

THE QUALITY ISSUE

BEYOND BRICK & MORTAR

EARTH, WIND
& FIRE
A SURVIVAL
STORY

SAVINGS
BY THE
STACK

THE PROFIT
SPEAKS
INVESTMENT
ADVICE

AT HOME

**strength
personality
and
style**
what
quality says
about you

PLUS

**brickspeak
the language
of choice**

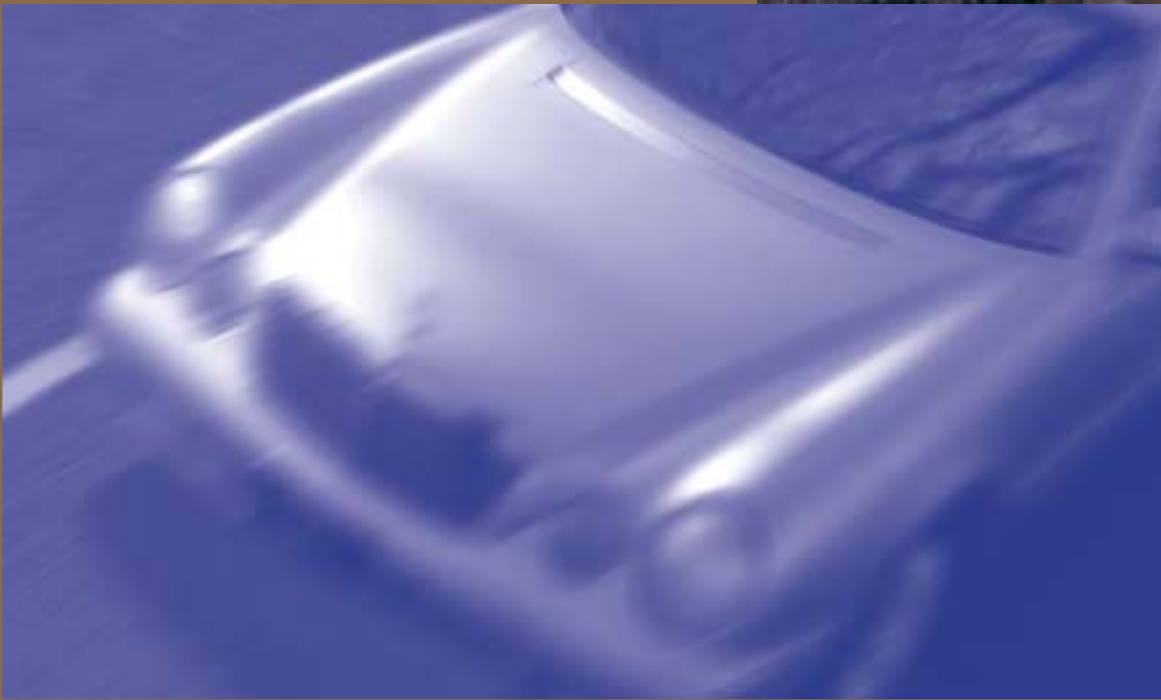
Zoom from zero-to-sixty and never leave the curb.

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BRX *Park a time machine by your own curb.*



Quick

Quiz

Is this

ClassX

new or

60?

Exactly!



BRX
The Time Machine
CLASSX

InsideStory

STYLE & SELECTION

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AND CORBELLED BRICK FRAME THIS HOME'S FEATURE WINDOW
PHOTOGRAPH BY PETER BRENTLINGER

8

16

18

22

At the Intersection of Decision & Benefit

**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.

**SMART
SIGNALS**
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COVER

Consider the Wisdom of the Profit

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."

BEYOND BRICK & MORTAR

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TOP TWO PHOTOS ON PAGE 12 AND

TOP LEFT PHOTO ON PAGE 14
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inside II

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STYLE

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.



SECTION

YOUR PERSONALITY, VALUES, AND THE QUALITY OF YOUR COLLECTIVE CHOICES – YOUR LOOK, YOUR CAR, YOUR “LIFE ACCESSORIES” DEFINE “YOU,” BOTH TO YOURSELF AND OTHERS. AND, OF ALL THESE CHOICES, YOUR HOME IS EASILY THE MOST PERMANENT. EVERY DAY, IN ITS OWN WAY, IT SAYS A LOT ABOUT YOUR

**strength
personality
and
style**

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.

