

BRICK: SUSTAINABLE VALUE WITH LASTING CURB APPEAL

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Fired clay brick can help production builders deliver homes with enduring beauty and sustainable value. Made in America from abundant natural resources, brick's benefits include virtually endless design flexibility through a growing palette of colors and textures; superior durability with a 100-year lifespan; low- to no-maintenance exteriors; superior wind resistance; and savings on heating and cooling costs from

exceptional thermal mass not found in lighter materials. Heading into peak fire season in December and January, brick also offers a one-hour fire rating by itself – unlike other exteriors that need to incorporate fire-resistant materials in their wall systems.

"Fired clay brick's aesthetic flexibility and inherent green benefits are a perfect strategy for sustainable home building," says Ray Leonhard, president and CEO of the Brick Industry Association in

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