

# BRICK IS BACK

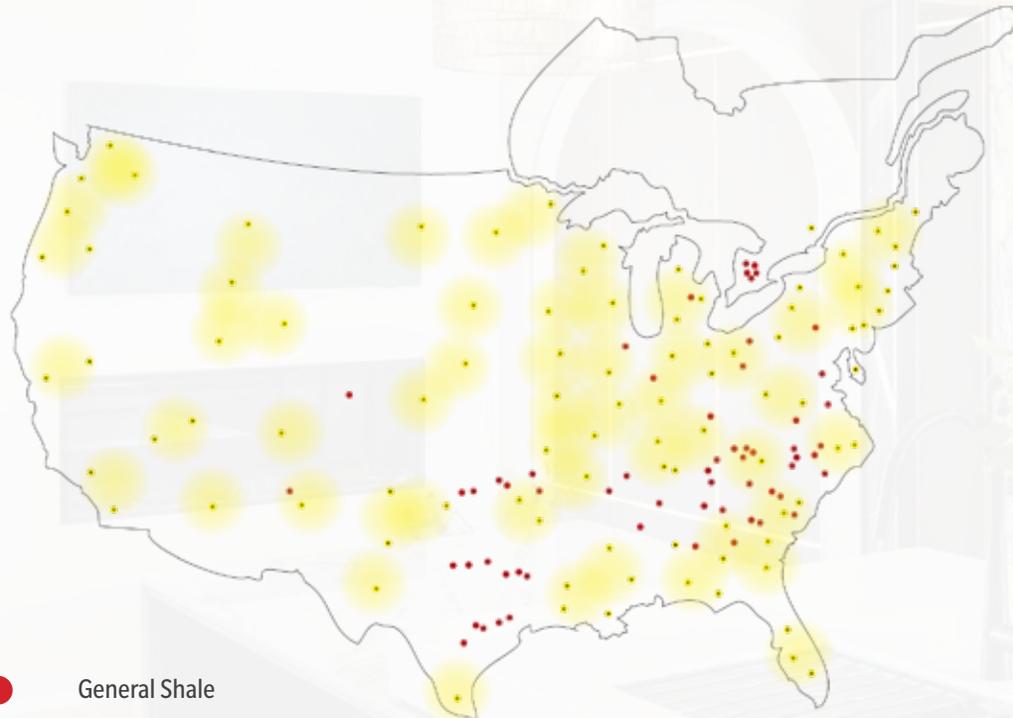
AT THE INTERNATIONAL BUILDERS SHOW  
2026 SHOW CATALOG

General Shale

 wienerberger



# THE BRAND



- General Shale
- Distribution

General Shale is thrilled to be back at the International Builders' Show after nearly a decade away, showcasing our commitment to innovation, sustainability, and customer-focused solutions. Established in 1928, General Shale has expanded from a regional manufacturer to become the largest brick manufacturer in North America. Designed to meet customers wherever they are, our new regional brand strategy services more customers than ever before through meaningful industry associations and partners.