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AT HOME
strength
personality
and
style



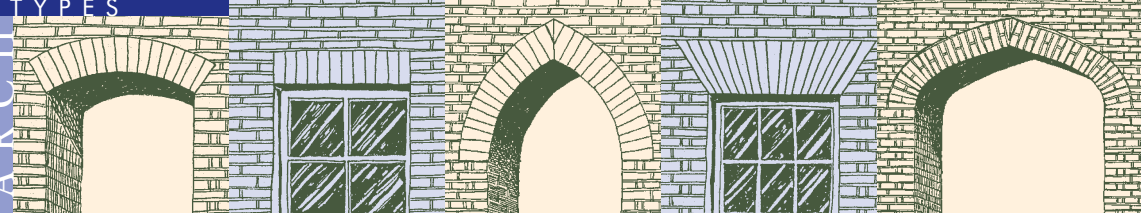
QUALITY
IS ONE FORM OF PERSONAL
EXPRESSION EVERYONE
UNDERSTANDS.

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]

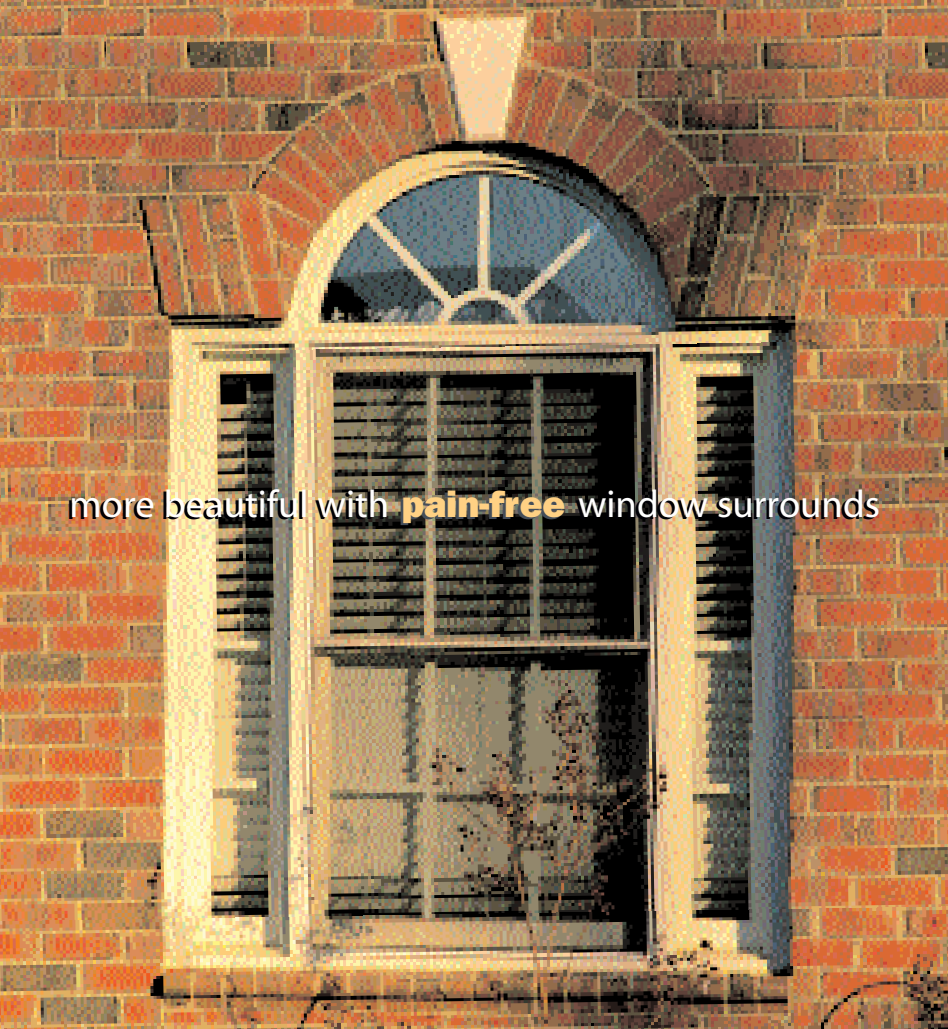


TYPES



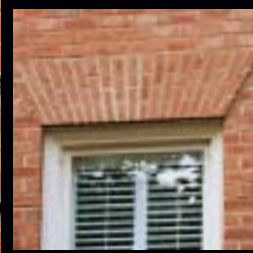
SEGMENTAL SOLDIER GOTHIC JACK TUDOR

beautiful windows



more beautiful with **pain-free** window surrounds

pain-free?
maintenance
free
colorfast
wind
resistant
modular
by
design



clearly the
world's most
versatile window
surround

WWW.
GOBRICK.
COM

AT HOME
strength
personality
and
style

QUALITY
IS ALWAYS
WELCOME &
WELCOMING

IN ANY SETTING.

HOME IS THE ONE PLACE WHERE YOU get to truly express who you are to the world. Somebody else designed your car and clothes. But with brick, you get to be the designer. With its creative palette, you can be sure to capture the personality and character you want in your home. You can decide what you want to say and brick provides a lasting way to say it.

ENTER WITH STRENGTH

Welcome guests into your world with warmth and charm along bricked walks, past masonry walls through solid, arched doorways into your own personal sanctuary. Brick can curve, and step in or out at your command. It can be rough

and rugged as if from centuries past, or sleek and smooth like the design objects of today.

ENLIGHTENED STYLE

Invite the sun inside through expanses of well-framed windows all around your living spaces. Brick allows tremendous flexibility in size and shape when it comes to framing windows. Masonry moldings and sills can be used to give windows, or even the entire home a most distinctive look.

DESIGNING PERSONALITY

Beyond the "obvious" places where the flexibility and style of brick can be used, there are undiscovered places all around

[CONTINUED ON PAGE 14]

Brick
looks
& works
great
inside
and
out.

CREATE YOUR OWN

Signature
BLEND

ESPRESSO

YOURSELF A

LATTE

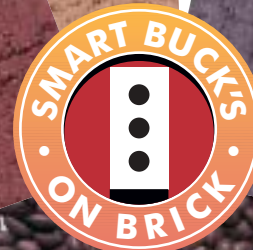
From dark & hearty to light & smooth, mix oven roasted **Brick** to give your home a warm welcome that expresses your own unique taste.

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.

You'll
never go
wrong with
full-bodied
Brick.
It's always
in the best
taste.



