

BEYOND

# BRICK

& MORTAR

THE GREAT  
GREEN CHOICE

WHAT'S OLD  
IS NEW AGAIN

EARTH, WIND  
& FIRE

A SURVIVAL  
STORY

SAVINGS  
BY THE  
STACK

THE PROFIT  
SPEAKS  
INVESTMENT  
ADVICE

GET REAL

**real  
homes  
are made of  
brick**

HAVE IT ALL

**strength  
personality  
& style**

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.

America's favorite, with great curb appeal. So what's driving demand across the country? Proven quality. Automatic climate control. Thousands of models and colors. Endless window and door options. Hundreds of special details. Easily customized. Solid construction. Owner and enviromentally friendly. And it's made in the USA.

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





Quick

Quiz

Is this

Brick

newborn

or 60?

Exactly

our point!



**BRX**

The Time Machine

CLASSX



# InsideSt

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ON OUR COVER— A GRACEFUL ARCH AND BEAUTIFUL QUOINS CREATE A WELCOMING FEEL TO THIS "REAL BRICK HOME" ENTRANCEWAY. PHOTOGRAPH BY PETER BRENTLINGER



At the Intersection of Decision & Benefit

# HEED THE SIGNALS



**STOP**  
expending energy  
on routine  
maintenance.

**CAUTION**  
Select building materials for their  
long-term performance & environmental  
sensitivity as well as aesthetic appeal

**GO**  
with Brick.  
It's Green.

**SMART  
SIGNALS**  
www.  
gobrick.com

# The Green 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.

Typically the exterior of a home is selected based on it "looks," with little thought being given to the materials, their impact on the quality of life – in that home and on our environment, or the return on investment that can be anticipated. In truth, what may start out as a somewhat superficial decision can be the foundation of a beneficial and profitable outcome.

So, what *is* the material that can create any "look," dramatically increase a home's value, out-perform every other exterior building material (from a maintenance as well as an investment viewpoint) *and* be good for our world? What's the material that has proven to make houses sell faster, brings with it higher resale prices, *and* is simply of the earth?

The Profit quietly whispers "Brick."

FOR MORE ABOUT SAVING WITH BRICK SEE PAGE 20



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[& others]

HOUSE PHOTOS ON PAGE 6,  
TOP RIGHT PHOTO ON PAGE 7,  
TOP LEFT AND RIGHT PHOTOS ON  
PAGE 9, TOP TWO PHOTOS ON  
PAGE 14 AND TOP LEFT PHOTO  
ON PAGE 16

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Flowers are fresh.

Diamonds are forever.

Brick is both.



*forever fresh*

**B · R · K**

For *One*  
this *solid*  
generation. *way*  
And *to express*  
your *your*  
next.<sup>™</sup> *love.<sup>™</sup>*

*build* *live*  
*green.* *happily.*



REALITY

Just what  
makes a  
house a **real**  
home?



**A**lthough brick houses require low maintenance, have greater insulating value and historically higher resale prices, these attributes aren't what do it for most people. Actually, the difference between a house and home isn't so much what it's made of but what it means to the people living in it. So, what kind of emotional connection do people have with brick? After all, it's just a block of baked clay. Is it possible that this humble material can make such a difference, actually turning an owner's perception of a house into "home?"

**real  
homes  
are made of**

**br**

P E R C E I V I N G





Recently a research study attempted to answer that very question. Homeowners from around the country were brought together to explore their feelings about “homes,” specifically those made of brick.

Taken through a variety of research exercises, including drawing, storytelling, and collage-making, the findings from these homeowners were astonishing. Not only did they display a distinct preference for brick, they also associated it with some of the most personally meaningful aspects of what they felt distinguished a “house” from a “home.”

### Warmth

A brick? Warm? Sure, it’s pretty toasty just out of the kiln, but on an emotional level? Absolutely. Without fail, the one attribute of brick homes that rose above all others was its sense of “warmth.”

Whether rooted in a romanticized sense of tradition and nostalgia or in specific personal experiences, these homeowners repeatedly waxed poetic on the “homineness” of a house made with brick.