IRONWORKS

**General Shale Brick**

**Arriscraft**

**Summitville**

*Columbus Brick*  
SINCE 1890

**Watson Town Brick**

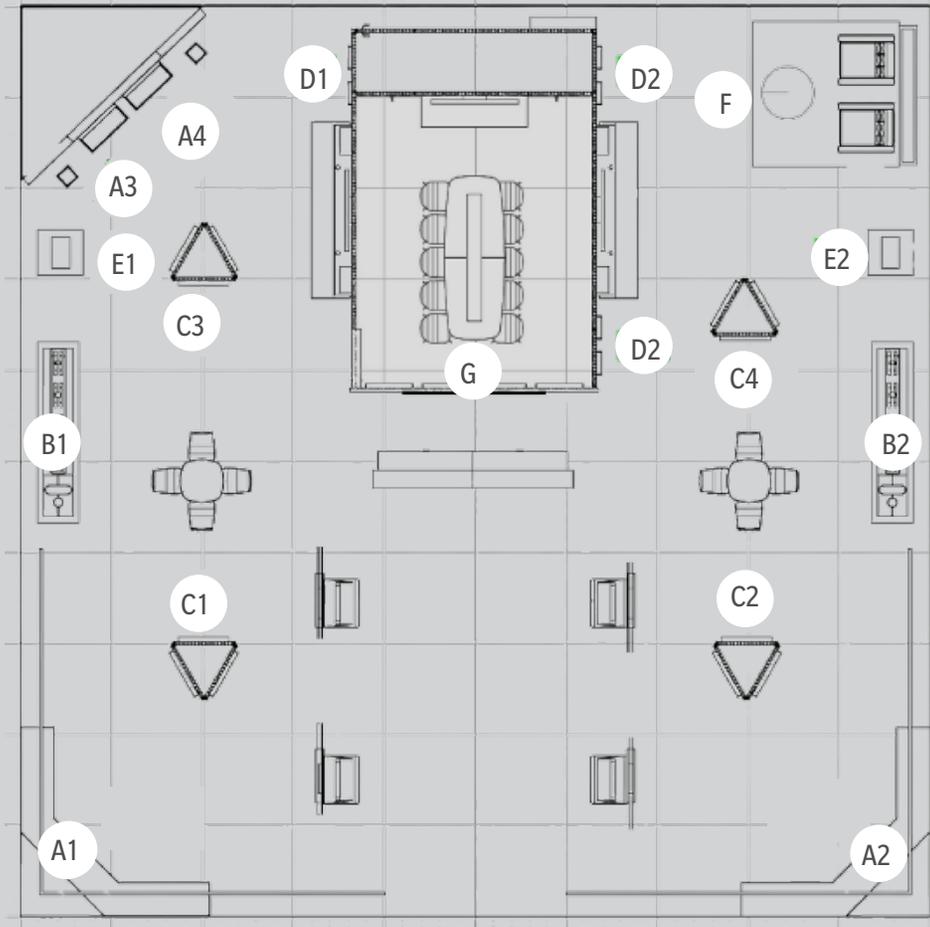
**Canada Brick**

**Michigan Brick**

**Red River Brick**

**LUDOWICI**

# THE BOOTH



- A1 Thin Solutions
- A2 Full Brick Solutions
- A3 Arriscraft Stone
- A4 Arriscraft
- B1 Latest Thin Innovations
- B2 Latest Full Innovations
- C1 Creativity Unleashed
- C2 Building Envelope
- C3 Color Blast - Thin
- C4 Palatable Design
- D1 Classice - Thin
- D2 Classics - Full
- E1 Earth Tones - Thin
- E2 Earth Tones - Full
- F Outdoor Living
- G Meeting Room

