

M-ROCK M-Brick

WHAT THE SALES TEAM NEEDS TO KNOW IN ORDER TO SELL M-BRICK

Top 5 things customers should know:

- Installs with screws allowing for quick installation in any weather.
- No skilled mason required. Saving money in installation and concrete preparation that is required for a traditional brick products.
- Installs on any substrate - no footings, angle iron or support system required making it great for remodels.
- Fire resistant working well both aesthetically and functionally . We suggest installing the veneer at least 18 inches from any open flame.

What makes M-Brick better than other products in this category?

- Built in sizes that make the system work out every time for the installer and make the product easy to work with.
- Packaged in lightweight boxes to make purchase and workability easy.
- Easily achieves a high end natural brick look when used in conjunction with M-Rock's engineered M-Grout
- Created from a low expansion slate aggregate that is built to last the test of time.
- Individual colored brick perfected by artisans that will last through the test of time.
- M-Brick has supporting grout systems that contain polymer to allow for movement and to go above and beyond traditional brick limitations.
- M-Brick finishes easily to windows, doors, and other transition points.

What makes M-Brick better than our competitors?

- The M-Brick out performs all other brick because it has a built in air and weep space behind the brick that protects your substrate from harmful moisture problems that all other brick veneers have.
- No freeze thaw issues to worry about with M-Brick, heat is no issue and even structural movement is no issue because every brick is isolated on the rail system. This allows the brick to move on any substrate effectively dealing with issues that other brick veneers cannot.
- The durability of M-Rock products insures this product will perform for a life time.
- M-Brick is competitively priced in the moderate to low level of brick costs. Considering no other expenses like lathe, S-Type mortar, sand, and all the tools you will need to install traditional brick then M-Brick is one of the least expensive bricks you can purchases.



least expensive bricks you can purchases.

M-ROCK M-Brick

Other things to know:

- Low price points.
- Perfect for DIY.
- Perfect for both residential and commercial contractors.
- Proven time tested concrete product and mix design.
- Interior and time proven exterior design.
- M-rock holds patents and are the exclusive manufacturer of I Series and M-Brick.
- Environmentally friendly manufacturing processes - near zero waste on site
- Fire resistant, weatherproof

Additional Info

- Depending on how you grout the bricks afterwards will significantly change the history and region of the overall look. We recommend M-Rock's M-Grout.
- New construction? Simply frame your project with wood and install.
- Because each brick is laid individually, you can configure a wide variety of interesting patterns.
- When used as an exterior wall, the stone can be easily cleaned with a power washer set on a gentle spray so as to not damage the stone.
- All of M-Rock's Stones and Brick veneers are handcrafted in the USA and carry a 40 year warranty and 100% customer satisfaction guarantee.
- Cutting is easy just use a diamond tip masonry blade available at most building supply stores, they cost only around \$20 will work in most circular saws, or compound miter saws. One of our favorite saws is the small Kobalt saw sold at Lowe's. It is around \$100 is super easy to use and is small and light weight. One word of advice occasionally blow the rock dust off of your saws and never let that dust get wet on your saw it is concrete dust and will turn back to concrete. *If a saw scares you.* you can also use a hacksaw with a **Rem Grit** Saw blade, this will be slower but if the job is small this will work.