The images a brick home brought to mind were filled with glowing candles, roaring fireplaces, pies baking in the oven and, most importantly, friends and family gathered together. The brick home was characterized as a place of togetherness for sharing and bonding, and frequent associations with holidays such as Thanksgiving and Christmas related not only to the emotional warmth of the gathering, but the physical warmth of a brick home in cold weather.

In contrast, other materials, such as vinyl-siding and stucco (real or faux) left the participants “cold” both physically and emotionally. Their descriptions of life in these houses focused more on the day-to-day, on-the-go mental-

ity of modern life, rather than the family connections associated with brick.

### Security

Today more than ever Americans are feeling vulnerable, leading them to rethink their priorities and return to what more “traditional” values.

Family is more important than ever, and the home has been reestablished as the center of family life. As such, they want it to feel safe and secure.

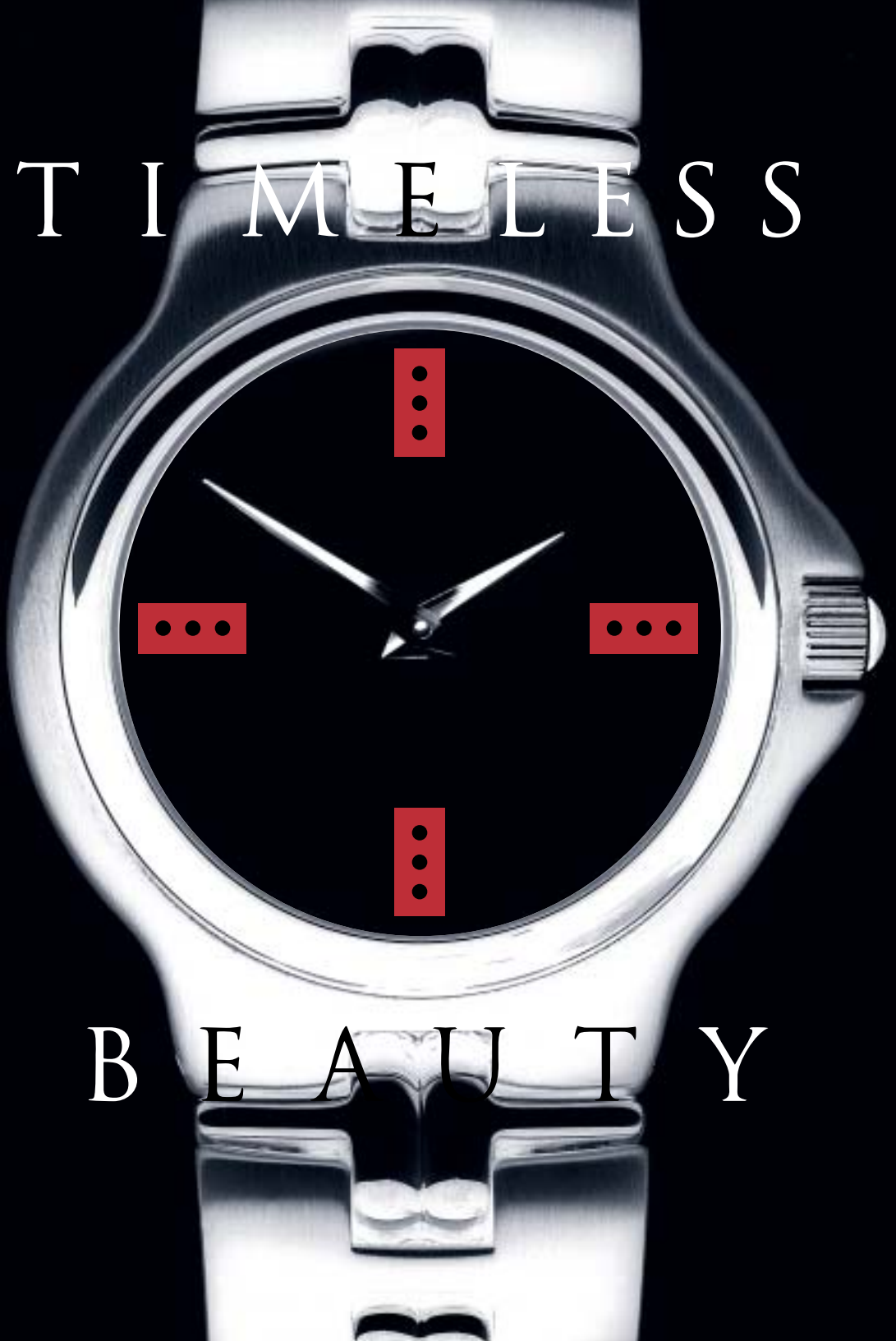
Almost universally, brick homes deliver on these desires. These homeowners used words such as “substantial,” “secure” and “permanent” to describe brick homes, and shared that “brick gives you a sense of solidity” and that a brick home is “where I feel safe.”