# THIN BRICK SOLUTIONS



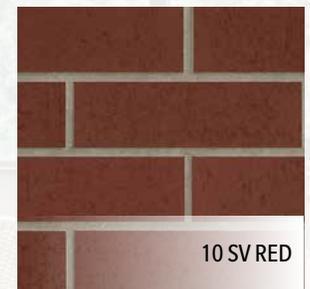
CITYHALL



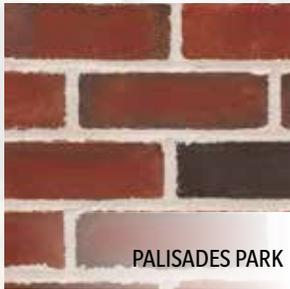
IRONWORKS



TRAINSTATION



10 SV RED



PALISADES PARK



CORNERSTORE



GHOSTTOWN



ENGLISH PUB



CONGRESS PARK



OLE MONTAUK



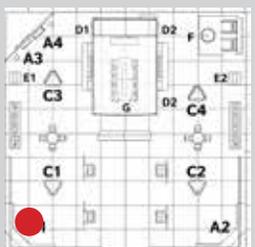
WATERFRONT PARK



LIMESTONE

OLE MONTAUK

## BOOTH LEGEND



ABBEY ROAD



CAPE COD



PEPPERMILL



# FULL BRICK SOLUTIONS



BLACK METALLIC



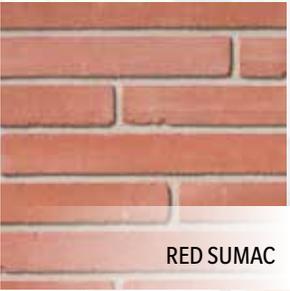
DAUPHIN PAVER



WINTERHAVEN



FORGED STEEL



RED SUMAC



WHITE PEARL



COTTONWOOD



STEEPLECHASE CANYON



DOMINO



GLADE CREEK



BRADFORD HALL TUDOR



MIDNIGHT MIST



STEELE CANYON  
STEEPLECHASE CANYON



BRADFORD HALL  
MIDNIGHT MIST



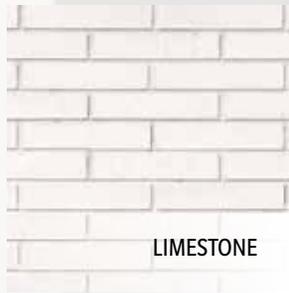
OYSTER BAY

## BOOTH LEGEND

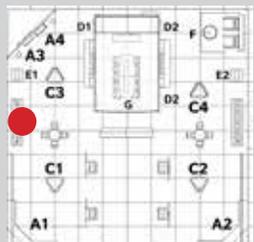


Thin

