats on the lake.”

Visitors appreciate the natural materials used inside the home. “All the stone is either marble or granite, and there are solid hardwood floors throughout the house except where there is marble tile,” John says. The open, spacious feel of the home is complemented by the sunlight that reflects off the surface of the lake and into the back side of the Cousins’ home.

“The whole experience we had with Kingswood as the builder and with General Shale providing the brick was first-class,” John concludes.





The main reasons for choosing brick are that it doesn't require painting, it's substantial, and it's going to last as long as we need it to last.

-JOHN COUSINS
HOME OWNER



BRICK NAME - VIRGINIA HIGHLANDS



the
TUCKER
RESIDENCE

SOUTH CAROLINA

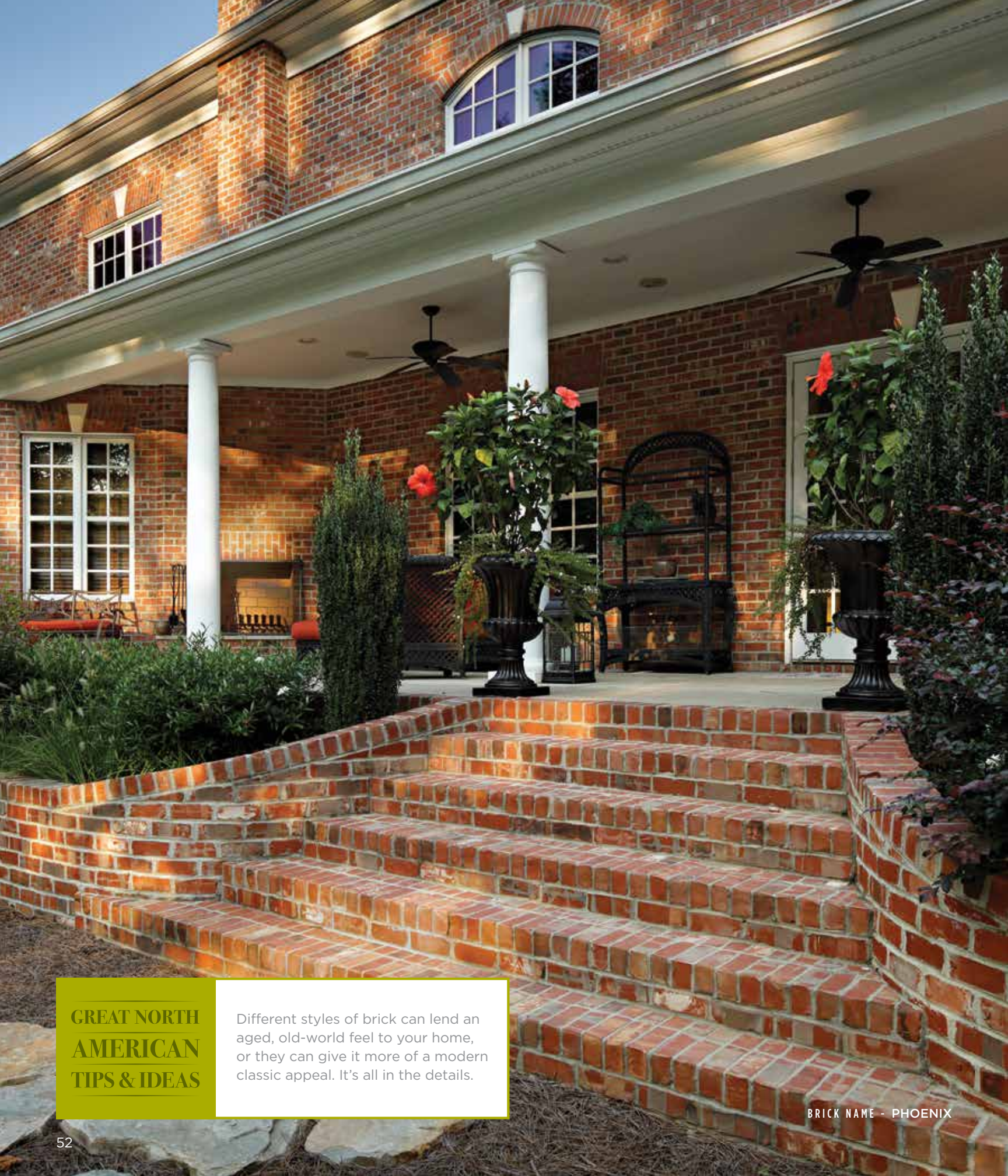


BRICK NAME - PHOENIX

PAVER NAME - AUTUMN RIDGE CONCRETE

PHOTOGRAPHY BY - PETER MONTANTI





**GREAT NORTH
AMERICAN
TIPS & IDEAS**

Different styles of brick can lend an aged, old-world feel to your home, or they can give it more of a modern classic appeal. It's all in the details.

BRICK NAME - PHOENIX



THE DRIVE TO MAKE IT YOUR OWN

Renovation of a problematic driveway brings unique character home for the Tuckers.

Imagine being so unhappy with your choice of construction material for your driveway that you hated looking at it when you came home. That's how Scott Tucker of South Carolina felt even after building his beautiful new home seven years ago.

Although he loved the look of his house, built with brick from General Shale, he just felt the plain driveway didn't do the home justice. So about a year ago Scott removed the concrete and installed General Shale concrete pavers instead. And now he says he can't help but smile every time he comes home.

"I just think it adds so much character to our home," Scott says. "Because we are on clay soil, we actually had to re-pour concrete underneath the pavers. I wanted a truly maintenance-free application, and now there is no chance of weeds coming through, and I love it."

Other brick elements used in landscaping the front of the home are small brick columns flanked by shrubbery that will eventually grow into a solid hedge and a unique serpentine brick wall that runs the length of the driveway.