Again, in contrast, materials like vinyl siding and stucco were characterized as “disposable” and “temporary” – not impressions that create a sense of security.

[CONTINUED ON PAGE 9]



T I M E L E S S



B E A U T Y



### Substance

Certainly, no other material conveys the sense of solidity that brick does. Yet when these homeowners used “substantive” to describe brick, they meant something more than structural soundness. Many participants equated brick homes with a sense of earned success, with particular emphasis on the “earned” aspect. They felt that a brick home makes a statement about the people who live in them – they have achieved their goals through hard work and are happy and proud to reap the rewards of their effort. This was at the core of why most said they find brick homes “impressive” regardless of their size.

On the other hand, grandiose houses made of other materials conjured something very different. They were seen as portraying a sense of style-over-substance that totally lacked the sense of hard-earned reward.

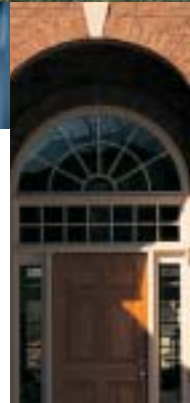
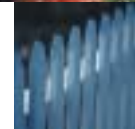
One of this group shared that “a couple who worked hard at their careers and cared for their families would buy a big, brick house while someone who won the lottery would probably buy a big, vinyl-sided house.”

### Get “Real”

Repeatedly, this cross-section of America’s homeowners used the word “real” to describe brick. Sometimes it was the “realness” of a home made with natural materials – straight from the earth as opposed to a “disposable” house made with synthetic materials. Others said that brick projected a sense of “real accomplishment,” not some “get rich quick scheme.”

### The Bottom Line

No matter what the perception or how it was expressed, the overarching theme of what this group from across the country shared was clear – “real homes are made of brick.”





**Y**OUR 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**



**Q**UANTITY 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]



AT HOME  
**strength**  
**personality**  
 and  
**style**



# QUALITY

IS ONE FORM OF PERSONAL  
 EXPRESSION EVERYONE  
 UNDERSTANDS.

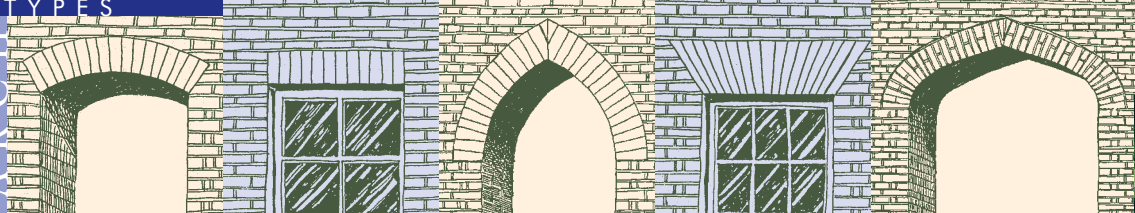


IT'S REALLY AS SIMPLE AS THAT. Think about it. When you look at a house, what you see begins with the outside view. So, to decipher quality and character, one has to start there. The things to look for? Personality. Solid craftsmanship. Distinctive details.