BASALT



BOOTH LEGEND



LIMESTONE

# INNOVATIONS

Full



ANVILTEX



BARNTEX



RUBYTEX



CINNTEX



ASHTEX



BLAZETEX



CEDARTEX



RUSTTEX

SADDLETOWN

BARNTEX

BOOTH LEGEND



# ARRISCRAFT STONE



BLOOMINGTON  
NEW



BEDFORD



SILVERADO



MOONSTONE

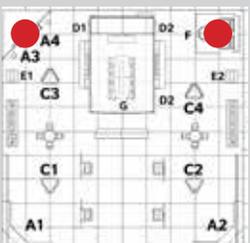
MOONSTONE



ENTERTAINER 75 FIRE PIT

BERKS PAVER

BOOTH LEGEND



GARDEN BLEND



PENNWINE



BERKS PAVER



PHILADELPHIA



ALVERTON

## OUTDOOR LIVING SOLUTIONS

# THIN CREATIVITY



GHOSTTOWN



OAK RIDGE



81 SV CHARCOAL



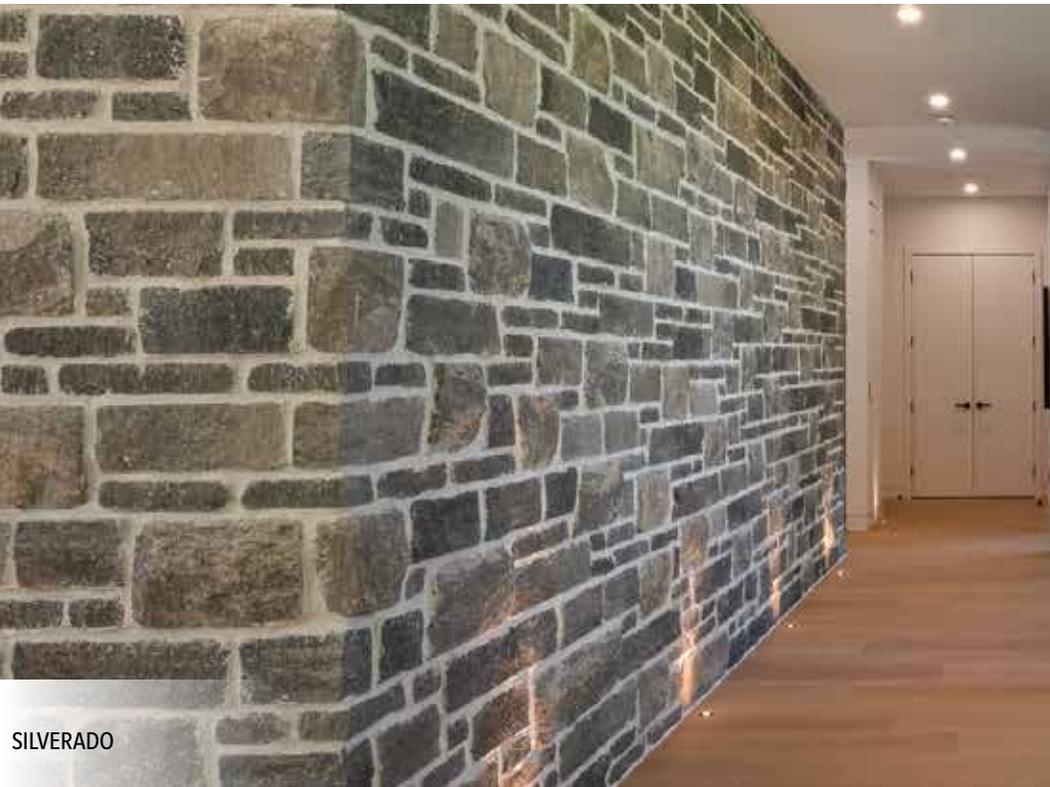
OLE TAPPAN



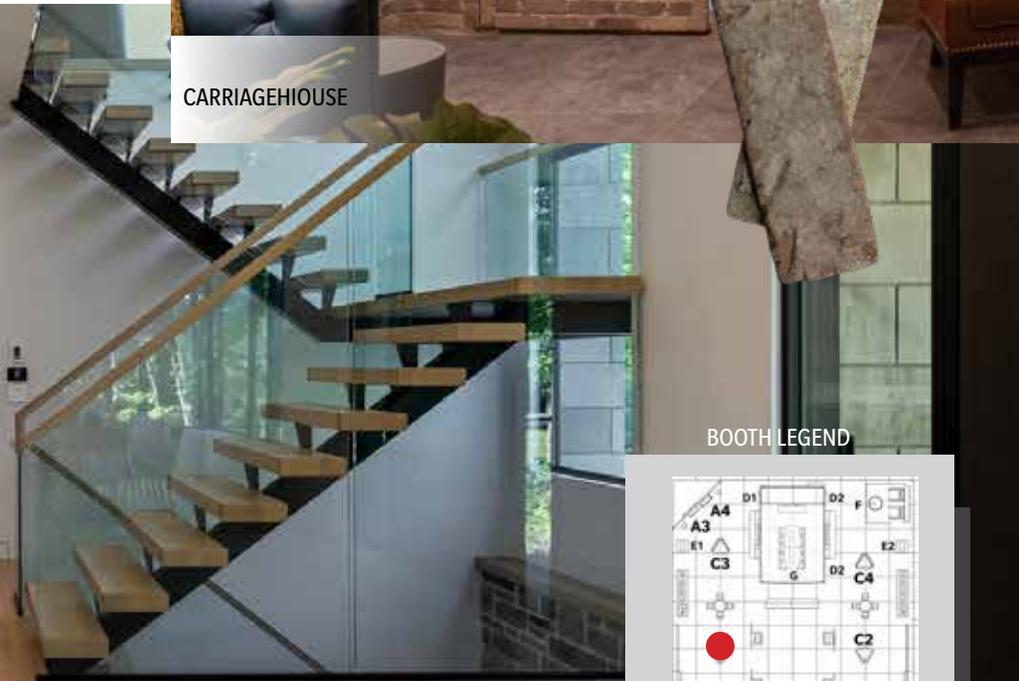
CARRIAGEHOUSE



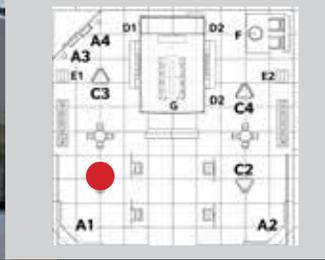
CARRIAGEHOUSE



SILVERADO



BOOTH LEGEND

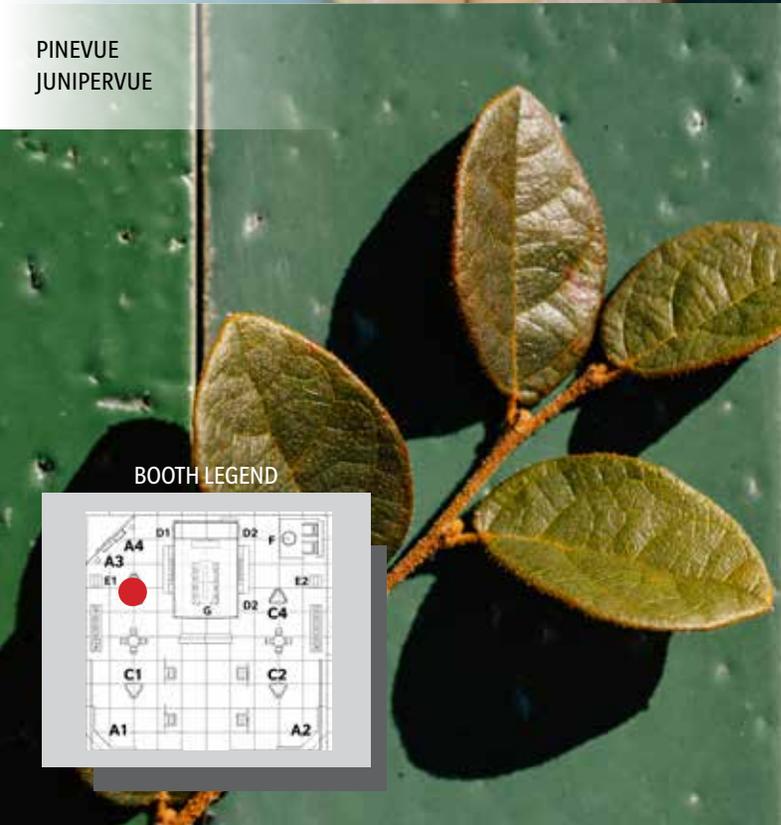


# THIN COLOR BLAST

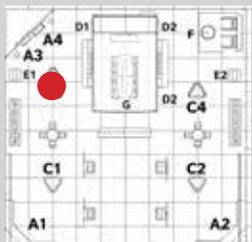


AQUAVUE

