

The ProVia logo features a stylized white 'P' icon to the left of the brand name 'ProVia' in a bold, sans-serif font. Below the brand name, the tagline 'THE PROFESSIONAL WAY' is written in a smaller, all-caps, sans-serif font.

ProVia
THE PROFESSIONAL WAY

THIN BRICK

A close-up photograph of a thin brick wall. The bricks are rectangular and laid in a traditional running bond pattern. The color palette is a mix of light grey, medium grey, and dark charcoal tones, creating a textured and modern appearance. The wall is topped with a thick, light-colored stone or concrete coping. In the background, a window with a dark frame is visible. The foreground shows blurred green foliage and a mulched garden bed.

THIN BRICK

New THIN BRICK

Brick has been an integral part of construction since ancient times, and the first settlers in America brought that craftsmanship to New England with them. Clay from lake and riverbed sediment was plentiful in the region, and brickmaking was an important trade. Brick structures proved to be reliably solid, fire- and corrosion-resistant, and incredibly durable; the use of brick for construction of homes, businesses and institutions soon outpaced other materials throughout the colonies.

New ProVia Thin Brick embodies the texture, composition, and natural shades of genuine hand-made brick. Inspired by and molded from handmade, kiln-fired clay brick, this profile offers the definitive and consistent characteristics of traditional brickwork. Their textured surfaces not only evoke the aesthetics of the past but also provide a timeless appeal that effortlessly blends with both traditional and modern architectural styles.

Whether used for exterior facades or interior accents, these bricks infuse a sense of nostalgia and heritage into any architectural design, creating a unique and captivating visual experience.

METICULOUS CARE FOR DETAILS

Bricks used to create ProVia thin brick were carefully selected from unique geographic regions. These bricks were then skillfully molded and cast, with special care taken to replicate the natural beauty of the undercut to achieve stunning realism. During the production process color is meticulously added to each brick using raw pigments and oxides to achieve a rich, authentic look.



ARTISANSHIP

Through years of experience, innovation and artistic excellence – Our thin brick collection provides enduring beauty that reliably withstands the elements.



LUSH COLORS

From richly textured surfaces to artistically infused colors including ochres, umbers, plums and russets - ProVia thin brick adds warmth and beauty to any home.



ENHANCED COLORING SYSTEMS

ProVia is proud to offer industry-original, enhanced coloring processes that are designed to capture the beauty of real brick colors, while elevating the vibrant intensity of the brick palette for maximum depth and dramatic curb appeal.

Look for this symbol next to the Enhanced colors featured in our catalog:

PIONEERING THE WAY TO EXACTING STANDARDS

We use nothing but the finest materials in our products including superior shale aggregates. Each mixture of base material is quality controlled for batch-to-batch consistency. Our leading edge processes and equipment ensure that every step in the creation of our products is optimized for aesthetics and consistency. A relentless pursuit of quality and excellence in products and services distinguishes us from other brick manufacturers and helps us deliver real value to every customer, every day.



INDUSTRY ASSOCIATION, ACCREDITATION AND TESTING

ProVia is leading the way in quality adherence, having completed **CMHA's Manufactured Stone Veneer Product Certification Program**, which certifies ProVia products as achieving a new benchmark in the industry for Physical Properties, Shear Bond Strength, Freeze-Thaw Durability and Linear Drying Shrinkage.



Additionally, ProVia thin brick products are voluntarily third-party tested and certified through the **IAPMO** product certification agency and meet or exceed ASTM, IBC and IRC standards.