AT HOME
strength
personality
and
style

IT'S IN THE DETAILS

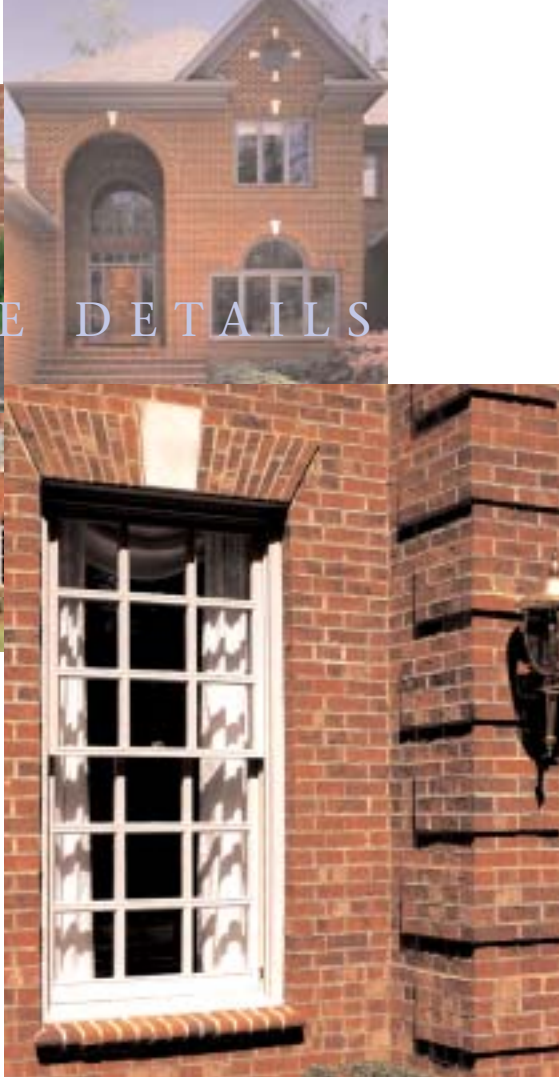


a home which can benefit by such solid attention to detail. Enhance the outside corners with quoins (stepped out groupings of brick courses), shape stairs with matching or contrasting colors and/or textures. Pave paths, form graceful garden walls. Let the historical centerplace of family life, the hearth, 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.