PINEVUE  
JUNIPERVUE



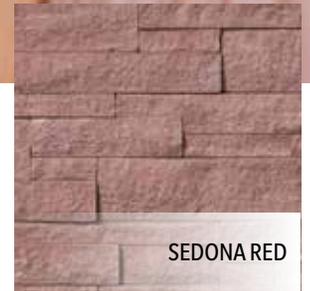
BOOTH LEGEND



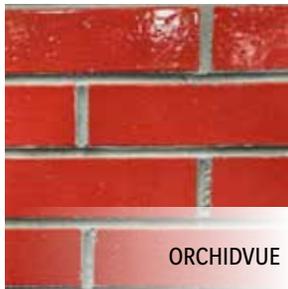
PEACHTREE



MANHATTAN



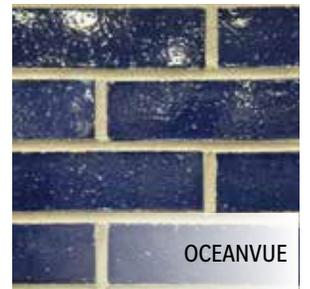
SEDONA RED



ORCHIDVUE



JUNIPERVUE



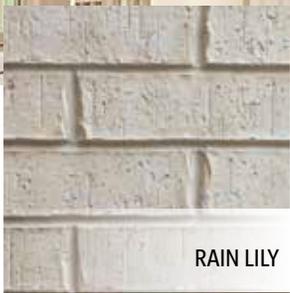
OCEANVUE

# BUILDING ENVELOPE

General Shale is proud to offer a full range of products that encompass the entire building envelope. From the roof, to the floor, our large variety of high-quality materials create a beautiful facade that is both durable and energy efficiency. Our brick provides strength and timeless beauty for walls, clay roof tiles offer lasting protection and style, pavers create stunning outdoor spaces, and thin brick delivers versatility for any design. With General Shale, you get a complete solution for a structurally sound and visually striking build.



