

# The Sustainable Attributes of Exterior Cladding Materials

## A True Look at “Green” Claims



Clay Brick – The Most Sustainable  
Green Building Material Made

## EIFS VS. BRICK

**P**rior to making decisions on cladding materials and their impact on the environment, it's important for builders to consider the true facts regarding siding products' green positions. Many materials claim green or sustainable attributes, but a comparison between EIFS and brick shows the true story. A quick review of the facts will show that EIFS is not as green as you think.

### IN THE MANUFACTURING PROCESS

#### RECYCLED CONTENT

##### EIFS

- Industry makes no claims about recycled content.

##### BRICK

- Can contain both pre- and post-consumer recycled content, depending on the manufacturer.

#### MANUFACTURING AND DISTRIBUTION

##### EIFS

- NIST confirmed that EIFS has "less global impact" in its distribution due to less fossil fuel required to ship.
- However the product is manufactured only in 9 locations in the U.S., making it more than 500 miles to many destinations.

##### BRICK

- Waste products such as methane gas from landfills and sawdust used in production, depending on the manufacturer.
- At least two plants located within 500 miles of all but one of 50 largest MSAs.

#### THIRD PARTY CERTIFICATION

##### EIFS

- Industry makes no claims about certification.

##### BRICK

- Manufacturers can achieve third-party certification for extent of recycled content, use of alternative energy, and amount of resources reduced.

### ON THE JOB SITE

#### WASTE MANAGEMENT

##### EIFS

- All construction waste must be sent to a landfill.

##### BRICK

- Reusable scrap materials, minimal packaging.
- Very little on-site waste produced due to modular units.

#### ENERGY EFFICIENCY

##### EIFS

- Position on outside of wall eliminates thermal bridging.

##### BRICK

- High thermal mass properties allow heat to be stored and released later.

#### LIFE CYCLE & DURABILITY

##### EIFS

- 50 year life span.
- Requires additional finishing and coating over time.

##### BRICK

- 100 year life span.
- Low maintenance requirements.

#### SAFETY & SECURITY

##### EIFS

- Does not provide 1-hour fire resistance rating.

##### BRICK

- Provides 1-hour fire resistance rating.
- Offers superior resistance to wind-blown debris.

#### RECYCLABILITY

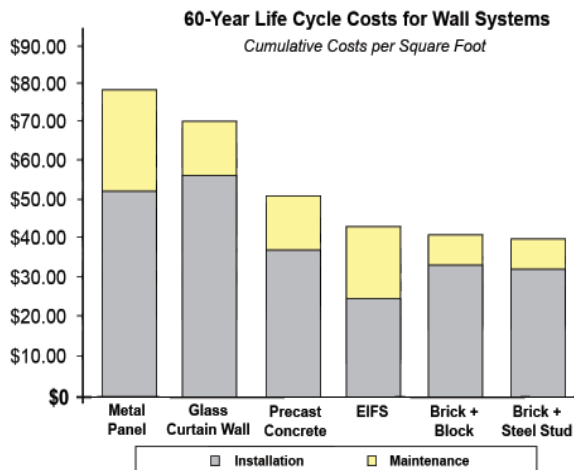
##### EIFS

- Material is not and cannot be recycled.

##### BRICK

- Unfired or scrap brick is recycled back into the production stream.
- Brick from demolition can be crushed and recycled into new brick or used as brick chips.
- Brick can also be used as a subbase material for pavements.

*According to experts, the future of green building and sustainable design resides in the life cycle of the building, energy efficiency, and the impact building materials have at the end of their useful life.*



## BRICK IS A NATURALLY SUSTAINABLE MATERIAL

- ▶ Use of abundant natural resources, clay and shale.
- ▶ Use of alternative fuel resources such as landfill gas and wood waste materials.
- ▶ Strategically located plants to help reduce transport emissions.
- ▶ Contributes to energy efficient buildings with high thermal mass.
- ▶ Recyclable and biodegradable thereby reducing its embodied energy.
- ▶ A built-in and in-demand market for recycled re-use of old brick.

## BRICK IS NOT ONLY A SUSTAINABLE CLADDING MATERIAL, BUT IT ALSO ADDS SIGNIFICANT VALUE TO A BUILDING AND OFFERS NUMEROUS OTHER BENEFITS

- ▶ Consumers prefer brick over other cladding/siding materials.\*
- ▶ Brick's natural beauty is timeless and design possibilities are endless.
- ▶ Brick's longevity and local availability make it one of the greenest building products made today.
- ▶ Brick conveys a message of quality, image, and prestige about the building owner and community.
- ▶ Brick has the longest history of product performance and durability.
- ▶ Brick is virtually maintenance-free.
- ▶ Brick is a perfect fit within any architectural style.

\* Source: Ducker Worldwide 2008 research study

## BRICK: THE GREEN POINTS ADD UP

### LEED™ 2009 for New Construction and Major Renovations - Version 3.0 (USGBC)

Brick can assist in contributing up to **27 points** out of a possible 110 points

### Green Globes™ New Construction (GBI)

Brick can assist in contributing up to **156 points** out of a possible 1,000 points

**FOR MORE INFORMATION ON THE SUSTAINABLE ATTRIBUTES OF CLAY BRICK, CONTACT THE BRICK INDUSTRY ASSOCIATION.**



### BRICK INDUSTRY ASSOCIATION

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