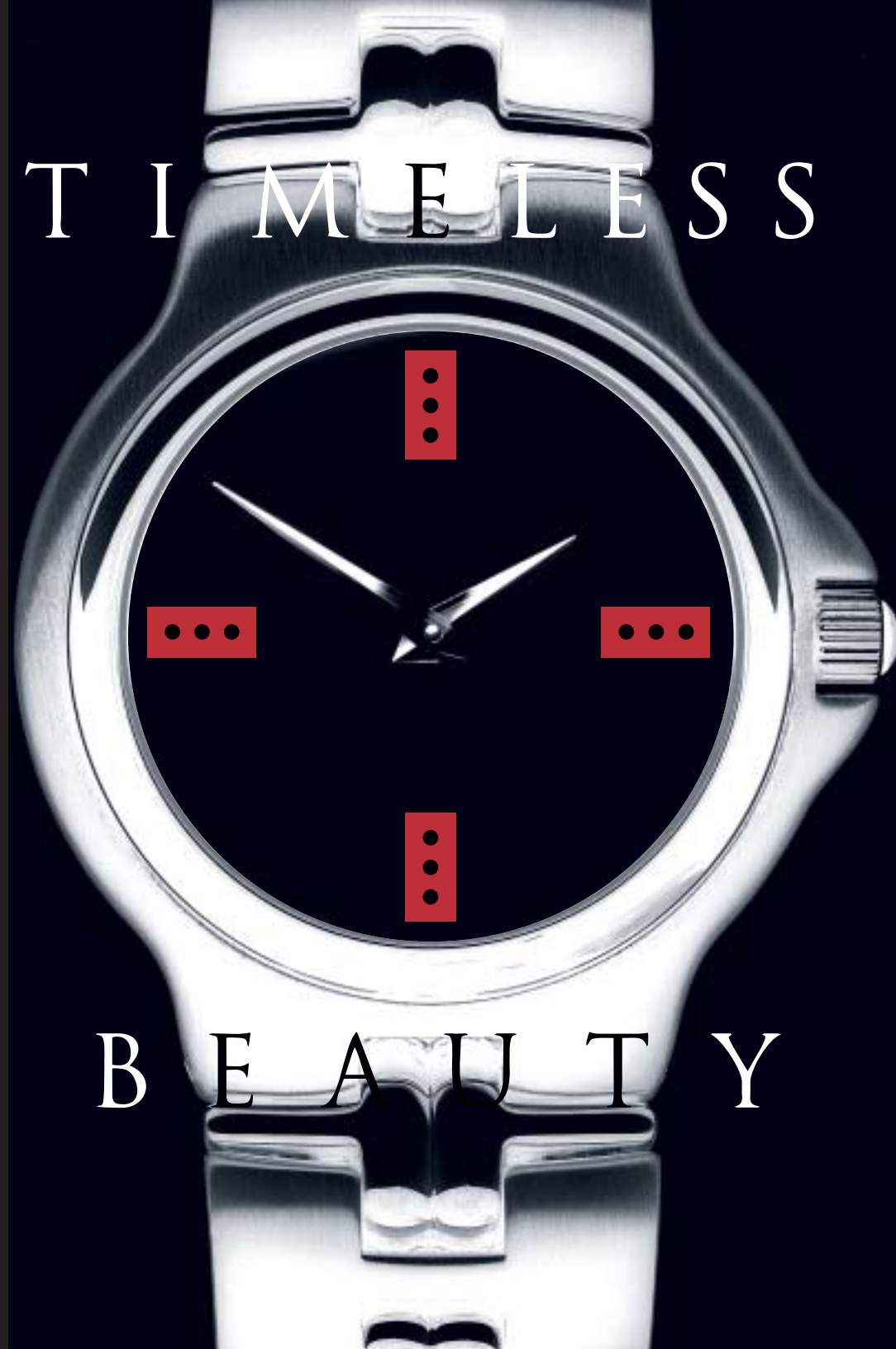
THE FINAL WORD

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



T I M E L E S S



B E A U T Y

EARTH WIND & FIRE

"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.

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.

"If the house had siding instead of brick, the tree would have sliced right through it," said Ian Riley, owner of Riley Construction Company in Raleigh, who repaired the Coey's home.

"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.