"We had a wooded area off to the left of our driveway between our home and our neighbors, a place with an unusual grade where no grass would grow. So I remembered some architectural elements from when I visited Monticello {home of Thomas Jefferson} as a child, and I asked if they could do a curved wall. I was a little surprised when they said, 'Of course!'" remarks Scott.

The concrete pavers in Autumn Ridge coordinate nicely with the Phoenix brick used for the home's exterior. The mortar was chosen with the help of samples from General Shale. "We looked at several different types of sand; we went with the whiter color after seeing about four mock-ups," says Scott. "We loved how the white just added an additional pop to the look of the house."

The Tuckers have two children, ages five and seven, so building a place for the family to gather in the backyard is next on the list of brick projects.

"Right now we have these beautiful, sweeping brick stairs that come down off the back porch. We'd like to create a courtyard using pavers next. It'll be low maintenance and durable. You can't beat brick for that," Scott concludes.

BRING BRICK INDOORS WITH BRICKWEB™

The warmth of your brick exterior can now easily continue to your favorite living spaces.

Brick as an interior wall covering is growing in popularity, but many cases still require the expertise of a mason to be properly installed. But a new General Shale product called Brickweb is helping those willing “do-it-yourselfers,” thanks to its similarity to ceramic tile sheets.

The kiln-fired clay is the same as the traditional thin brick product, but it’s positioned on tile webbing for easier and faster installation.

“This is exciting for us because it is simply thin brick units that are glued to a traditional tile web backer. The beauty of this is the ability to install it faster and easier than individual thin brick products,” says General Shale’s Mark Stutz.

There are 12 bricks per sheet, which cover 1.75 square feet. The corner pieces have eight brick corners per sheet. One box of Brickweb will cover 8.7 square feet in a fraction of the time it would take to install individual bricks.

