

THE FACTS: BRICK VS. MANUFACTURED STONE

BIA Product Sheet | 2023



SIMULATED STONE. FAUX ADVANTAGES.

While the term "manufactured stone" might sound fancy, it's simply another way of saying faux brick or stone. These materials, often cast from molds and colored with pigments, mimic the look of real stone but lack its substance. They're typically made of cement and aggregates, and even thinner than real brick or stone, coming in at a mere 1-3 inches.

Installation is no picnic either. Forget DIY dreams – even product specifications recommend leaving it to experienced masons. And while some boast a "barrier" against water, it's essentially a gamble on perfect craftsmanship to keep leaks at bay.

So, why settle for the imitation? Real brick and stone offer a proven legacy of durability and beauty. Their inherent colors endure, and their strength resists the elements for centuries.

Don't let "faux" fool you; choose the real deal and build a home that truly stands the test of time.

DEBUNKING POPULAR MYTHS

Craving the rustic charm of stone but prefer the durability of brick? Some companies offer brick shaped like "rough-hewn" stone, perfect for blending with traditional brick for a unique look. But here's the catch: all walls leak! Real brick walls are built with drainage, letting water escape. Fake stone? It traps moisture, increasing mold risk and repairs. Plus, its cost can quickly rise with thicker units, custom colors, and ongoing maintenance. Want the speed advantage? Thin brick offers similar benefits without the drawbacks of imitation



“I can’t get brick to create the same appearance as manufactured stone.”

“Brick walls can leak just like simulated masonry walls.”

“Simulated masonry is cheaper and faster than brick.”



MANUFACTURED STONE WEAKNESSES

Water Management:

- No drainage: Trapped water increases mold risk and damage.
- Precise installation needed: Leaks occur quickly and cause major problems.
- Ledge-stone design: Collects water and soaks into walls.

Fire Resistance:

- No one-hour fire rating: Compared to genuine clay brick.

Color:

- Fades with UV exposure.
- Discolored by cleaners, chemicals, and water runoff.

Installation:

- Surface preparation: Requires acid, high-pressure water, or sandblasting.
- Weather dependent: Can affect mortar bond.
- Incomplete coverage: Units may detach.



**Build Smarter,
Build Stronger,
Build with Brick**



Manufactured stone: You just can't beat the real thing.

While simulated masonry might seem like a cheaper alternative, it pales in comparison to the undeniable benefits of real brick. When it comes to water resistance, color, fire safety, energy efficiency, and durability, brick stands head and shoulders above its imitator.