STORM FORECAST

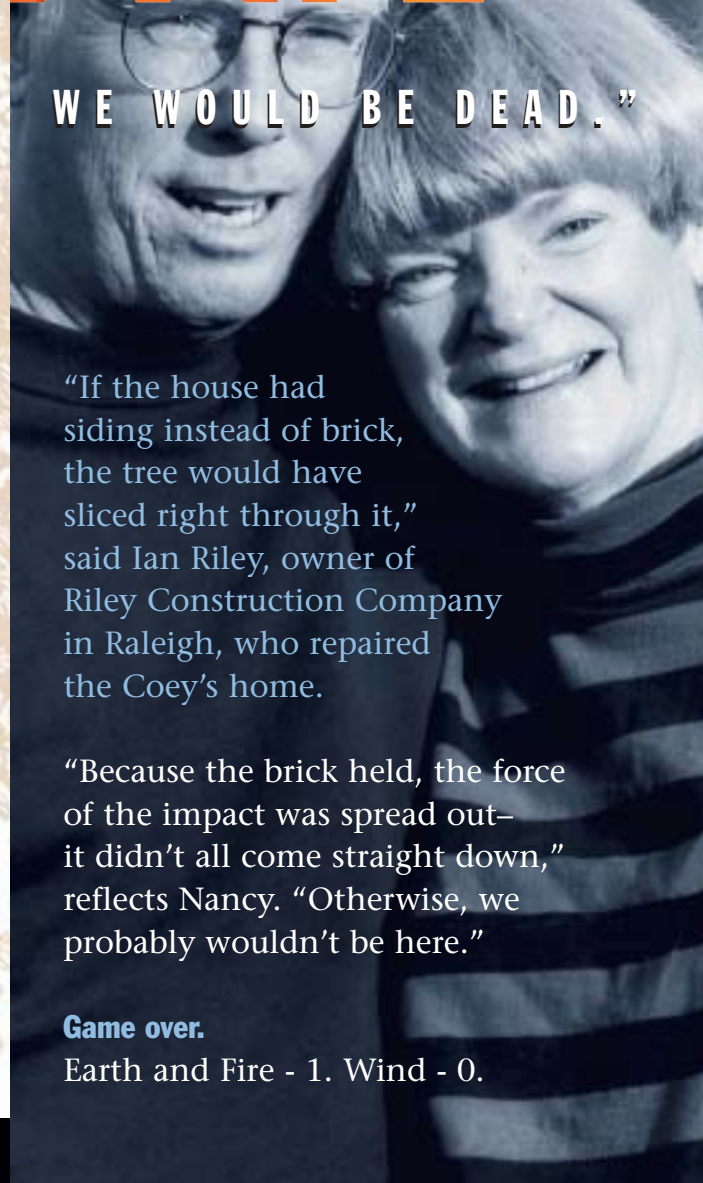
It's now a matter of record. *The weather has gone crazy.*

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. Homebuilders have discovered that normal, everyday brick can serve as the backbone for the storm-safe homes they've recently been planning. By simply doubling of 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.*



BRICK SAY WHAT?

BRICK SPEAKS ACROSS TIME AND TOWN WHAT'S IT SAY TO AND ABOUT YOU?

