

Boral **Bricks**

Build something great™



your life with boral® bricks

BORAL® CONSUMER GUIDE





YOUR LIFE REFLECTED IN TIMELESS QUALITY.

The exquisite allure of Boral Bricks on your new home will be an expression of your unique personality.

We offer more colors, more styles and more textures to build your ultimate dream home. For the detailed touches, we offer more specialty items, such as curved edges, detailed silhouettes and angled faces that can transform your home into a signature statement.

BRICK FACT

**BORAL IS THE NATION'S
LARGEST BRICK MANUFACTURER,
PRODUCING 1.5 BILLION BRICKS
EACH YEAR.**

**That's enough bricks to circle the globe
eight times. Our experience, history and
product breadth make Boral Bricks the
obvious choice for your new home.**

YOUR LIFE SUPPORTING A GREENER WORLD.

When you build your new home with Boral Bricks, you're choosing a truly green building material. Our bricks are made from some of the world's most abundant resources, mined in a way that is gentle to the earth and manufactured using sustainable practices.

In fact, Boral leads the brick industry in developing and using alternative, renewable fuels to fire the kilns in our manufacturing plants. These fuels include methane gas generated by mature landfills and wood waste materials, such as sawdust. Our bricks are long lasting and completely recyclable. Finally, they are one of the most energy-efficient and weather-resistant materials you can choose for your home. Boral Bricks provide the depth and strength to weather heat, cold, water and wind, providing you with year-round protection and energy savings.

BRICK FACT

BRICK HOMES HAVE AN AVERAGE ENERGY SAVINGS OF 8% PER YEAR.*

On the hottest days, brick will absorb the sun's heat, slowing down the heat transfer and keeping your home cooler. On cold days, brick will hold in the heat longer, keeping your thermostat lower and helping you remain cozy.

*Brick Industry Association (BIA)



EMBODIED ENERGY* ANALYSIS OF BRICK

MATERIAL	WOOD	BRICK	FIBER CEMENT	CONCRETE	VINYL
kWh per ton	640	1240	2060	3200	3840
Additional energy requirements	Requires repeated painting, staining and/or sealing over life of structure**	Other than cleaning, no maintenance or additional treatment is required	Requires repeated painting over life of structure**	Requires repeated painting over life of structure**	Other than cleaning, no maintenance or additional treatment is required
Product life	20-25 years***	100 years	50 years	50 years	50 years
Embodied energy/lifetime****	25.6 kWh per ton per year	12.4 kWh per ton per year	41.20 kWh per ton per year	64.0 kWh per ton per year	76.8 kWh per ton per year

* Embodied energy refers to the energy required to extract raw materials, and manufacture and transport the materials required to build a home, as well as the energy required to assemble and construct the house.

** The manufacturing processes used to produce paint, stain and seal are energy intensive, contributing to the embodied energy in the structure calculated over the life of the structure.

*** Life expectancy depends on quality of maintenance.

**** Embodied energy calculated over the life of the structure.



YOUR LIFE MADE EASY.

Brick endures longer than virtually any siding material. For maximum durability and minimum maintenance over decades, or even centuries, there's no finer choice than brick.

With Boral Bricks, the exterior of your new home will remain elegantly beautiful with virtually no maintenance for its lifetime. Your brick will not rot, fade, peel, dent or become brittle – and you'll never have to paint it. Because brick is inert and more moisture resistant than any other siding material, it can't be compromised by mold, rot, bacteria or termites and it prevents moisture from traveling from the outside to the inside of your home. And, because brick is a fireproof building material, your insurance company will likely offer you a reduced rate. Plus, brick is more sound-proof than other sidings, keeping the noise outside and ensuring a quiet and cozy atmosphere inside.

Most people believe our brick actually grows lovelier with age, and we have to agree. We're so confident in its durability that we offer The Boral® Transferrable Residential Warranty to protect you for as long as you own your Boral brick home. Our warranty even transfers to the second owner if you decide to sell. It's the industry's best warranty and that's just what you'd expect from Boral Bricks. Safeguard your dream by building with Boral.

BRICK FACT

**A BRICK HOME CAN SAVE
YOU UP TO 5% ON
HOMEOWNERS INSURANCE.**

YOUR LIFE INVESTING WISELY.

When you build your home with brick, you might pay an average of four to six percent more than if you'd chosen another exterior material. However, over time, you'll recover this investment and realize many more savings.

In addition to saving you money on fuel bills and maintenance, your Boral Brick home will bring you the peace of mind that comes with knowing you are secure and well protected. Should you sell your home, you can look forward to a higher re-sale value than you'd find on homes with other types of siding. With Boral brick, the return on your initial investment will almost certainly be a positive one.

BRICK FACT

BRICK HOMES HAVE A RE-SALE VALUE THAT'S AT LEAST 6% HIGHER THAN HOMES BUILT WITH OTHER SIDING PRODUCTS.

According to the Marshall & Swift Residential Cost Handbook, brick houses can have an increased appraised value of more than \$5,000 over houses with vinyl siding.





Why should you choose Boral Bricks for your dream home?

No other exterior siding embodies so many advantages, including:

- A unique, high-quality design statement made possible with hundreds of exquisitely beautiful color and texture options
- The greenest possible alternative to minimize the use of non-renewable resources, maximize energy efficiency and contribute to a healthier environment
- Durability, longevity and low maintenance backed by a transferrable residential warranty
- Amazing economic benefits, such as significant savings on fuel, maintenance and insurance, accompanied by a higher re-sale value

When you choose Boral Bricks for your home, it's the beginning of a beautiful tradition. For more information, simply give us a call at **1.800.526.7255** or visit us online at **www.boralbricks.com**.

BRICK FACT

THREE OUT OF EVERY FIVE HOMEOWNERS PREFER BRICK ON THEIR HOMES VS. ANY OTHER MATERIAL.

A 2009 Harris Interactive Survey shows that brick lovers are in good company.



Build something great™

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BRICKS
CULTURED STONE®
TRIM
ROOFING