AGED CEDAR ROOF TILES



RAIN LILY



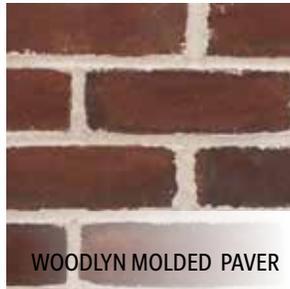
AGED CEDAR



STONE CHASE



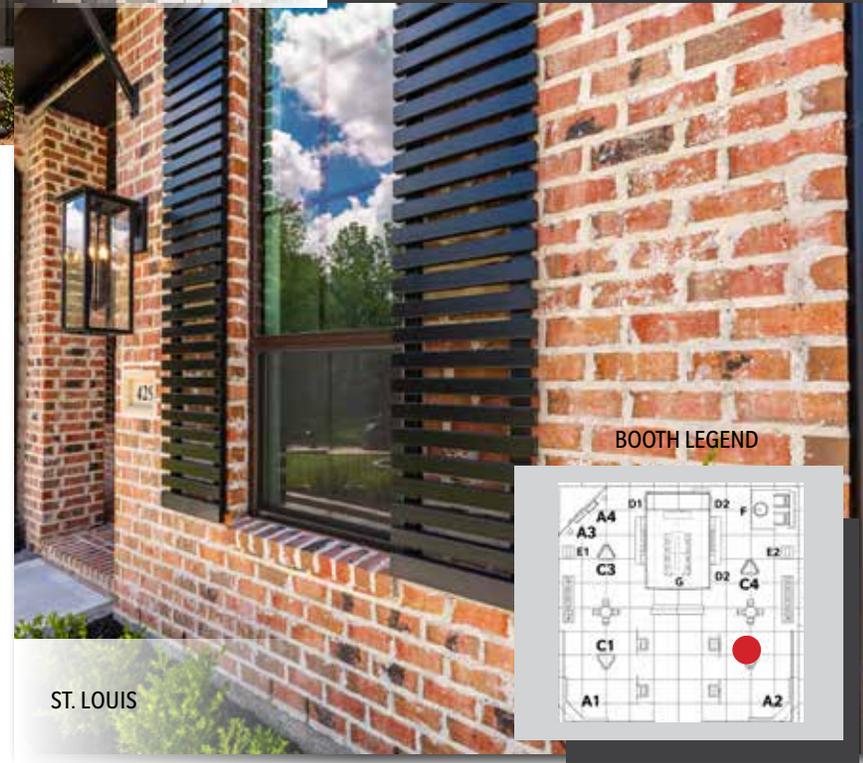
ST. LOUIS



WOODLYN MOLDED PAVER



CORTEZ



BOOTH LEGEND



ST. LOUIS

# PALATABLE DESIGNS

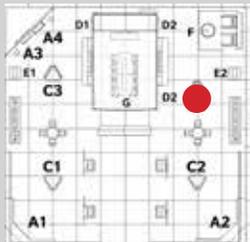


SANDY SHORE



MAGNOLIA BAY

BOOTH LEGEND



GLISTENING SPRINGS



STEEL MANOR



BURLINGTON ANTIQUE



SANDY SHORE

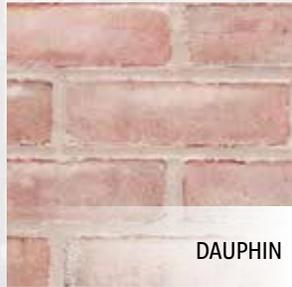


SOUTHERN DUSK



MAGNOLIA BAY

# CLASSICS AND EARTH TONES



DAUPHIN



LUZERNE TUMBLED  
PAVER



SOUTHERN ASH



DISCOVERY PARK



OLDE MANHATTAN



PENNWINE



RIVERWALK



MONTECITO



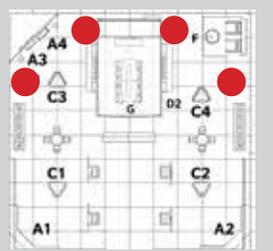
401 GRAPHITE SMOOTH



PENNWINE

RED PAVER

BOOTH LEGEND



# Index

Product Name	Series	Plant	Brand
Thin Solutions (A1)			
Cityhall	Old Brick Originals	Denver, CO	General Shale Brick
Ironworks	Old Brick Originals	Denver, CO	General Shale Brick
Trainstation	Old Brick Originals	Denver, CO	General Shale Brick
10 SV Red	Wirecut Thin Brick	Summitville, OH	Summitville
Palasades Park	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Cornerstore	Old Brick Originals	Denver, CO	General Shale Brick
Ghosttown	Old Town Traditions	Columbia, SC	Watsonstown Brick
Englishpub	Old Brick Originals	Denver, CO	General Shale Brick
Congress Park	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Ole Montauk	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Waterfront Park	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Limestone	Arris-Tile	Fort Valley, GA	Arriscraft
Abbey Road	Midtown	Fort Valley, GA	Arriscraft
Cape Cod	Coastal	Fort Valley, GA	Arriscraft
Peppermill	Old Brick Originals	Denver, CO	General Shale Brick
Full Brick Solutions (A2)			
Black Metallic	Columbia Archtiectural Series	Columbia, SC	Watsonstown Brick
Dauphin Paver	Paver Products	Watsonstown, PA	Watsonstown Brick
Winterhaven	Rome, GA Collection	Rome, GA	General Shale Brick
Forged Steel	Georgia Architectural Linear Series	Fort Valley, GA	Arriscraft
Red Sumac	Georgia Architectural Linear Series	Fort Valley, GA	Arriscraft
White Pearl	Georgia Architectural Linear Series	Fort Valley, GA	Arriscraft