With over 4 billion handmade bricks, some dating back as early as the third century B.C., China's Great Wall is a monumental testimony to the strength and durability of the familiar fired clay block we call "brick." Originally built to ward off nomads from the north, today the wall attracts people from all over the world, including the runners of an annual marathon staged atop part of its 1500 mile length. It says "Endless flexibility."



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

[CONTINUED ON THE NEXT PAGE]

The Brickyard
Scene of over
eighty 500-mile
races, the
Brickyard in
Indianapolis
takes its name
from the 2.5
mile track's
original surfac-
ing material.
First built in
1909, it was
comprised of
over 3.2 million
paving bricks. 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 harden-

ing. 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 vir-



Inside a
tunnel kiln

tually 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.

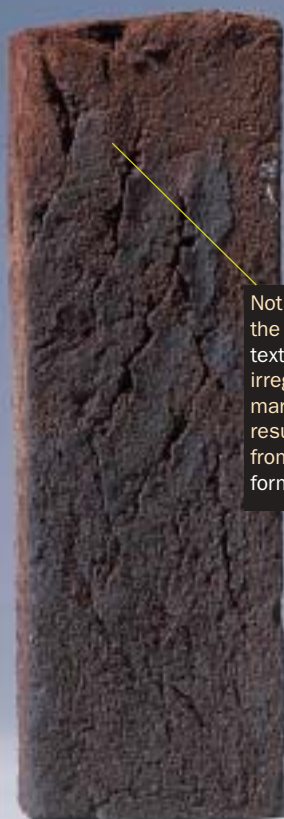
CRAFTSMANSHIP

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.*

ROUGH HEWN

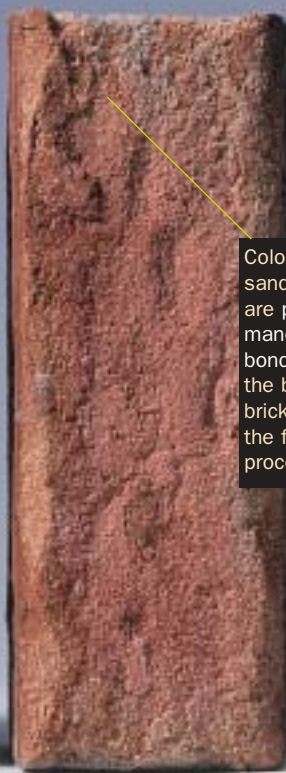
Authentic handmade brick, an honest personal expression, speaks of nature in its purest form



Notice the coarse texture & irregular markings resulting from hand forming

CASUAL

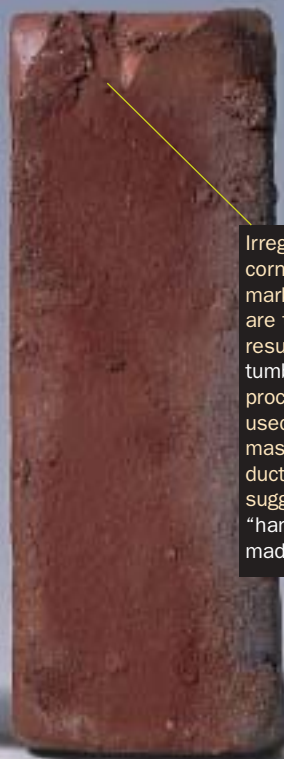
This pastel sand face sends a uniquely contemporary look which is almost tropical in its freshness



Colored sand faces are permanently bonded to the base brick during the firing process

NATURAL CLASSIC

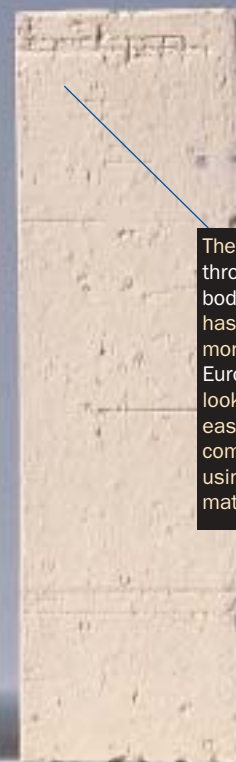
A traditional clay brick with the look of hand crafting suggests an appreciation for the past and an interest in subtle details.



