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Introducing Award-Winning CerraStone by Elgin Butler Company



Johnson & Wales University

CerraStone is a structural clay brick with an ultra matte textured finish. This cost-effective masonry product offers the lifelong durability of brick and presents the classic appeal of stone. We currently offer a wide variety of sizes and colors, with many more designs soon to come from our glaze lab.

The first application of CerraStone was on the Johnson & Wales University Academic Building in downtown Charlotte, N.C. As the 1st Place President's Award winner in the AIA's Design with Brick competition for Brick SouthEast, it made a great first showing.

For the Johnson & Wales project, CerraStone served as an alternative to neighboring precast construction which was too costly. This gave designer, Pat Campbell, AIA, a material that was within budget, which allowed him more money for the designing and blending. The result was a beautiful Collegiate Gothic building which blends beautifully into the surrounding campus area; the central tower provides a focal point for this downtown campus area.

Blending different sizes and colors gave this project a fresh contemporary look. A "Super Grid" pattern of 12" X 12" units surround by 4" X 12" and 4" X 8" units, which, as the eye draws in closer, presents smaller patterns. An accent wall of 8" X 8" in white ceramic glaze (not shown here) also adds to the building's creative architecture.



Download our CerraStone
brochure for more information

Visit Us at the AIA National Convention

Visit Elgin Butler and McIntyre at the AIA Expo 2007 in San Antonio, Texas. **We will be located in the Stone & Tile Pavilion – Booth #17212.** This year we are proud to feature some of our master craftsmen and women at work. On display will be:

- Terry Greenhaw, handcrafting Brick & Structural Clay Tile handshapes
- Artisan Brenda Rose hand painting custom ceramic thinset tile

Also in our booth:

- Elgin Butler's new BIM World of designer drawings to drag and drop into your next set of plans.
- Public launch of the new Elgin Butler Company website
- Technical Q&A with the owners
- Free Elgin Butler t-shirts and a raffle giveaway

While you're there, don't forget to pick up your invitation for the Casa Rio River Walk Cocktail Party. Join Elgin Butler for drinks and hors d'oeuvres on Thursday, May 3rd from 5-7 PM. Come join us for a taste of Texas hospitality!



River Walk Cocktail Party



Casa Rio | May 3rd | 5-7 pm | 430 E. Commerce Street

Elgin Butler would like to invite you and your local architects to a special Hospitality Party that will be held during 2007 AIA Convention in San Antonio, Texas. If you would like to receive formal invitations to distribute to your architects please contact us today. We hope to see you there!

- **Visit the Casa Rio website to learn more.**

Elgin Butler Purchases McIntyre Tile Company



4 x 4 Arts & Crafts tiles

Matthew S. Galvez, President and C.E.O. of Austin, Texas based Elgin Butler Company and **Robert McIntyre**, Founder and President of McIntyre Tile Company, Inc. announced that McIntyre Tile has been acquired by Elgin Butler.

McIntyre is now a wholly-owned subsidiary of Elgin Butler, a manufacturer of Glazed Brick and Structural Glazed Tile. Based in northern California's wine country, McIntyre Tile combines the rich variations of artisan craftsmanship with its own unique aesthetic. McIntyre's distinct design, attention to detail, and passionate approach to development result in a matchless quality and durability renowned by design professionals nationwide. Production for the two entities will be maintained at both existing physical locations.

Elgin Butler makes heavy structural, load-bearing ceramic glazed products and McIntyre Tile makes ceramic glazed tile. The chemistries are the same, but the manufacturing processes and the markets serviced are usually very different.

The goal is to employ the manufacturing techniques, inspired by Sonoma Valley artists and used in McIntyre ceramic tile, in its manufacture of structural glazed tile and brick. Italian ceramic tile glazing equipment is being ordered to help achieve this goal. At the same time, Elgin Butler's production facilities and raw materials will bolster McIntyre's production capability.

For the designer, this will provide a source of products ranging from light weight ceramic glazed veneer units to blast-resistant structural glazed units in finishes ranging from utility glazes to decorative glazes that can be "muralistic" or simple "earthy artisan".

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The companies will be combining their talents, techniques and personalities to the maximum extent possible, but it is anticipated they will maintain their respective manufacturing operations and sales forces.

Outstanding customer service will continue to be the combined entity's first priority as the integration of the two organizations moves forward. The product offerings and ceramic expertise of McIntyre coupled with the recent growth of Elgin Butler will enhance the available product offerings and further grow the market presence of the combined companies.

This change means enhanced service and support from a greater number of resources.

Elgin Butler + McIntyre Tile = An AWARD-WINNING Combination

Technical Tip: Achieve creative success with many sizes, shapes, colors, and textures available.



Elgin Butler's Acapulco Texture, Greensboro Airport, NC

In keeping with the progressive flow of masonry products in today's sphere of available wall materials, the ceramic glazed industry has stepped up the pace for creative venues. Specifically there are now more sizes, shapes, colors, and textures than ever.

All ASTM C-126 and C-1405 units are produced on a clay, shale, fire-clay or mixture thereof, with or without the additions of grog or other mixtures. The ceramic glazed finish is fired into the clay body at the same time the brick is burned to produce an inseparable finish.

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Texturing may be completed on the clay body prior to firing or applied by using various types of ceramic glazes in various states of vitrification.

The advantages of having the ceramic glazed finish include:

- Impervious finish
- Fade proof
- Chemical resistant
- No off-gassing
- Impact resistant
- Zero smoke density, flame spread and fuel contribution
- Never requires refinishing

Availability in 2", 4", 6" and 8" thicknesses also offers masonry that is 2 to 3 times stronger than a CMU and can therefore be used as load bearing with thinner wall design in some cases giving the owner more usable space. Typically on interior construction, no expansion joints are required.

Texturing the body is created by skimming the smooth 'die' skin off. Using different levels of ground clay coarseness also helps develop a particular textured look. Textures can also be achieved by applying a rolled-on texture pattern into the green clay.

Glazes are developed in many ways depending on the manufacturer. Basically the sheen of the ceramic finish can be glossy, satin or ultra matte finish. The additions of frits, specks, multi-layering of glazes, or different spray patterns develop varying textures in the glazes. Colors can range from standard colors to custom palettes. Applications of color in mural or patterned artwork is also an option.

Sizes of clay masonry can range from modular 2-1/4" x 7-5/8" brick up to an 11-5/8" x 11-5/8". Mixing sizes into a grid or pattern is becoming more available with ceramic glazed masonry as seen in the examples below.



Super Grid Pattern



Modified Ashlar Bond

Of course, clay masonry can contribute to your 'green' efforts in areas such as day-lighting, reflectivity, use with other masonry materials, and offering longest life-cycle of any man made building products known to man. This equates to reduced energy consumption and zero landfill waste. Overall it is better than any other recycled product(s) available.

For more information on installation methods, availability of colors, sizes and shapes, visit the Ceramic Glazed Masonry Institute for a distributor near you at www.cgmi.org

AIA/CES LU Credit Available: If you are interested in a one-hour learning unit credit (HSW) presentation entitled "Technical Overview of Ceramic Glazed Brick and Ceramic Structural Glazed Tile" or if you are interested in a 20-minute dvd on the installation of this type **please contact us.**