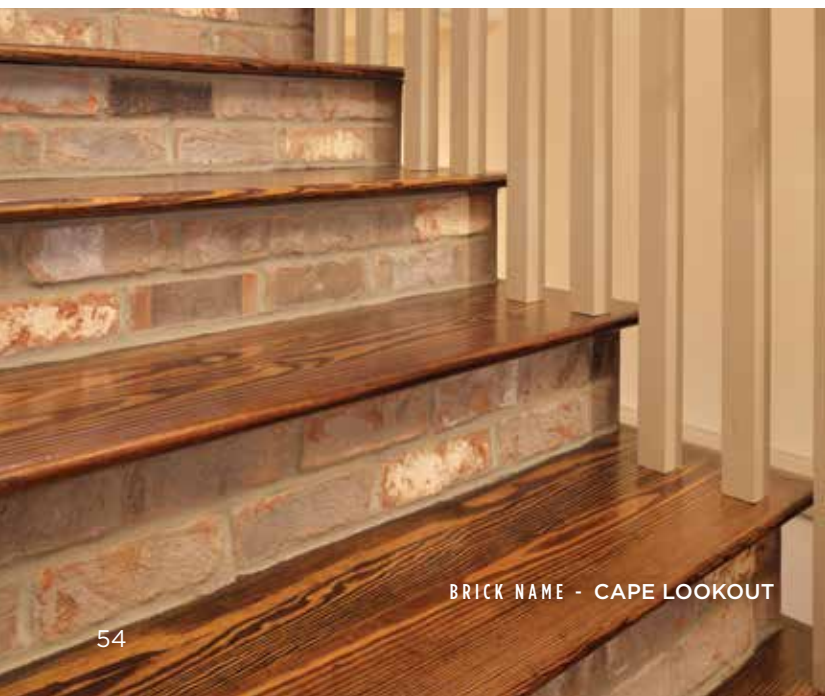
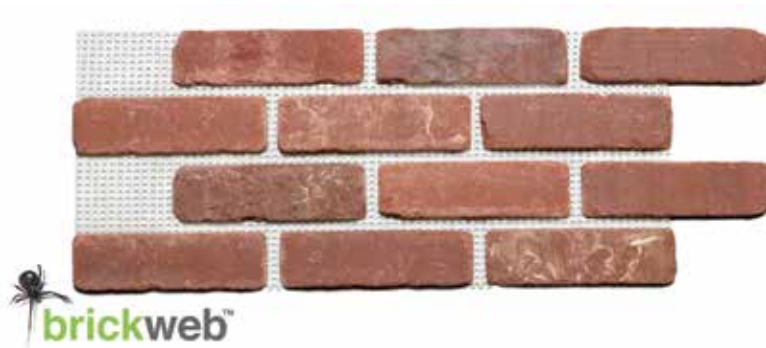
Stutz also says the look similar to tile is a plus for selling it to customers. “Because this product is already adhered to a mesh back, when the customer sees the product, it communicates that it’s similar to tile, and many folks are more familiar with installing tile,” he explains. “They understand right away that it’s going to be a simple project.”

Stutz says the Brickweb is not intended to replace existing thin brick, but it’s another product for General Shale in the DIY market.

As of now there are eight colors of Brickweb in production out of the Denver, Colorado, plant.



BRICK NAME - CAPE LOOKOUT



BRICK NAME - CAPE LOOKOUT



A WALL, IS A WALL... IS A WOW!

If your client wants more than an ordinary retaining wall, select VERSA-LOK. No other wall system gives you the same combination of aesthetics, installation ease and performance. VERSA-LOK's unique construction gives you the freedom to create stairs, curves, corners, columns and freestanding walls. Units can be quickly modified on-site—eliminating the need to order special pieces. And their solid-unit characteristics provide unsurpassed durability. In addition, the Weathered™ texture and Mosaic® random-pattern options will give your project a look that is sure to turn heads.



Freestanding Walls



Mosaic Random Face Patterns



Fully Integrated Stairs



Random-Pattern Tall Walls



Freestanding Columns



Multi-Angle Corners

VERSA-LOK[®]
Retaining Wall Systems
Solid Solutions.

versa-lok.com



Memories made with a Napoleon®

STYLE | PERFORMANCE | QUALITY



 PROUDLY MADE IN CANADA

napoleongrills.com


NAPOLEON
GOURMET GRILLS

LIGHT UP THE NIGHT

Bright solutions for getting the most from your outdoor space.