Irregular corners & markings are the result of a tumbling process used in mass production to suggest “hand-made”

STRIKING

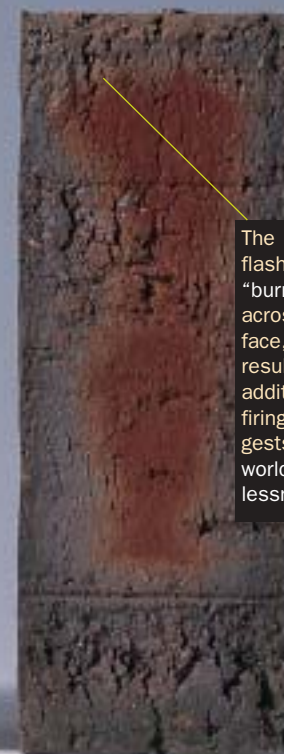
Surprisingly light colors and a crisp profile suggest clarity and contemporary interests.



The through-body color has a monolithic European look not easily accomplished using other materials

TRADITION

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



The flashing or “burns” across the face, the result of additional firing, suggests old-world timelessness

BENEFITS

The market demands it.

The single most

preferred exterior building material all across the US.

SAVINGS BY THE STACK

It's true that, DAY ONE, homes built of brick may cost, on average, about 3-5% more than those using other exterior building materials, but almost no one lives in a house just on DAY ONE. In a very short time, this "expense" transforms itself into real savings.

WHEN IT COMES TO SAVINGS, NO BUILDING MATERIAL STACKS UP TO BRICK

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.



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			
\$125,000 Home	Brick at 4%	Without Brick	Difference
Price of House	\$130,000	\$125,000	\$5,000
Amount of Loan	104,000	100,000	4,000
Interest Rate	8.50%	8.50%	
Monthly Payment of Principal & Interest	799.67	768.91	30.76
Escrow	137.50	137.50	-
Total Payment	\$937.17	\$906.41	\$30.76
\$200,000 Home			
Price of House	\$208,000	\$200,000	\$8,000
Amount of Loan	166,400	160,000	6,400
Interest Rate	8.50%	8.50%	
Monthly Payment of Principal & Interest	1,279.47	1,230.26	49.21
Escrow	220.00	220.00	-
Total Payment	\$1499.47	\$1450.26	\$49.21

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

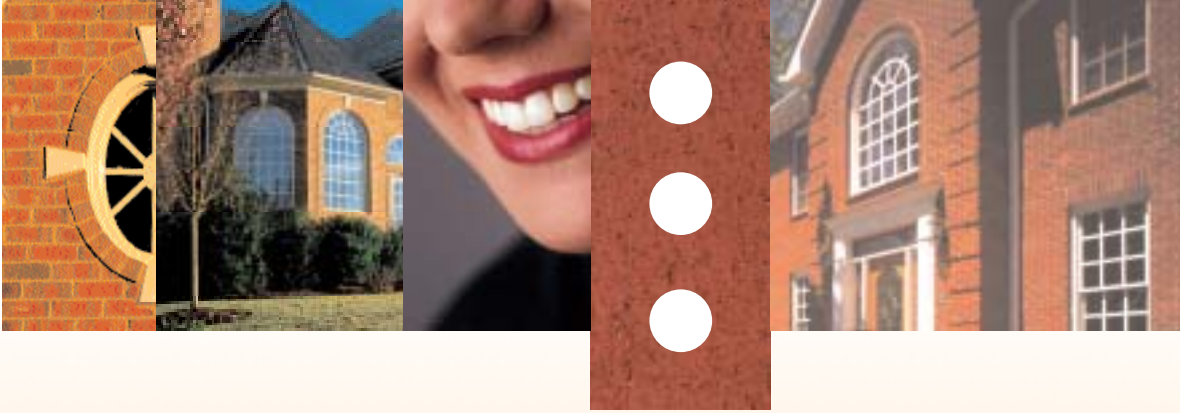
Soldier Course a row of bricks stood on end, much like soldiers at attention

Step Tread a custom shape brick used to create steps *also called Ogee Rowlock*





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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