

MYTHBUSTERS

"I can't get brick to create the same appearance as manufactured stone."

Sure you can! Some brick companies offer brick in shapes and textures normally associated with rough-hewn stone. These units can be used in random patterns to enhance the stone effect. "Rock faced" or special shaped units and traditional brick can also be used together to create unique blends of brick and "stone."

"Brick walls can leak just like simulated masonry walls."

Here's the dirty little secret: All walls leak! And that's precisely why customary brick veneer is designed as a "drainage wall" system. The air space behind brick veneer promotes drainage and drying and prevents water from reaching moisture sensitive materials. Simulated masonry veneer holds this water within the wall until it evaporates (increasing risk of mold growth and repairs).

"Simulated masonry is cheaper and faster than brick."

Ever heard of the term "false economy"? Here's a textbook example. The costs for simulated masonry can increase along with unit thickness. Want a certain color? It will cost you extra. Water sealers and maintenance costs increase the cost associated with simulated masonry veneer. One more thought: while simulated masonry may be faster than full thickness brick installations, thin brick offers similar time savings.



For more information visit www.gobrick.com

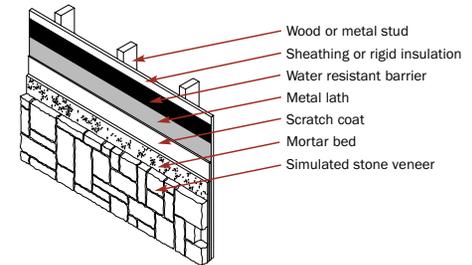
THE FACTS: BRICK VS. MANUFACTURED STONE

BIA Product Sheet | September 2011

SIMULATED STONE. FAUX ADVANTAGES.

Sticky stone, manufactured brick, or simulated masonry—it goes by many names. But no matter what you call it, it's just another name for faux brick and faux stone. In fact, manufactured stone is typically cast in molds taken from real stones, then colored with mineral oxide pigments to simulate real stone. How's that for faux? But what's it really made of? The short answer: cement and aggregates. As you would expect from a cement based product, manufactured stone and other simulated masonry claddings also exist, including panel systems, and these may be made from calcium silicate, perlite or closed-cell polyurethane.

Like any substitute, manufactured stone isn't all that meets the eye. In fact, it's considerably thinner than real brick or stone. A stuck-on veneer, manufactured stone is generally one to three inches thick. Just like two-by-fours have shrunk in size over the years, so too has this simulated brick alternative.



During installation, workers adhere manufactured stone with mortar over a scratch coat and metal lath fastened to stud walls and metal buildings or directly to concrete or masonry walls. Though marketed as easy enough to install for the do-it-yourselfer, trust us, you do not want to do-it-yourself. In fact, product specifications specifically state that experienced masons should install manufactured stone.

Some simulated masonry veneers use a "barrier" approach to control water leaks; that is, they have no provision for drainage of water once it has penetrated the veneer. Quite simply, such an installation relies on perfect workmanship to keep water out. Suffice to say, you do not want water slipping through the resistance barrier (think mold; think contractors with sledgehammers).

With so many red flags, ask yourself: why would you choose the fake over the real deal?





MANUFACTURED STONE: YOU JUST CAN'T BEAT THE REAL THING.

Fake vs. the Real Deal. Although simulated masonry attempts to capture the aesthetics of genuine stone and brick, for about the same cost brick offers superior water penetration resistance, enduring natural color, fire resistance, thermal properties and proven durability.

Bricks beauty comes from the inside.

And brick does not fade over time—its color originates in the clay from which the brick is made, rather than from artificially added pigments.

Your family's safety first. Most simulated masonry veneers do not contribute to fire resistance ratings, whereas clay brick's fire resistance capabilities have been depended on for centuries.

Brick is Green! Brick walls benefit from the energy efficiency of thermal mass, something thinner, lighter simulated masonry units lack. The mass of brick walls, especially when combined with insulation, take longer to heat on warm days and retain heat longer on cooler ones. The mass and density of brick walls also reflect sound and help to prevent outside noise from entering a home.

MANUFACTURED STONE STRENGTHS:

Aesthetics

The look and feel of simulated masonry effectively suggests the character and quality of masonry, and it can be difficult to distinguish from genuine brick or stone.

Design Flexibility

Simulated masonry products include reproductions of many natural stone textures in a variety of colors and sizes. Simulated brick veneer also exists and custom stone patterns, colors and blends are achievable. Many creative non-traditional applications exist as the product can be supported by most common wall constructions. Simulated masonry does not require steel lintels for support.

Reduced Weight/Ease of Installation

Like thin brick and thin stone veneer, simulated masonry veneer weighs less than full thickness masonry and is easier to handle and install. While weight varies between particular products, most are less than 12 pounds per square foot. Speed of installation is faster than conventional masonry and comparable to other thin veneer.

MANUFACTURED STONE WEAKNESSES:

No Water Management Strategy

Although the surface of simulated masonry is intended to act as a barrier, water may enter the wall around windows or doors, through cracks or voids in mortar, or at other openings or construction deficiencies—even if water repellent coatings are applied. Water absorbed by simulated masonry in a rainstorm is held against a framed wall. This method of construction does not include a means to remove water, which may result in moisture damage.

Demands Precision Construction Practices

As a barrier system, the wall surface is the first defense to water penetration. Thus, particular care during installation is necessary to prevent water intrusion. Incorrect application often causes greater problems than errors made with similarly installed products like stucco. Leaks often show up sooner, progress more quickly and cause more severe damage. Manufacturers discourage use in areas subject to "frequent exposure to water".

Design

The long flat projections of "ledge-stone" products create horizontal shelves where water can collect and soak into the wall.

No Fire Resistance

Simulated masonry veneer generally does not provide a one-hour fire rating like a traditional veneer of genuine clay brick.

Color May Change

The color of simulated stone comes from pigments; UV exposure may cause the pigments to fade. Cleaners, de-icers, chemicals and slush may discolor the product. Water running down the surface, especially if concentrated, will result in erosion of surface colors and streaking.

Limits of Mortar Bond

Dirt, paint, sealers or other coatings on existing concrete or masonry interfere with adhesion and must be removed prior to installation. Manufacturers recommended cleaning such surfaces with acid, high-pressure water or sandblasting. Bond of the mortar bed may also be affected by weather conditions as well as the absorptions of both the veneer and substrate. Incomplete covering of the simulated stone unit with mortar or insufficient pressure when bedding the unit may result in units coming loose.