Cottonwood	Columbia, SC Architectural Collection	Columbia, SC	Watsonstown Brick
Steeplechase Canyon	Rome, GA Collection	Rome, GA	General Shale Brick
Domino	Terre Haute, IN Collection	Terre Haute, IN	General Shale Brick
Glade Creek	Roanoke, Virginia Collection	Roanoke, VA	General Shale Brick
Bradford Hall Tudor	Moncure, NC Collection	Moncure, NC	General Shale Brick
Midnight Mist	Moncure, NC Collection	Moncure, NC	General Shale Brick
Oyster Bay	Cleveland County Plant Legacy Series	Watsonstown, PA	Watsonstown Brick
Garden Blend	Paver Products	Watsonstown, PA	Watsonstown Brick

Product Name	Series	Plant	Brand
Arriscraft Stone DP (A4)			
Bloomington	Laurier	Cambridge, ON	Arriscraft
Bedford	Renaissance	Cambridge, ON	Arriscraft
Silverado	Fresco	Cambridge, ON	Arriscraft
Moonstone	Fresco	Cambridge, ON	Arriscraft
Latest Innovations- Thin (B1)			
Boomtown	Old Town Traditions	Columbia, SC	Watsonstown Brick
Wolftown	Old Town Traditions	Columbia, SC	Watsonstown Brick
Gatlintown	Old Town Traditions	Columbia, SC	Watsonstown Brick
Spurtown	Old Town Traditions	Columbia, SC	Watsonstown Brick
Limestone	Elevation	Fort Valley, GA	Arriscraft
Mountain Ridge	Elevation	Fort Valley, GA	Arriscraft
Oak Ridge	Elevation	Fort Valley, GA	Arriscraft
Basalt	Elevation	Fort Valley, GA	Arriscraft
Latest Innovations - Full (B2)			
Ashtex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Blaztex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Cedartex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Rustex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Anviltex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Barntex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Rubytex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Cintex	Richtex Legacies	Columbia, SC	Watsonstown Brick
Creativity Unleashed - Thin (C1)			
Ghosttown	Old Town Traditions	Columbia, SC	Watsonstown Brick
Oak Ridge	Elevation	Fort Valley, GA	Arriscraft
81 SV Charcoal	Wirecut Thin Brick	Summitville, OH	General Shale Brick
Ole Tappan	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Carriagehouse	Old Brick Originals	Denver, CO	General Shale Brick