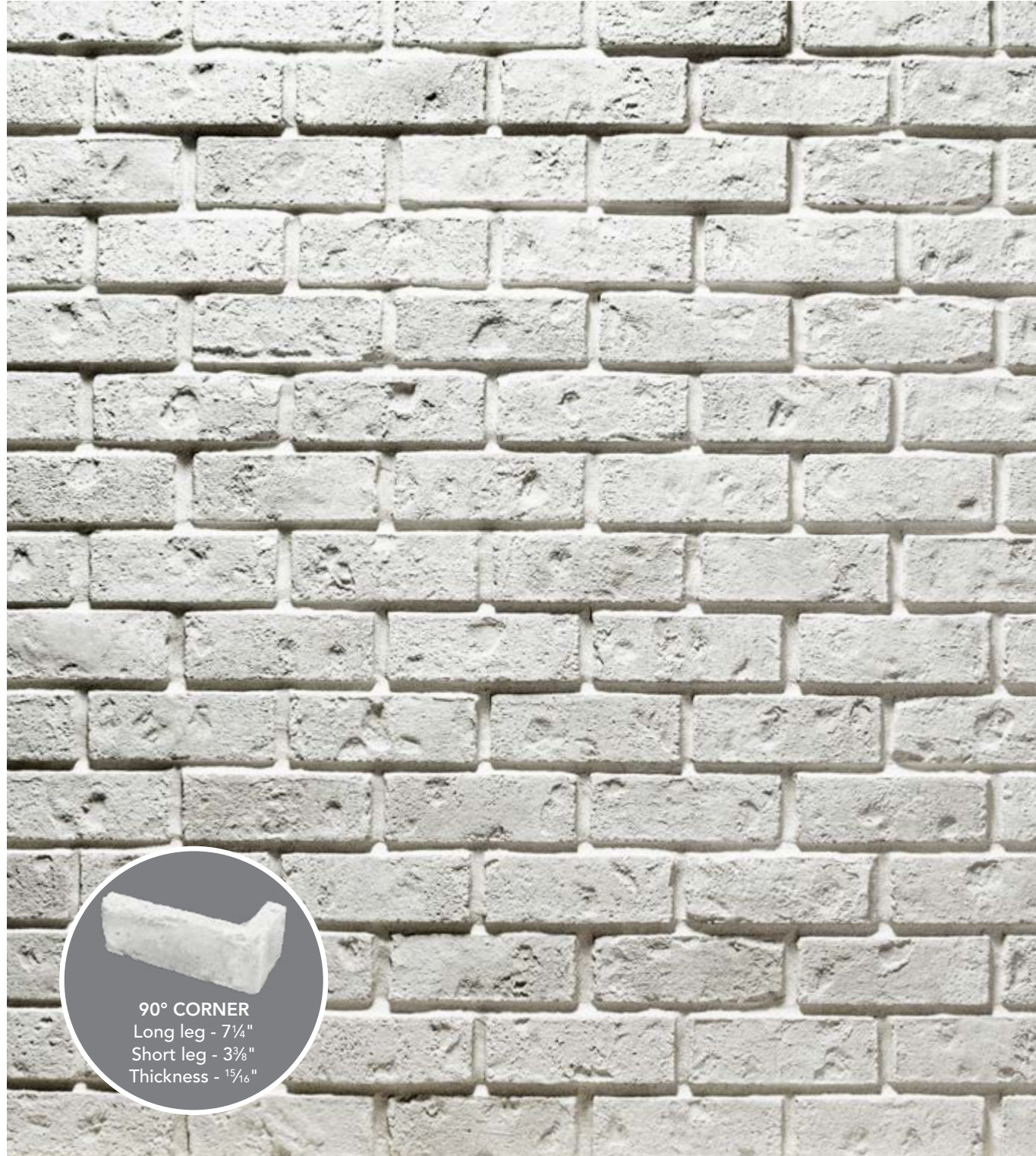


ProVia is a proud member of the **Masonry Stone Veneer** committee of the **Concrete Masonry & Hardscapes Association**, which is the voice of our industry. As such, we support advocacy in building code and ASTM standards, quality materials, installation and design.

It's just one more way we serve our customers, by caring for details in ways others won't.

