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Arriscraft Introduces New, Light Colours in Coordinating Products *Introducing Shadow Stone® Avalanche and Contemporary Brick Blizzard*

CAMBRIDGE, ONTARIO – Arriscraft, manufacturer of all-natural products that emulate quarried stone, introduces two new, bright colours in coordinating Shadow Stone® and Contemporary Brick – allowing homebuilders, designers and architects to create crisp, modern and striking exteriors.

Arriscraft is the stone products group of General Shale, the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

The rugged, ledged Shadow Stone® Building Stone in new bright Avalanche provides designers a fresh option for contemporary designs in both residential and commercial applications. Arriscraft developed the coordinating Blizzard colour in Contemporary Brick as an ideal complement, allowing designers to continue a lighter colour scheme throughout a project.

Arriscraft continuously answers market demands for current, desirable colours across its wide product offering. All Arriscraft Building Stone and Brick products are all-natural and come with an industry unique, lifetime warranty.

ABOUT ARRISCRAFT

Arriscraft manufactures a vast range of premium stone for commercial and residential projects, including full-bed Renaissance® Masonry Units and Building Stone, Thin-Clad adhered and clipped veneers, Adair® Limestone, and cast accessories. Designers can select from a truly comprehensive line of styles - from old-world to contemporary – in natural colors, with custom applications available.

Headquartered in Cambridge, Ontario (100 km west of Toronto), Arriscraft is the stone products group of General Shale, North America's largest brick, stone and concrete block manufacturer, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of 31 distribution centers across the United States. General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information about General Shale, visit www.generalshale.com. For more information about Arriscraft, visit www.arriscraft.com or contact Arriscraft at 800-265-8123 or send us a request at solutions@arriscraft.com.