



Media Contact:

[Kate Krejci](#)

Griffin & Company, Inc.

888-420-0256, ext. 102

NOVABRIK – CUTTING-EDGE MORTARLESS BRICK TECHNOLOGY YOU NEED TO SEE TO BELIEVE

Newark, Del. – December 1, 2009 – Now homeowners have a long-lasting alternative to brick for their home exteriors. Called [Novabrik](#), this innovative, mortarless brick technology never needs painting, prevents mold and won't warp, dent or fade.

Developed by Novabrik International Inc. in Montreal, Quebec and with offices in Newark, Del., this mortarless brick is warranted to last 50 years.

"We are pleased that our durable, reliable and low-maintenance brick product is being so well-received in the American marketplace," says Simon Gauthier, president and chief executive officer, Novabrik. "As the only product of its kind, Novabrik is a snap to install, is the perfect siding solution for homeowners and has more staying power than the more traditional home exterior options such as vinyl siding and stucco."

More than traditional brick, Novabrik can withstand the effects of severe weather, high winds and fire. Its special "rain-screen" design prevents water from penetrating the wall from the outside and the mortarless construction promotes air flow in the wall cavity, thus removing any moisture coming from the inside and helping to prevent mold decay.

According to Gauthier, homeowners will appreciate the ease and speed with which Novabrik installs as well as the look of timeless brick – for less than the cost of traditional brick. Novabrik can be installed on wood and steel studs as well as concrete structures. Because the bricks hang on the wall, no brick ledge or steel support is necessary. Best of all, Novabrik can be installed year-round, even in freezing temperatures. This self-supporting property makes Novabrik a perfect product for either new or remodeled homes. Check out the installation video [here](#).

Novabrik is considered a high-strength concrete and is made from a patented combination of Portland cement, gravel or crushed stone, air, sand and water. "On a basic level, concrete is a mixture of paste and various aggregates, or stones. The paste, which is made from the Portland cement and water, coats

Novabrik International, Inc.

8146 Metropolitan Blvd. East, Montreal, QC, H1K1A1

1.866.678.2475 t: 514.354.1555 f: 514.354.6980

www.novabrik.com



the surface of the fine and coarse stones. Then, through a chemical reaction called hydration, the paste hardens and gains strength to form the rock-like mass known as concrete,” explains Gauthier.

Novabrik is available in a split or smooth surface, nine different colors and 4-inch or 8-inch brick sizes. Custom colors are available as well. A complete line of accessories complements the Novabrik system including interior and exterior corners, window sills, wainscot caps and corner strips.

Because Novabrik can be installed by contractors without masonry skills, the installed cost of the mortarless brick system is less than that of conventional brick walls. In fact, most homeowners with some basic construction know-how can install Novabrik themselves, claims Gauthier.

Selected Novabrik textures and colors are available at major home improvement retailers. For the complete line of Novabrik, visit www.novabrik.com to locate the nearest dealer.

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About Novabrik International Inc.

Founded in 1999 by Simon Gauthier, president and chief executive officer, Novabrik International Inc. is the patent holder and trademark owner of the Novabrik technology and is based in Montreal, Quebec, Canada, with U.S. headquarters in Newark, Del. Novabrik is patented in more than 50 countries and manufactured by regional producers including three producers in Canada, five producers in the U.S., one producer in the United Kingdom, one producer in the Czech Republic, one producer in South Korea and one producer in Japan. Currently, approximately 150 million units of Novabrik are installed in the U.S. and Canada. Novabrik is available at major home improvement retailers as well as selected lumber yards and dealers across the U.S. For more information, visit www.novabrik.com.



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