

Reintroducing the Natural Beauty of Brick

It's time to get reacquainted with brick. The natural beauty and traditional charm of brick is being reintroduced to residential homes with an innovative new brick product. Tru-Brix® is a revolutionary thin brick siding system that can be installed over virtually any surface, replacing vinyl, wood and aluminum siding. The system provides the longevity, beauty, and security of genuine clay brick and the simple installation of home siding.

Tru-Brix Real Brick Siding was developed by Redland Siding Systems LLC, which is owned by Redland Brick Inc. and The Belden Brick Company LLC, two of America's oldest brick manufacturers. The brick tiles are produced and fired just like traditional building brick, and work on virtually any existing structure, regardless of shape, size, or architectural details. This system can be installed on both residential and commercial buildings, on the outside and inside walls. The system offers a comprehensive and transferable 50 Year Warranty. There is a large variety of brick colors and styles to choose from.



Stephen and Amy Slaughter of Winchester, Virginia always wanted to live in a brick home. When their cedar wood siding started to show some signs of deterioration, they decided to replace it with a maintenance free exterior home.

Steve is the Vice President of Frederick Block, Brick & Stone of Winchester, Virginia, and his company serves as a dealer for the Tru-Brix siding system.



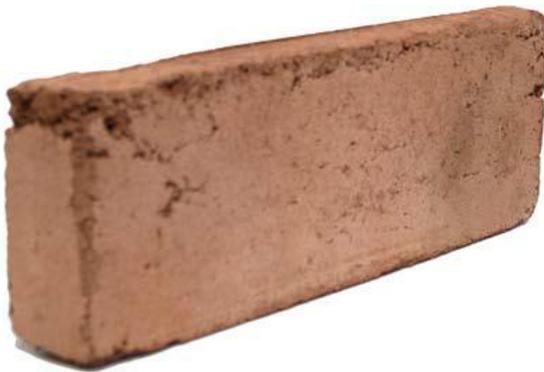
"Tru-Brix siding system allowed us to do exactly what we wanted," said Slaughter. "Since my wife and I plan to stay in the house for a long time, the investment in brick will pay for itself over and over."



According to survey statistics from the Brick Institute of America (BIA), fully 70% of homeowners prefer to live in a brick home. Further, brick homes have a 6%-12% higher resale value over non-brick homes. Recent home trends in "improving versus moving" due to the decline in home values and the increasing difficulty in selling a home makes brick siding improvements more attractive to homeowners that are contemplating staying put for a longer time.

Tru-Brix Real Brick Siding is unique because it requires no adhesives which are vulnerable to weather, but instead relies on a mechanical bond utilizing the strength of steel and the permanence of real brick. To install Tru-Brix, the old siding is removed and any necessary repairs to the sheathing or structure are completed, and new building wrap is installed. Steel rails are fastened to the walls, and the thin brick tiles are snapped into the rail. Once all of the brick tiles are in place, the mortar is applied to the joints between the bricks then hand-tooled like traditional brickwork. When complete, Tru-Brix is indistinguishable from traditional brick.

Thin brick veneers work well where traditional brick can't be used, such as re-facing, renovating, or retrofitting structures. Tru-Brix eliminates the need for excavating and installing concrete footings, which are typically required for traditional brick. "This is one of the great advantages of this product," said Slaughter. "The substrate bears the weight of the brick siding (and not footers below). The wall bears the weight."



Tru-Brix has a wide assortment of 50 colors and styles so homeowners can create their own special design or compliment any existing building or wall. The system is capable of providing special shapes, sills and decorative bonds just like traditional brick. It is available through a select number of Redland Brick's nationwide distributors and dealers.

Redland Brick Inc., a wholly-owned subsidiary of The Belden Brick Company, operates four U.S. brick plants including two in Maryland, and one each in Pennsylvania and Connecticut. Redland Brick produces a wide range of brick products, featuring both moulded and extruded styles. For more information, visit www.redlandbrick.com.

Q&A with Steve Slaughter, Jr., V.P. Frederick Block, Brick & Stone of Winchester, VA.

Q: Why did you choose Tru-Brix siding for your home?

A: First of all, my company sells Tru-Brix along with a complete line of traditional brick products, so I was very aware of brick benefits, value, and payback. We had already installed Tru-Brix on sections of our interior walls at the office. My wife Amy and I wanted a brick home, but we did not want to move. Since our wood siding was deteriorating, we decided on a siding that would last a long time without the high maintenance costs. We personally purchased a product for our home that my company sells to other homeowners, which should help prove what we think of its value.



Q: What makes Tru-Brix different than traditional brick?

A: After installation you can't differentiate Tru-Brix from traditional brick, so the differences are really found in the application and installation. The key thing about Tru-Brix is that it allows homeowners to add brick to any structure because it eliminates the need for the structural footers required for traditional brick. Normally it would be very difficult to lay traditional



brick on the portion of the house above the roofline. With this brick siding system, we were able to put brick above the roof line, because the wall bears the weight. Also, with "regular" brick, we would have had to remove our front porch and pour the footers.

Q: How did you go about starting the project?

A: Installing Tru-Brix on a house our size, the typical installation takes 4 to 6 weeks. We started the work in July and finished in August.

First we selected our brick, and with Tru-Brix there are just about as many shades and colors and styles to select from as traditional brick. When we took delivery we were able to stage most of the materials in the driveway. The brick, metal rail and building wrap are stacked and wrapped on a pallet and the material is fairly lightweight so moving it around wasn't a big issue. We had to give up only half our driveway for a while, but that was better than disturbing our lawn. We were excited to see brick going up on the wall. The brick snaps into the metal rail and it's amazing how quickly this can be done.



Q: What do you think about Tru-Brix now that the installation is done?

A: Wow – what a difference the brick makes! You can imagine our excitement in transforming our home from a cedar siding exterior into a brick home. The overall project went smoothly, and the end result gives us a brick home with all the advantages and without any future maintenance.

We did put some thought into making sure that the first section terminated at inside corners to minimize possible differences down the road between old and new. We are so excited with the finished product that we may be starting a new section sooner than originally anticipated!



Q: Are there any other benefits of Tru-Brix?

A: Yes. Since brick is naturally better insulating than wood, we expect that the better thermal protection will translate into lower heating and cooling bills. Plus, the Tru-Brix installation process alone allowed us to flash, seal, and caulk around all the openings, which better winterizes our home. In addition, since Tru-Brix has been installed, we noticed immediately that the inside of the house is quieter.