Landscape lighting is far more than simply illuminating parts of your property. It is an art practiced by craftsmen who are trained and experienced in its many facets. The goals of landscape lighting are both practical and aesthetic, and a good lighting design addresses each of these goals.

Security Lighting

Placement, coverage and quality of illumination greatly determine your level of security. Lighting from floodlights is almost always overly bright and provides limited coverage of vulnerable regions. The result is a property where intruders can pass freely through dark areas.

A better approach is to create a strategic lighting plan that illuminates several key areas of the property with low levels of illumination. The low levels allow the viewer to see objects in the illuminated areas and to still see details in adjacent unlit areas.

A skilled lighting designer will identify the key areas of security concern and provide low levels of illumination to ensure that intruders are not able to move through the property unseen.

Safety Lighting

Safety lighting targets steps, pools, water features and tripping hazards. The illumination of hazards should be at a very low level – just enough to discern details, but not so bright as to obscure surrounding dark areas.

Fixtures that do not shield bulb filaments are known as “light bombs.” When a visitor is subjected to one of these, he or she is momentarily blinded and may trip. Nearly all floodlights, carriage lights and entryway lights fall into this light bomb category.

A good lighting designer will also consider the age of occupants and the presence of disabilities. The elderly require far more

light to safely navigate a property than do younger people. They may also be less able to see contrast in brightness, putting them at risk for missing steps or tripping on fieldstones.

Task Lighting

Areas such as decks, docks, patios and sports courts require specific lighting designed according to the nature of the activity. Low-voltage lighting with its small lighting fixtures and sharply defined beams is ideal to manage the illumination for such areas.

In addition to selecting the appropriate illumination, designers may offer various control options for these lights. A patio area, for example, can be equipped with two lighting schemes – one for romance and the other for parties. Such options can be achieved with dimming or with the inclusion of extra fixtures that can be switched on and off as needed.

Distinction begins here.

Simply stone.™

Arriscraft delivers the most compelling selection of residential and commercial stone products:

- Timeless Renaissance® Masonry units and Adair® Limestone
- ARRIS.clip and ARRIS.tile; highly-versatile Thin Clad systems
- Cutting-edge Building Stone profiles in classic and fresh new styles
- Calcium Silicate Brick, including our all-new, long length Contemporary brick

All Arriscraft products are backed with our industry leading technical support and our unique lifetime warranty.



Through superb energy efficiency, exceptional life span and timeless architectural appeal, Arriscraft products contribute to LEED points and sustainability.



800.265.8123
arriscraft.com

Arriscraft 
Building Stone · Brick · Limestone

Aesthetic Lighting

A lighting project is judged to be aesthetically beautiful both by obvious beauty and by the wide range of emotions and feelings that arise from the visual experience. Just as each visitor to a museum reacts differently to the objects on display, each person viewing a landscape lighting scene has a different experience. Still, experienced landscape lighting designers learn that certain aspects or principles of lighting design tend to produce positive aesthetic judgments. The skillful implementation of these principles tends to produce superior designs.

Landscape Lighting Design Principles

Cohesion

The property should be illuminated in a way that highlights key landscape and architectural features while maintaining the relationships between key features and less impactful areas.

Depth

Depth refers to the selective illumination of items and areas both near and far from the viewer. This brings a three-dimensional quality to the visual experience.

Focal Points

The selection and illumination of distinctive features that serve as points of visual interest are key to a successful lighting design.

Light Quality

Light quality is typically described according to the emotional or visceral response it evokes. Hence, we hear of “romantic,” “dramatic” and “subtle” lighting.

Perspective

This refers to the skillful placement of illumination that considers the viewer’s

location. The designer needs to consider walkways, driveways, and other areas frequented by homeowners and visitors and create lighting schemes that present visual interest and serve lighting needs.

