

General Shale

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General Shale's 2026 Product Lineup Lays Foundation for Endless Design Options

Thin, Glazed and Full Brick Styles Offer Form and Function with Sustainability in Mind

JOHNSON CITY, Tenn., Feb. 10, 2026 – For generations, clay brick has been synonymous with durability and tradition. But with modern masonry options, [General Shale](#) is advancing brick as a modern art form with a [curated lineup](#) of inspired sizes, textures and colors that embodies trendsetting architecture and chic design.

General Shale's design-centric line showcases six lifestyle segments that capture today's most popular trends in home design. Each one highlighting brick's natural versatility as a design element that can be applied from floor to ceiling.

Products feature both full and thin brick. While full brick is perfect for new builds and home renovations, thin brick is DIY friendly, perfect for both interior and exterior applications, and can be installed anywhere. The product lineup includes:

Style Auteur



Featuring Aquavue:

This vibrant glazed thin brick is curated for those unafraid to make a statement with rich color, expressive pattern, and confident styling – making this look ideal for designers and homeowners who see their space as a form of personal expression.

Quiet Luxury



Featuring Driftvue:

This family of white and creamy neutral brick is rooted in timeless simplicity and quiet sophistication. Perfect for spaces that celebrate light and openness, such as open-concept kitchens, cozy coffee nooks and creative studios.

Earthy Chic



Featuring Saddletowne:

Earth tones and slight weathering with an organic artisanal texture create the perfect blend of rustic meets refined.

Modern Minimalist



Featuring Limestone Elevation:

Elegant, linear thin brick with a weathered look. Available in soft, earthy hues, this style brings an understated level of sophistication without sacrificing durability.

Dark and Moody



Featuring Midnight Mist:

Designed for major impact, the deep charcoal, gray, and black brick line delivers bold sophistication and style for striking curb appeal and dramatic interior features, like fireplaces, entryways and accent walls.

Reclaimed Rebel



Featuring Peppermill:

Reflecting classic brickwork with warm tones and subtle texture variations, this warm palette is perfect for adding character to everything from cozy interiors and accent walls to inviting exterior facades.

“Our latest designs evoke a sense of proven styles that have stood the test of time with subtle updates that appeal to today’s most discerning homeowners,” said Luke Guinn, Director of Marketing for General Shale. “Builders, architects, designers and homeowners have always appreciated the durability of brick which allows for greater efficiency and sustainability, yet still adds a very contemporary element to meet today’s design standards.”

As North America’s largest brick and masonry manufacturer, General Shale products are backed by uncompromising quality and enduring performance, allowing designers to focus on selecting the brick that brings their vision and personal aesthetic to life.

These styles, along with more than 250 existing colors, textures and shapes, are available at more than 200 distributors and 26 General Shale retail locations throughout the U.S. and Canada.

Download the 2026 lookbook and images [here](#).

About General Shale

Founded in 1928, General Shale is the North American subsidiary of Wienerberger AG, headquartered in Vienna, Austria, and the world’s largest producer of clay brick. General Shale operates 28 manufacturing facilities, 26 retail stores, and a network of over 200 partnering distributors throughout the U.S. and Canada. Product solutions include an array of sizes, colors, and textures in a wide variety of masonry materials to complete any residential, commercial or specialty architectural project. These materials include brick, thin masonry, stone, outdoor living products, concrete block and various building materials, which include

Arriscraft Stone and Jet Stream pipes division products. General Shale is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.