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Press Contact: Tim Buckley
BHI GROUP LLC
timbuckley@comcast.net
301-461-0898

Company Contact: Mickey Sutton, VP Marketing
Redland Brick Inc.
mickey.sutton@redlandbrick.com
301-223-7700

Redland Siding Systems LLC
15718 Clear Spring Rd.
P.O. Box 160
Williamsport, MD 21795
(301) 223-7700
(301) 223-8775

Redland
Siding Systems LLC

REDLAND SIDING SYSTEMS INTRODUCES TRU-BRIX®, A UNIQUE THIN BRICK SIDING SYSTEM

February 4, 2009 – (Williamsport, MD) – Redland Siding Systems LLC has announced the availability of its new **Tru-Brix**® Real Brick Siding System. **Tru-Brix** is a unique thin-brick cladding system exclusively designed for installing lightweight brick onto existing or new structures.

Tru-Brix can be installed over most surfaces, and is designed to replace vinyl, wood, or aluminum siding. The thin brick tiles are produced and fired the same way genuine clay brick are made; because of this, **Tru-Brix** is available in a wide range of colors, as well as shapes like arches and sills. It is suitable for large-scale cladding projects as well as smaller projects that need to match existing brick structures.

“There are a number of things that make **Tru-Brix** unique when compared to other thin brick siding” said Mickey Sutton, V.P. of Redland Brick. “First, the system uses a mechanical bond, which means it eliminates glue and adhesives which possibly fail over time. Next, the system is easy enough for do-it-yourselfers to install using basic carpentry skills. **Tru-Brix** delivers a lightweight brick veneer using genuine clay brick, identical to traditional brick installations. And **Tru-Brix** is the only thin brick system that comes with a transferable 50-year warranty.”

To install **Tru-Brix**, the old siding is removed; at this time, any necessary repairs to the sheathing or structure are completed and new building wrap is installed. Steel rails are fastened to the walls, and the thin brick tiles are snapped into the rail. Once all of the brick tiles are in place, the mortar is applied to the joints between the bricks then hand-tooled like traditional brickwork. When complete, **Tru-Brix** is indistinguishable from traditional brick.

Thin brick veneers work well where traditional brick can't be used, such as re-facing, renovating, or retrofitting structures. **Tru-Brix** eliminates the need for excavating and installing concrete footings, which are typically required for traditional brick.

With the recent rise in popularity of thin brick veneers, Redland Siding Systems has taken a leadership role. “It's not enough for manufacturers to just provide a thin brick,” said Sutton. “Instead, **Tru-Brix** provides an all-in-one solution with easy installation, and is backed by a strong warranty. The **Tru-Brix** system has already been successfully installed in dozens of various applications ranging from commercial and institutional buildings to private residences, and we have been receiving very positive feedback from architects and homeowners.”

Tru-Brix is offered in multiple styles and over 50 different colors. It is available through a select number of Redland Siding System's nationwide distributors and dealers.

Redland Siding Systems LLC is owned by Redland Brick Inc and the Belden Brick Company LLC.

For more information, visit www.tru-brix.com.

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Before



Installing the steel rails



Installing the Tru-Brix tiles



The finished project