Balance

Nighttime, compared to daytime, illumination is very selective, with greater contrast between light and dark areas. Night lighting can elicit a wide range of responses, and a good lighting design recognizes the human desire to see balance from left to right and up to down.

Symmetry

Symmetry is an arrangement that makes visual sense. It is found in architecture and in various regions of the landscape. When symmetry exists in the property, the lighting designer often illuminates it in such a way that preserves its visual impact.

Visual Comfort

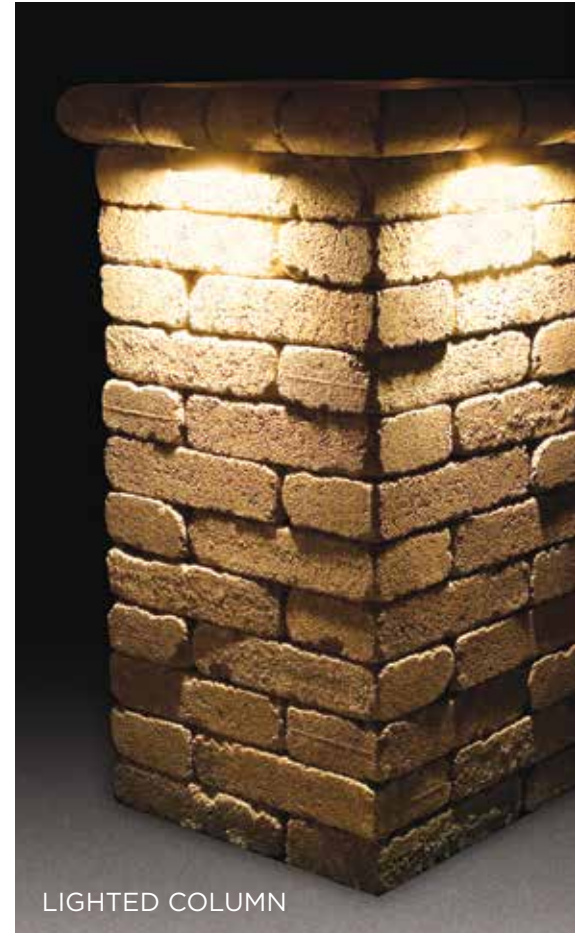
Lighting that is glaring or overly bright or that presents extreme contrasts in brightness detracts not only from the safety and security of a site, but also from the aesthetic enjoyment.

Landscape lighting design is an art that is both practical and aesthetically enjoyable. The masters of this art satisfy numerous goals simultaneously. The results greatly enhance the experience of homeowners and serve many of their functional needs. Every property needs some sort of illumination, and homeowners are best served by hiring a professional to design and install their landscape lighting.

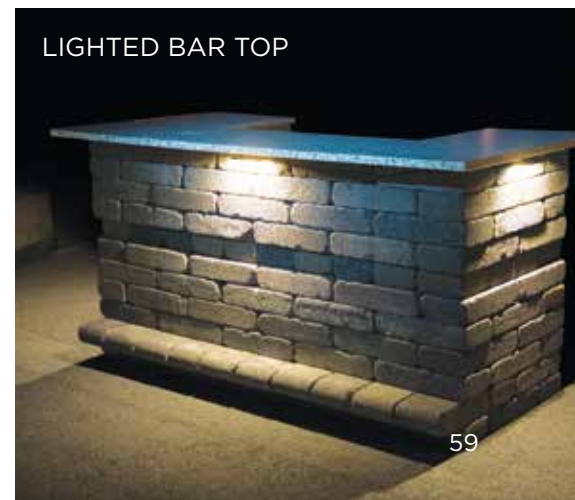
For the full article visit
www.cast-lighting.com/about-cast/landscape-lighting.



