

Brampton Brick launches the revolutionary Elegante line of masonry products

A stunning innovation that combines the look of stone with the ease of brick

BRAMPTON, ONTARIO, October 1, 2010 – After intensive research and design engineering, Brampton Brick has developed the proprietary Elegante line of masonry products – a unique innovation that combines the genuine look, feel and quality of stone with the ease of installation commonly associated with brick. This ingenious new offering – believed to be the only masonry product of its kind in the world – was just launched to a group of VIP masonry industry partners and associates at the Brampton Brick Symposium on September 30, 2010.

The Elegante line introduces a revolutionary new masonry design element, giving architects and designers greater leeway and more exciting options when creating exquisite projects. Industry professionals in attendance at the Symposium agreed that the product line's stunning clay-based colours and exquisite patterns would undeniably help them design projects with greater elegance and everlasting appeal.

Given that traditional stone is harder to work with in cold weather, Elegante's genuine burned clay composition makes for a lightweight and easy-to-handle design that is easier to install in winter months. Plus, the intelligent single-cube packaging saves even more time by eliminating the need to blend multiple packages, and provides less on-site cutting and wastage.

Anyone interested in previewing this exciting new product is invited to visit the new Brampton Brick outdoor showroom at 225 Wanless Drive in Brampton, Ontario.

Brampton Brick is Canada's second largest manufacturer of clay brick, serving markets in Ontario and Quebec, plus the Northeast and Midwestern United States from its brick manufacturing plants located in Brampton, Ontario, and Farmersburg, Indiana. To complement the Elegante product line, the Company also manufactures a range of clay brick and concrete masonry products, including stone veneer products marketed under the Stoneworks™ trade name, and concrete window sills. In addition, concrete interlocking paving stones, retaining walls, garden walls and enviro products are manufactured in Markham, Milton and Brampton, Ontario; and Wixom, Michigan. These products are sold to markets in Ontario, Quebec, Michigan, New York, Pennsylvania, Ohio, Kentucky, Illinois and Indiana under the Oaks™ trade name. These products are used for residential construction, and for industrial, commercial and institutional building projects.

For more information please contact:

Judy Pryma, Vice President, Sales and Marketing, Masonry Products

Brampton Brick Limited

Telephone: 905-840-1011

Toll-Free: 1-800-462-7425

Fax: 905-840-1535

E-mail: sales@bramptonbrick.com

www.bramptonbrick.com





Elegant Beige



Elegant Chestnut



Elegant Gray



Elegant Merlot



Elegant Willow