BEYOND
BRICK
&MORTAR

EARTH, WIND
& FIRE
A SURVIVAL STORY

SAVINGS
BY THE STACK

THE PROFIT SPEAKS
INVESTMENT ADVICE

strength personality and style
what quality says about you

PLUS
brickspeak
the language of choice
Zoom from zero-to-sixty and never leave the curb.

**Sixty years!**
And that’s just the beginning. Virtually maintenance-free, this beauty’s performance is so impressive, so smooth, that decades can fly by without a single roadside problem. Comfortable on curvy roads and city streets. Well-suited to every kind of road and cruising through time.


**BRX** Park a time machine by your own curb.
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On our cover—A segmental arch with keystone, and corbelled brick frame this home’s feature window
Photography by Peter Brentlinger

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HEED THE SIGNALS
STOP expending energy on routine maintenance.
CAUTION Select building materials carefully with an eye to long-term performance as well as aesthetic appeal
GO with Brick.
www.gobrick.com
IN THESE DAYS OF MERGERS AND ACQUISITIONS, LIFE CAN BE A MOVING EXPERIENCE. It’s the rare homeowner who stays in a house for the life of its mortgage. So it’s only wise to consider resale value when buying or building a house in the first place.

Too often the exterior of a home is selected based primarily on its “look,” without much thought being given to the materials which create it, or its impact on the quality of life in that home during occupancy or the return on investment that can be anticipated. In truth, what may start out as a seemingly simple decision can be the foundation of a pleasant and profitable outcome.

So, what is the material that can create any “look,” dramatically increase a home’s value, and out-perform every other exterior building material (from a maintenance as well as an investment viewpoint)? What’s the material that has proven to make houses sell faster, and brings with it higher resale prices?

The Profit quietly whispers “Brick.”
it's time for quality

interesting how people go about choosing what they build to live (and invest) in. And what they expect those coming after them will want to buy. It's often by the square foot, not by quality. We don't buy cars that way. Instead, we go for the most quality we can afford. Otherwise we'd still be driving our father's Olds. So, maybe it's time to rethink home-buying and to look harder for truly livable quality.
Quality is easy to spot. If you know what to look for. It’s easier with some things than others.

We know “quality” people when we meet them, and the reputation and admirable qualities of fine furniture. We recognize well-engineered and crafted automobiles. But what exactly are the signs of quality in a home?

Like people, every home is different. But, for all the differences one can see, there is something to look for, something which reveals the quality throughout. [Here’s a hint:] It’s not square footage. It’s brick.

(Continued on the next page)
QUALITY
IS ONE FORM OF PERSONAL EXPRESSION EVERYONE UNDERSTANDS.

It’s really as simple as that. Think about it. When you look at a house, what you see begins with the outside view. So, to decipher quality and character, one has to start there. The things to look for? Personality. Solid craftsmanship. Distinctive details.

And because there’s never a second chance to make that all-important first impression, people everywhere select brick. Its diversity in color and texture, and it’s deftness in handling the details give it the ability to carry off any style, any “look” with poise and confidence. It’s the first sure sign people have of your personal appreciation for quality. Once your home is built and your name goes on it, you’ll be known, at least in part, for where you live. [CONTINUED ON PAGE 12]
From dark & hearty to light & smooth, mix oven roasted Brick to give your home a warm welcome that expresses your own unique taste.

If you’re looking for longlasting satisfaction, you’ll always enjoy any home made with the distinctive flavor of Brick far more than a larger size of “regular.”

Avoid brewing future trouble, sit back and relax with the tasteful quality only Brick can deliver. Home after home.

After Brick, you’ll never want to go back to anything less.

**Signature Blend**

Espresso

**YOUR SELF**

CREATE YOUR OWN BLEND

**Brick**

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**Brick® Looks Great Inside and Out.**

Brick® looks & works great inside and out.

**BE A TRUE BRICK ENTHUSIAST**

Brick® does more than just look good; it’s the perfect choice for durability, energy efficiency, and a lasting home value.

**BRICK IS THE BEST**

Brick® is the perfect choice for durability, energy efficiency, and a lasting home value.
a home which can benefit by such solid attention to detail. Enhance the outside corners with quoins (stepped out groupings of brick courses), shape stairs with matching or contrasting colors and/or textures. Pave paths, form graceful garden walls. Let the historical centerpiece of family life, the hearth, return as a unique sculpture. Each idea, each personal statement can work in unison to make a home uniquely your own, quietly revealing your appreciation for the quality and craftsmanship in which you’ve invested.

THE FINAL WORD
No matter what architectural style you’re considering, you can build it with brick. With its many colors, styles and shapes, and the unlimited ways it can be configured and detailed, brick sets you free to create your own, very personal style using a proven language of quality, economy and long-lasting beauty. So, don’t hold back. Express your unique strength, personality & style. It’s so easy with brick, because it truly is anything you want it to be.