LIGHTED FIREPLACE



LIGHTED COLUMN



LIGHTED BAR TOP



Luke B. Guinn



James M. Guinn
September 22, 1946 - April 18, 2013



Louis E. Guinn
August 1, 1915 - June 14, 2010

ALL IN THE FAMILY

Three generations of one family within our own.

During the 85 years that General Shale has been in existence, a Guinn has been employed there for nearly 70 of them. General Shale’s marketing communications specialist Luke Guinn is a third-generation employee of the company and is proud to carry on the tradition in his family.

“Obviously when I was growing up, General Shale is a name that I knew well,” says Luke. “But I have to say I never thought I would end up working at General Shale – again. I worked a three-month, part-time job in the summer of 2001 when I cleaned up around the plant in Johnson City, Tennessee. I pulled weeds, stacked pallets and swept around the kiln. A lot like what my Dad did, which is interesting to think about now that I know that’s similar to how he started. Fast-forward 10 years to 2011, and I saw a job opening online in the marketing department and decided to apply. ‘Wouldn’t that be something?’ I thought to myself.”

Luke now works in the corporate office, utilizing the latest technology with social media and marketing to promote the company and interact with customers – much different tasks than the physically labor-intensive jobs his father and grandfather had. If you would have asked Luke’s dad, who worked various jobs from 1967 to 2008, what Luke does, James

Guinn would have laughed and said “He sits on his tail!”

In all seriousness though, James understood the importance of good customer relations. “Customers decide what they want to build, and Luke’s job helps them visualize it, which makes them happy,” James admitted proudly about his son’s duties.

Before James passed away in April of 2013, he shared some of his earliest memories of his own father’s career at General Shale that lasted from 1954 to 1977. In a time when many still lived on farms and had no reliable telephone service, James remembered his mother taking him to visit his father at General Shale to let him know one of the farm cows had lost her calf. Louis Guinn worked loading bricks at the plant, and although James didn’t remember why the calf’s death was significant, it stuck out in his mind as one of the first times he ever was inside the General Shale plant.

Another memory was from a couple of years later, around 1956, when it rained so much that Broadway Street, the two-lane road where the plant was, would stand full of water, impassable to traffic. James said his dad told him General Shale donated land to the city to widen the road to four lanes, showing General Shale has long had the community’s best interests in mind.

Although Luke and his dad never worked at General Shale together, James did run into his father every once in a while on the plant floor, as their tenure overlapped for a decade.

James said he was proud that General Shale has persevered through the hard times, including the layoffs and repositioning of job duties he endured to accommodate slower production periods during the ’70s and ’80s.

“General Shale being around for 85 years is something, isn’t it? I wish my dad were alive to see it,” James remarked during his interview, adding that the company has always been good to the Guinn family.

Luke agrees. And even now, he still runs into fellow employees who knew both his dad and grandfather, and he feels as though they’ve left a legacy for him.

“Hearing that people remember my dad and even my grandfather gives my career more meaning. The nice things said about their work ethic have set a standard for me. And like my dad said, General Shale has afforded my family and I the opportunity to build our own ‘American dream,’ and that’s very special.”

Luke adds that he hopes to be around as General Shale celebrates its 100th anniversary. Even then he won’t have worked for the company as long as either of the Guinns before him, it’s a start.

Transform your nighttime experience with CAST Lighting...



WWW.CAST-LIGHTING.COM

Solid Bronze - As Durable as your Hardscape
Integrate CAST LED Lights into outdoor kitchens,
fireplaces, and patios. Convenient kits available.
Visit your local General Shale Retail Location for details.



the
PRINCE
RESIDENCE

OHIO



BRICK NAME - BARNSLEY TUDOR

PHOTOGRAPHY BY - JOSH BEEMAN



A PLACE TO COME HOME TO

Classic appeal and attention to detail ensure that there will always be room at the Princes'.

Many empty nesters tend to downsize their home after their children are living on their own, but not Douglas and Julie Prince.

The couple upsized to their current Ohio home with their children in mind.