DELAWARE THIN BRICK

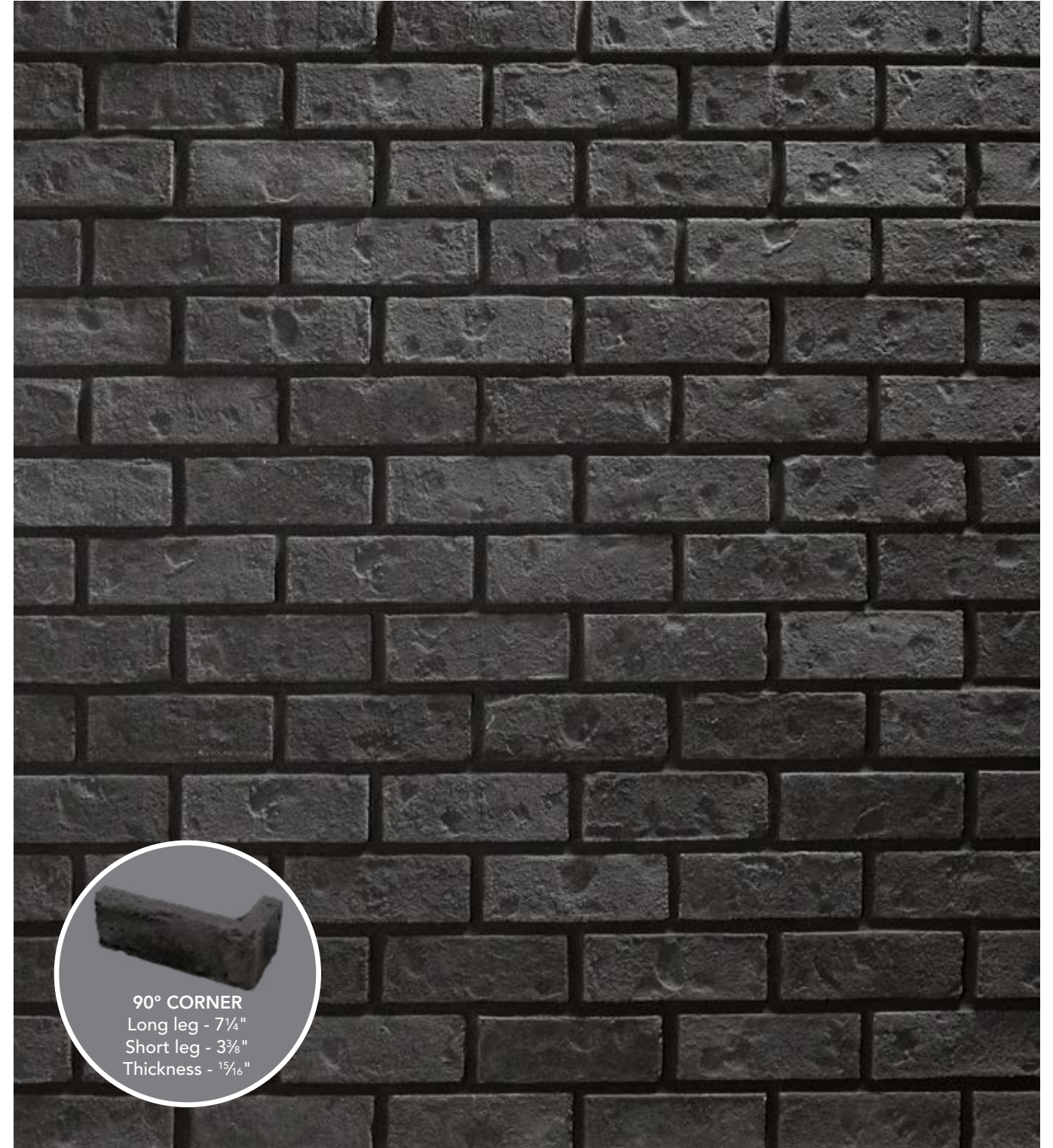
Soothing and delicate, this alabaster white is infused with cool eggshell and gray tones.