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Product Name	Series	Plant	Brand
Thin Color Blast (C3)			
Peachtree	Midtown	Fort Valley, GA	Arriscraft
Manhattan	Midtown	Fort Valley, GA	Arriscraft
Sedona Red	Stack	Fort Valley, GA	Arriscraft
Orchidvue	SummitGlaze	Summitville, OH	Summitville
Junipervue	SummitGlaze	Summitville, OH	Summitville
Oceanvue	SummitGlaze	Summitville, OH	Summitville
Building Envelope (C2)			
Cortez	Rome, GA Collection	Rome, GA	General Shale Brick
Stone Chase	Provincial Collection	Columbus, MS	Columbus Brick
St. Louis	Provincial Collection	Columbus, MS	Columbus Brick
Rain Lily	Athens, TX Collection	Athens, TX	Red River Brick
Aged Cedar	Terra Cotta Roof Tile	New Lexington, OH	Ludowici
Woodlyn Molded Paver	Paver Products	Watsonstown, PA	Watsonstown Brick
Palatable Designs (C4)			
Glistening Springs	Mineral Wells, TX Collection	Mineral Wells, TX	Red River Brick
Steel Manor	Elgin Texas Collection	Elgin, TX	Red River Brick
Burlington Antique	Union City Oklahoma Collection	Union City, OK	Red River Brick
Sandy Shore	Tumbled Georgia Brick	Fort Valley, GA	Arriscraft
Southern Dusk	Tumbled Georgia Brick	Fort Valley, GA	Arriscraft
Magnolia Bay	Phenix City, AL Collection	Phenix City, AL	Columbus Brick
Thin Classics (D1)			
Discovery Park	Urban Brick Designs	Watsonstown, PA	Watsonstown Brick
Olde Manhattan B596	Olde Towne	Summitville, OH	Summitville
Full Classics (D2)			
Pennwine Molded	Pennsylvania Molded Series	Watsonstown, PA	Watsonstown Brick
Dauphin	Pennsylvania Molded Series	Watsonstown, PA	Watsonstown Brick
Luzerne Tumbled Paver	Paver Products	Watsonstown, PA	Watsonstown Brick
Riverwalk	Augusta, GA Collection	Augusta, GA	General Shale Brick

Product Name	Series	Plant	Brand
Thin Earth Tones (E1)			
Montecito	Elevation	Cambridge, ON	Arriscraft
401 Graphite Smooth	Wirecut Thin Brick	Summitville, OH	Summitville
Full Earth Tones (E2)			
Southern Ash	Provincial Collection	Columbus, MS	Columbus Brick
Outdoor Living (F)			
Berks	Paver Products	Watsonstown, PA	Watsonstown Brick
Pennwine	Paver Products	Watsonstown, PA	Watsonstown Brick
Philadelphia	Paver Products	Watsonstown, PA	Watsonstown Brick
Alverton	Paver Products	Watsonstown, PA	Watsonstown Brick
Round Fire Pit	Outdoor Living Kits	Piney Flatts, TN	General Shale Brick



CORAL GRAY

# General Shale

 wienerberger

CHELSEA KT

Attendees can explore our diverse product portfolio including clay brick; Arriscraft calcium silicate stone; thin brick for both interior and exterior applications; and thin brick precast tilt-up panels. All are crafted with a focus on lasting, energy efficient materials and natural beauty. We look forward to connecting with both homeowners and industry professionals and demonstrating how General Shale is shaping the future of the building materials industry.

**General Shale Brick**

**Arriscraft**

 **Summitville**

*Columbus Brick.*  
SINCE 1890

**Watson Town Brick**

 **Canada Brick**

**Michigan Brick**

**Red River Brick**

  
**LUDOWICI**