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 its 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



*with brick*



*every year is*

**VERY GOOD**

*Just one of  
the places that  
Brick has called  
"home."  
a reclaimed  
clay and shale  
harvesting site*

*Brick is good  
every year  
for those who  
wisely select them  
and for the  
Earth that gives  
them life*

**EARTH PRESERVE**

WWW.GOBRIICK.COM

AT HOME  
**strength  
 personality  
 and  
 style**

QUALITY  
 IS ALWAYS  
 WELCOME &  
 WELCOMING

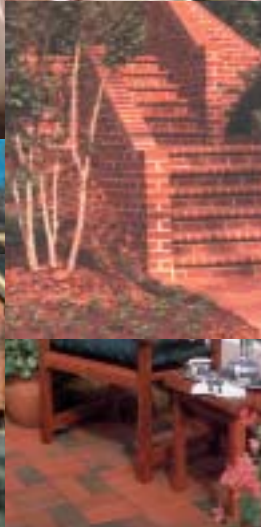


IN ANY SETTING.

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



Brick looks & works great inside and out.

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]

# Got Brick? Got Green.



## It's Totally Modular

- Easily Customized & Upgraded
- Owner & Environmentally Friendly
- Available In Great Colors
- Obsolescence-Free

Whether you're computing Home Value for the pasture or a city street, it's the right one for you.

# BRICK

The Green Choice

Satisfy your creative thirst with thousands of options  
[www.gobrick.com](http://www.gobrick.com)



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 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.



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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.



## EARTH

“IF THE HOUSE HAD NOT BEEN BRICK,

**T**his 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.**



# WIND & FIRE

WE WOULD BE DEAD."

"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.** Warning systems are better, and evacuations are well-heeded. But what can be done to help residential and commercial structures and their contents weather the storm? Engineering and construction experts agree that masonry materials, including brick, provide the highest degree of protection against extreme wind and airborne debris, as well as other natural threats, such as wildfire. So, whether building or retrofitting a house, using brick is one of the most protective things one can.

Alan Simonini of Simonini Builders of Charlotte, named "America's Best Builder" in 2002 by the National Home Builders Association, remembers when Hurricane Hugo hit the area in 1989. "The falling trees went right through the houses with wood siding," he recalls. "Compared to brick, everything else is just a thin veneer. For the best protection, brick is it."

So there *is* hope for improved home safety in the midst of 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.*

## BENEFITS

The  
market  
demands  
it

WHEN IT COMES TO

The  
single  
most

preferred  
exterior  
building  
material  
all across  
America.

# SAVINGS BY THE

SAVINGS, NO BUILDING

**B**rick is one of those rarities in life.

It's a dirt-simple product (*literally*) with universal appeal and exceptional durability. Yet, for all its benefits, it gets a bad rap – "It's too expensive." Truth is, houses built of this modular man-made marvel have an amazing list of economic benefits.

### Save On Maintenance

Brick never needs painting or cleaning. It never rots, fades, peels or dents. *Just think of the savings in paint, labor and head-aches 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.



# STACK

## MATERIAL STACKS UP TO BRICK



### Saves On Insurance

Because brick is a fireproof building material, many insurance companies offer reduced rates. *Ask your agent to compute your potential savings with a brick home.*

### 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.

### 30 Year Mortgage Comparisons

#### \$175,000 Home

	Brick@5% More	Without Brick	Difference
Price of House	\$183,750	\$175,000	\$8,750
Amount of Loan	174,562*	166,250*	8,312
Interest Rate	6.00%	6.00%	
Monthly Payment of Principal & Interest	\$1,047.00	\$997.00	\$50.00

\*assuming 5% downpayment

#### \$280,000 Home

	Brick@6% More	Without Brick	Difference
Price of House	\$296,800	\$280,000	\$16,800
Amount of Loan	281,960*	266,000*	15,960
Interest Rate	6.00%	6.00%	
Monthly Payment of Principal & Interest	\$1,690.00	\$1595.00	\$95.00

\*assuming 5% downpayment

### It's True

On DAY ONE, homes built with brick may cost, on average, about 4-6% more than those using other exterior materials, but almost no one lives in a house for just DAY ONE. In a very short time, this "expense" transforms itself into **real savings**.