Nominal Dimensions: Width: 7 1/4" Height: 2 5/8" Depth: 1 5/8"

MIDNIGHT THIN BRICK

Smoky grays present a dramatic, chic, and stylish hue.



Nominal Dimensions: Width: 7 1/4" Height: 2 5/8" Depth: 1 5/8"

COBBLESTONE THIN BRICK

Ashen white, pewter gray and sepia create a muted color scheme, reminiscent of weathered streets.

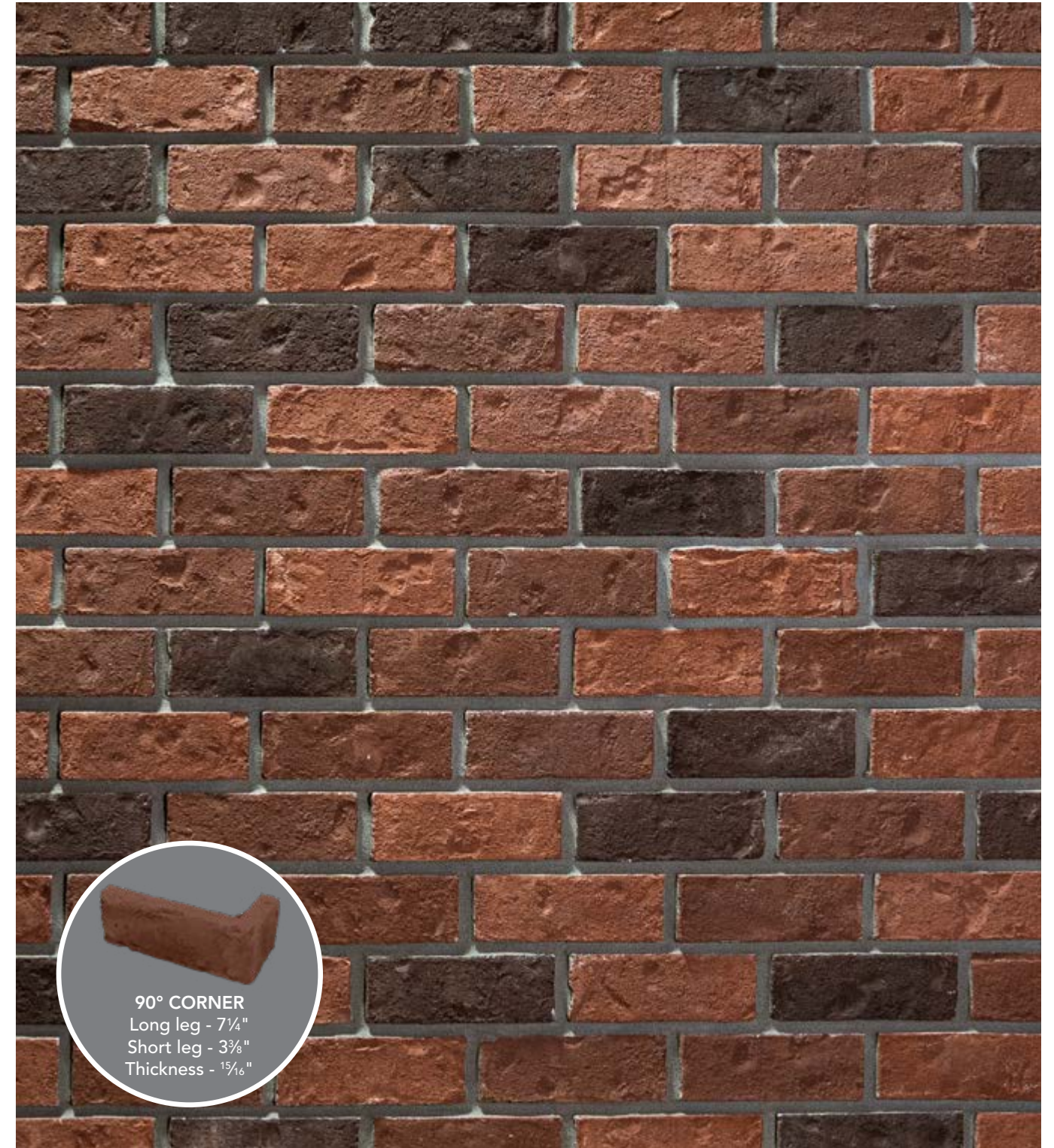


90° CORNER
Long leg - 7/4"
Short leg - 3/8"
Thickness - 1/8"

Nominal Dimensions: Width: 7/4" Height: 2 5/8" Depth: 1/8"

BOSTON THIN BRICK

Warm red and rust combined with flash-fired deep brown produce this classic brickwork blend.



90° CORNER
Long leg - 7/4"
Short leg - 3/8"
Thickness - 1/8"

Nominal Dimensions: Width: 7/4" Height: 2 5/8" Depth: 1/8"

GROUT COLOR IMPACT



COLOR REFLECTS YOUR DISTINCT PERSONALITY

When considering brick colors and profiles, the choice of grout color is really a big deal as it can make a significant difference in the overall look of the brick installation.

For many homeowners however, grout color is nearly impossible to visualize, and dealer showrooms are unable to inventory the hundreds of sample boards that would be required to demonstrate all the various options.