Get more great info: www.gobrick.com
“IF THE HOUSE HAD NOT BEEN BRICK, WE WOULD BE DEAD.”

This is the story of Nancy and Don Coey and their family on the memorable evening of September 6 just a few short years ago. That’s when Hurricane Fran bullied her way into their neighborhood in north Raleigh. Packing 100-mile-per-hour winds, Fran looked certain to make their home a pile of rubble. “But she wasn’t able to blow our house down, because it was brick,” says Nancy, author of the book *Finding Gifts in Everyday Life*.

Brick, you know, the very stuff made by the joining of Earth and Fire in primal simplicity.

At the height of Fran’s fury, the Wind uprooted a 100-year-old oak in the Coey’s yard. The tree, estimated at 18 tons, smashed into their roof, cracking rafters and destroying a foot-high “knee wall” between the ceiling and the roof. But the behemoth stopped at the brick wall above their second-floor window.

“Because the brick held, the force of the impact was spread out—it didn’t all come straight down,” reflects Nancy. “Otherwise, we probably wouldn’t be here.”

**Game over.**
Earth and Fire - 1. Wind - 0.

Obviously, the Elements are beyond our control, and rarely do they appear to be on our side. So this is a surprising story in which two of these primal Elements, Earth and Fire, joined forces to defeat the blustery third.

**Earth and Fire**

**Survival**

**Durability**

**Storm Forecast**

It’s now a matter of record. The weather has gone crazy.

Hurricanes are nastier, wetter and more frequent. Weather patterns are shifting, so “bad” storms are often worse than expected.

And with all of the rising turbulence, wind and water, the concern about safety at home has risen, as well. Neighborhoods that once were considered safe, beyond the reach of floodwaters and the high winds of hurricanes and lesser storms, are no longer. Today the survival of a home may depend more on its construction details and materials than its location.

There is a silver lining. Home-builders have discovered that normal, everyday brick can serve as the backbone for the storm-safe homes they’ve recently been planning. By simply doubling the number of ties securing the brick, they’ve learned how to create a core construction which, when reinforced with steel rods and straps, can serve to anchor its roof by means of hurricane clips. Along with specially attached shingles, “Silver Line” windows, which can endure wind pressure trying to force them in or out, and special garage doors, which can resist the impact of flying objects, these homes are engineered to withstand the attack of even category 4 hurricanes with virtually no damage.

So there is hope for improved home safety in the midst of the storms to come. And at its center is brick. Of course, it’s always been a solid investment in your family’s safety. Just ask Nancy.
The early Egyptians dug clay from the banks of the Nile, mixed it with straw and left it to dry in the sun. Today, the “recipe” for brickmaking is surprisingly similar, whether hand or machine-made. It all starts with clay, moist and cold, scraped from the Earth. Next a little shale, which is basically just “aged” clay, is added to the mix. A dash of sand and you’ve got the makings of a great brick. Most contemporary brick is first extruded as a continuous moist ribbon, then cut by wire. The uniformity of this controlled process yields brick which is ideal for most residential construction and home projects. Producing handmade brick involves a somewhat different process. In this ancient, labor intensive craft, hand-rolled “slugs” of clay are formed and left to dry in the sun before being fired in a kiln. It says “Durability.”
are thrown into individual wooden moulds. This process, first introduced in America by English colonists, produces a more textured and irregular brick than machine-made. Some would argue hand-made bricks have more character and that working with them often requires greater skill.

However the unfired clay (or “green” brick) is shaped, it has to be “fired,” or exposed to prolonged heat for hardening. Today, the tunnel kiln, with pre-heating, firing and cooling areas in a linear arrangement, is the oven of choice for hand and machine-made brick craftsmen alike.

Once they’re “out of the oven” and properly cooled, they are placed in the brickyard to await your order, or, if made specifically for you, they go onto a truck and straight to the site.

For all its subtle differences, brick is virtually the same, whether made across time or around the world. The real differences are found in the unique expressions of those who use them.

With the highly diverse palette of color and shape options available today, personal messages, such as “strength,” “precision,” “warm and welcoming,” “grace and balance,” and almost any other quality, can be successfully conveyed using this ageless classic – brick.

**Hey! The Walls Can Talk.**

Basically, the variable aspects of brick are limited to texture, color and finish, yet, much like the letters of the alphabet serve as the building blocks of our entire language, an almost endless combination of these variables allows brick to convey a myriad of unique messages. Here are just a few ways you can express yourself through your brick selection.

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**Say What?**

**Sayspeaks**

**Quality**

Actually the same, whether made across time or around the world. The real differences are found in the unique expressions of those who use them.