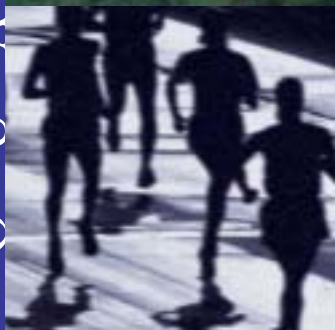
### Brick Homes Have A Higher Resale Value

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.

### Get Real

When it comes to savings, **no** building material stacks up to brick.





# BRICK

## BRICK SPEAKS

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 durability."

## A CROSS TIME AND TOWN



**Harappa Brick** Fired brick from Harappa (now part of Pakistan) circa 2500BC



**Jericho Brick** From beneath biblical Jericho, carbon dated at 9,000-10,000 years old

**T**he 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 thrown



Harvesting clay



Extruding the clay  
Firing in the kiln



Storing in the yard



# SAYS IT ALL

## WHAT'S IT SAY TO AND ABOUT YOU?

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’re 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!

**T**HAT'S NOT AN OVERSTATEMENT. Basically, the variable aspects of brick – texture, color, size and finish – are like the letters of the alphabet, serving as the building blocks to create entire languages. There are almost endless combinations of these variables

which allows brick to convey a myriad of unique messages. And, as with any language, there is a heritage. Brick's is simple – it is of the Earth itself, making it a most natural choice. *Here are just a few ways your brick selection and combination can express your uniqueness.*

## 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 hand crafting suggests an appreciation for the past and an interest in subtle details.





**For more information or assistance, contact:**

Brick Association of the Carolinas  
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Suite 800/Charlotte, NC 28262  
800.622.7425

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Denver, CO 80204  
303.893.3838

Heartland Brick Council  
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Johnston, IO 50131  
877.202.5554

Southwest Brick Institute  
9600 Great Hills Trail/Suite 150W  
Austin, TX 78759  
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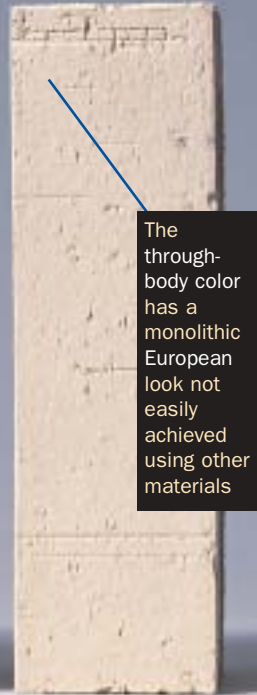
Southern Brick Institute  
1810 Overlake Drive/Suite A  
Conyers, GA 30013  
888.372.7425

**STRIKING**

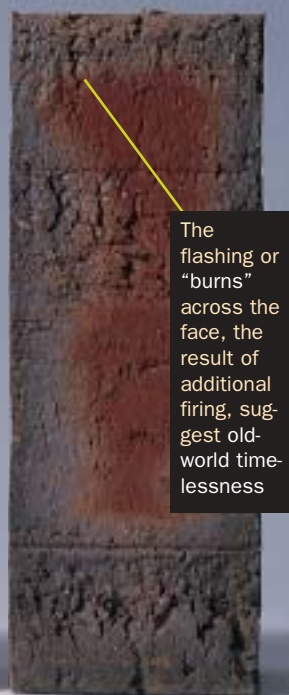
Surprisingly light colors and a crisp profile suggest clarity and contemporary interests.

**TRADITION**

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





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



The flashing or "burns" across the face, the result of additional firing, suggest old-world timelessness

# 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
- 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
- Green** an adjective describing a clay brick that is yet to be fired; *and* a colloquial term referencing a product's environmental qualities
- 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*



SOME PEOPLE JUST KNOW HOW TO REST EASY.



THE COMFORTABLE CHOICE

Few decisions in life are as easy to make and then live with as choosing to build with brick.

You can't quite snuggle up to it, but it's the most comfortable and natural choice available.