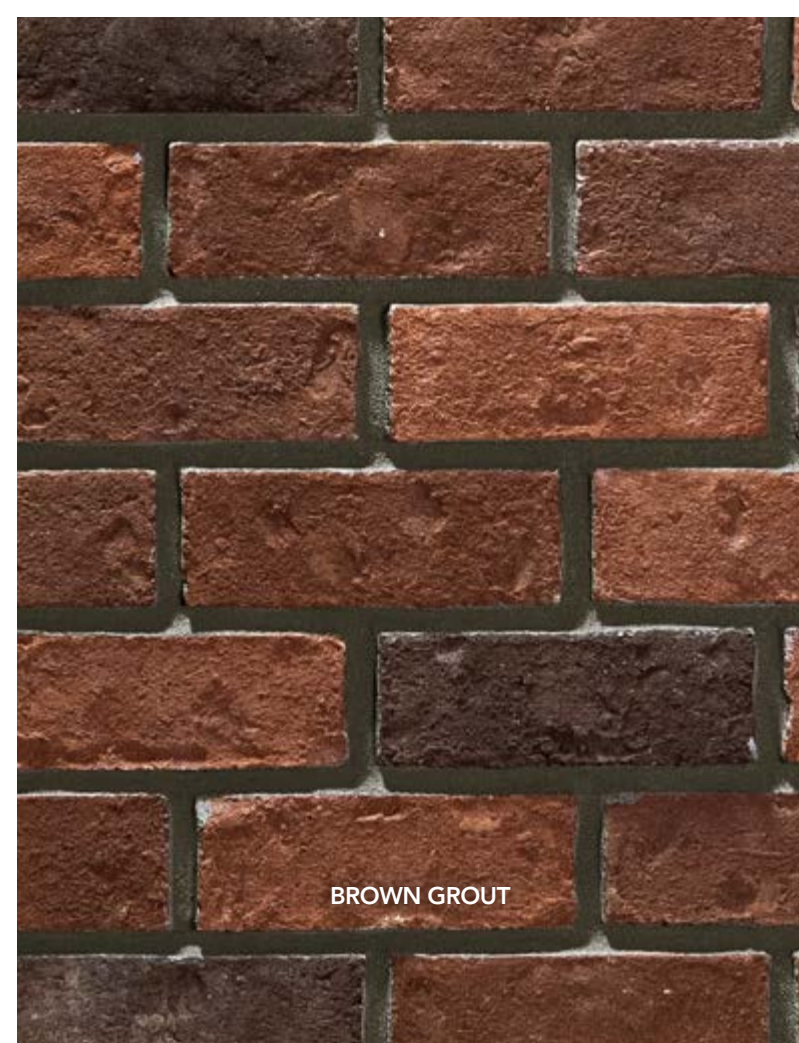
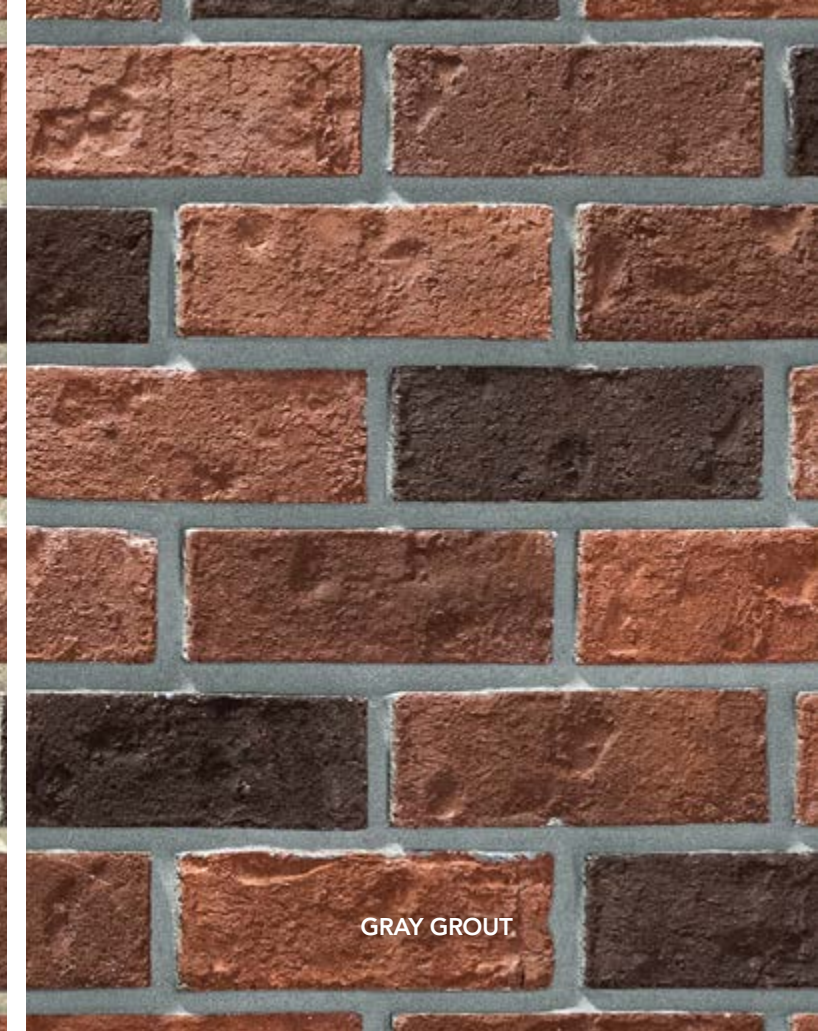
That's why our industry exclusive **Grout Color Visualizer** was created to open up your mind to all the different looks you can create using various combinations of brick and grout from the comfort of your home.



Try it for yourself at
provia.com/grout-visualizer



SCAN ME



GROUTING TECHNIQUES



A SMALL DETAIL THAT CAN DRAMATICALLY CHANGE THE CHARACTER OF BRICK

Grout truly brings your brickwork together. With traditional grouting methods, it is the grout that fills the voids between bricks. Grout also plays an important part in the overall visual appearance of your finished brickwork.

Selecting the type, size and color of the brick is only part of the customization process. You can select from several different grouting styles to further create the perfect look for your home.