“My three boys were blessed to find good jobs, but out of state,” says Julie. “So I wanted them and their future wives and children to have a comfortable place to come and stay while visiting. We have a family-friendly floor plan with plenty of room, so no one has to go to a hotel.” And just as much forethought went into planning the look of the home’s exterior.

Preferring brick for its low maintenance and classic look, Julie spent quite some time comparing brick colors and possible mortar combinations before choosing General Shale’s Barnsley Tudor brick with a custom-mixed mortar.

“I don’t like brick with too much variation; I like a clean look—very uniform. I also don’t like to see contrasts in the mortar. The mortar, I’ve been told, is about 20 percent of the project, so I wanted to make sure I picked the right one. So I had mortar sampled with brick and really thought through the choices. I’m all about mocking something up to see what I get.”

She adds, “To be honest, if we didn’t have the ability to see the samples of the brick and mortar and to put them together, I’m not sure I would have built the home!” The home’s exterior also includes stone accents.

Julie says she likes the look of the house to be complementary, right down to the landscape.

“I wanted to make sure the beauty of the architecture stood out... I don’t want things to be matchy-matchy but to be in harmony. Nothing too busy out front that would detract from the classic look of the house,” she remembers.

Julie loves the completed look of her home, which has been finished for about a year. She says the best compliment she’s received about her choice of colors for the exterior is when other builders copy what she’s done.

“Our builder used the same brick on his own home but different mortar also,” says Julie. “Two other neighbors have used this same color brick as well! In fact, we’ve even gotten knocks on the door from builders asking the color of the brick, mortar and stone.”

Julie calls the look of her house classical. “I wanted a timeless look, not a house that you could pinpoint the decade in which it was built according to the style. I think it’s timeless, and with brick it’s going to look just like this for years to come.”







Before



After

BRICK NAME - IRONWORKS



THIN BRICK INTERIORS

Breathing new life into your most loved gathering places.

During December 2012, General Shale asked local employees to send in pictures of their kitchens to be considered for the company's "Employee Kitchen Project."

Jonathan Livingston, manager of research and development for General Shale, was selected to receive the kitchen remodel in his Johnson City home, which was built in 2006.

The idea was to refinish the selected kitchen with General Shale thin brick veneers that would later be featured in promotional materials, which included a TV commercial, for the company's renovation products.

The key to making the kitchen look original as opposed to remodeled was using corner pieces of thin brick. "It looks like it was originally built that way; by using corner pieces it gives the illusion of a full-size brick wall," Livingston says.

Also helping enhance the original look are thin bricks that nearly match the exterior bricks on his home. While the exterior bricks are no longer in production, Livingston was able to get a good match when it came time to choose a color and style.

While they were at it, the company masons also applied thin brick to the living room fireplace adjacent to the kitchen. Matching bricks pull the look together.

"We didn't particularly care for the tile that was used on the fireplace and had planned on refinishing it using thin brick at some point," Livingston adds.

All the products used in the kitchen and fireplace projects came from General Shale. "We didn't have to go outside to find something else from another supplier," Livingston says.

The General Shale crew used modular-size Ironworks thin brick from the company's plant in Denver and Laticrete gray pointing mortar. The thin bricks were applied directly to the drywall using PowerGrab adhesive.

"When we found out that we were chosen for the promotion, we were excited," Livingston says. "Now when I look at the 'before' photos, the painted walls just look bland. The brick adds so much more depth and character to the kitchen."



MAKING DREAMS COME TRUE SINCE 1928.

TIMELESS BEAUTY IS ALWAYS IN STYLE
WHEN YOU CHOOSE NORTH AMERICA'S
BEST CHOICE IN ENDURING ELEGANCE.

EXPLORE THE ENTIRE COLLECTION
OF EXCEPTIONAL PRODUCTS FOR YOUR
HOME AT GENERALSHALE.COM.


General Shale
Building The American Dream™



PAVER NAME - AUTUMN RIDGE



BRICK NAME - SILAS LUCAS



PRODUCT NAME - Serenity 300 - Custom