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**Craftsmanship**

Hey! The Walls Can Talk.

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**Rough Hewn**

Authentic handmade brick, an honest personal expression, speaks of nature in its purest form.

**Casual**

This pastel sand face sends a uniquely contemporary look which is almost tropical in its freshness.

**Natural Classic**

A traditional clay brick with the look of handcrafting suggests an appreciation for the past and an interest in subtle details.

**Striking**

Surprisingly light colors and a crisp profile suggest clarity and contemporary interests.

**Tradition**

This consistently formed, wire-cut face with random flashing sends a solid message of integrity, strength and value.

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**Expressive**

SAY WHAT?

RAW TEXT END
Brick is one of those rarities in life—a dirt-simple product (literally) with universal appeal and exceptional durability, and available in countless colors and textures.

Yet, for all these obvious benefits, it gets a bad rap. “It’s just too expensive,” is the all-too-familiar criticism that demonstrates a common misunderstanding about brick.

The truth is, houses built of this modular man-made marvel have an amazing list of economic benefits of which many of today’s home buyers are too often unaware.

**Benefits**

The market demands it.

**Savings by the Stack**

**Savings, No Building Material Stacks Up to Brick**

**Save On Home Maintenance**

Brick never needs painting or cleaning. It never rots, fades, peels or dents. Just think of the savings in paint, labor and headaches this can mean.

**Save On Fuel Bills**

Brick is a proven insulator. It is slow to lose or absorb heat, which reduces the load on your heating and cooling system. A brick home stays warm when it’s cool and cool when it’s warm.

**Brick Is Tough**

This fire-hardened clay product can endure anything Nature throws at it—rain, hail, ice, snow, high winds, you name it. In fact, most people think brick looks better as it ages.

**Saves On Insurance Premiums**

Because brick is a fire-proof building material, many insurance companies offer reduced rates. Ask your agent to compute your potential savings with brick.

**Brick Homes Have A Higher Resale Value**

On average, brick homes command at least 6% more than other home styles. So, when a brick house sells, the return on the initial investment almost always proves to be a wise one.

**30 Year Mortgage Comparisons**

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THOUGHTS

Life’s Better w/Brick

THAT’S NOT AN OVERSTATEMENT. It is, however, an easily overlooked truth.

Since “the squeaky wheel gets the grease,” the quiet, enduring qualities of humble, historic yet chameleon-like brick are sometimes overlooked. It consistently performs so well and always looks so good that it’s simply become a basic building block of our twenty-first century lives.

And to make it even better, there’s an association of people who manufacture it. This professional group shares amongst its members the latest technological advances in production (which let’s them make it better), publishes and distributes technical and engineering information for people who work with it (so they can build better), honors its best architectural uses (which can prompt designers to do their best), and promotes the idea and locations of brick showrooms (so it’s easier for you to shop for the right brick for your home). It even brought you the publication you’re reading!

This quiet group of brick makers is proud of what they do, because they know what they manufacture today will last a long, long time. And make a difference in your community and the next – protecting families, promoting business and leading to a better life.

So look for brick that has all of this quietly behind it. “Life’s Better w/Brick” isn’t just a phrase.

It’s your assurance that the brick you buy from these manufacturers truly is better.

A tip on selecting the right brick for your home

One way to get a true feel for how brick will look once it’s built is simply to ride around & view existing homes. Then share your choices with one of our area representatives.

The Language of Choice

Bat a piece of brick, usually half the full size or smaller
Bed Joint the horizontal layer of mortar on which a brick is set
Brick Value Builder a contractor who is experienced in building with brick & who is trained to provide accurate price quotations on brick projects
Bullnose a brick with one rounded end. Bricks with 2 rounded ends, called Double Bullnose, are often used for capping
Centering temporary formwork for the support of masonry arches or lintels during construction also called center(s)
Coping brick used at the top of a wall, generally for protection & ornamentation. The ends overhang the wall, allowing rainwater to fall clear
Corbel projecting successive courses of masonry out from the wall face
Course a horizontal row of bricks
Joint mortar that binds bricks side-by-side & course-to-course
Keystone wedge-shaped stone or brick at the center/summit of an arch
Lintel a horizontal beam or slab spanning an opening & supporting the wall above it
Projection a brick that has intentionally been set forward of the general wall surface to appear more rugged, rustic, or to create a pattern
Quoins the exterior corners of a wall (or) projecting brick panels at the corner of a building imitating dressed stone quoins
Soldier Course a row of bricks stood on end, much like soldiers at attention
Step Tread a custom shape brick used to create steps also called Ogee Bowlock
when i build my house, i will build it from everything i am

in my house

i will see

my past

my present

my future

MY BrICK HOUSE

anything
i want it
to be

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