The most common grout technique is a **standard or raked joint**. This is what you typically see with brickwork, for example. The grout is evenly applied around the edge of each brick. When finished, the

grout appears as a recessed even layer, filling the gaps between bricks. This is a classic, traditional technique that provides timeless beauty.



For a more old-world look, choose **overgrouting**. This technique uses a much heavier grout seam. Depending on the look you want, the grout can be even with or extend beyond the face of the brick, rather than being

recessed like the standard grout technique. Grout may even partially cover the face of the brick.



A **flush joint** is when a trowel is held flat against the brick and moved along the surface, so as to cut away the excess mortar. The resulting joint is flush with the brick.

All of ProVia thin brick has a natural, ageless beauty. You can fine-tune that beauty by selecting the grouting technique that best matches your design goals. The ability to color or tint grout provides you with additional flexibility to create exactly the look you have in mind.

Whether you want to project a classic, rustic or contemporary look, there is a grout technique available to fulfill your vision. Unlimited options give you the freedom to create your unique canvas in brick.

PROFESSIONAL INSTALLATION FAQ

FOR YEARS OF GUARANTEED BEAUTY

Q: Will my brick fade once installed?

A: Some color change can be expected following installation. Thin Brick is made from a concrete mixture that contains high-quality, lightweight aggregates and Portland cement, combined with water and wet-cast into molds. The higher the moisture content of a brick, the darker and more saturated its appearance. The brick will lighten as the moisture equalizes. The moisture content in the brick may take up to six months to equalize, depending on weather conditions.

Q: How should I prep my doors and windows?

A: Make sure all openings are properly flashed before applying brick. This prevents water seepage from going under the application which will cause it to fail. Visit the CMHA website at www.masonryandhardscapes.org for more information.

Q: Do I have to use grout?

A: Your brick does not have to be grouted as long as the installation is in an area where freeze/thaw is not common. When installing a dry stack application always refer to CMHA guidelines.

Q: Do you provide products for overhead installation (ceilings, overhangs, etc. with one surface adhesion)?

A: Consult with your Stone Mason and current CMHA guidelines for details on these types of installations.

Q: How close to the ground can these bricks be installed?

A: The brick should be installed no closer than 4" to the final grade or 2" to a hard surface (sidewalk, driveway, etc.)

Q: How should I clean my brick?

A: Visit our Installation page at provia.com to view our video on proper cleaning procedures. Do not use power washers or harsh chemicals on or around ProVia thin brick products as damage may occur.

Q: Will I need anything besides brick flats and corners to finish my project?

A: Yes. When there are transitions, etc., be sure to ask about trim and architectural accessories to give your project a polished and complete look.

Q: What is the warranty on my brick?

A: ProVia thin brick products carries a Lifetime Limited Warranty against faulty manufacturing process or defective materials as follows:

The installation must be in compliance with the applicable specifications and requirements and the brick subjected only to normal exposure and use. ProVia guarantees its brick products against chipping, flaking, unsightly discoloration or any other serious deterioration. Warranty coverage is limited to replacement or repair of defective materials only and does not cover labor to remove or replace materials. Warranty coverage is limited to the original purchaser. The manufacturer will not be liable for any damage or defects due to misuse, building movement, installation, acts of God, fire or any other cause beyond the manufacturer's control. For the most current information, please visit the warranty section of our website at: provia.com/warranty.



“To serve, by caring for details in ways others won’t.” It’s not just our mission, but a way of letting our light shine every day at ProVia®. We continually strive to put these words into action by providing unmatched quality and service. The P-icon symbolizes each employee’s commitment to devoting the utmost care, pride and quality into each building product we manufacture...it’s The Professional Way.



DOORS | WINDOWS
SIDING | STONE | ROOFING
provia.com

© 2023 ProVia
Z-MK-10045-24 | 9/23

Distributed by: