

Tru by Hilton Hotel
Manchester, NH



NEWBRICK: THE NEXT EVOLUTION IN BRICK

*The Timeless Look of Brick, with Improved Performance,
Streamlined Installation, and Reduced Installed Wall Cost*



 **NewBrick™**

 **Dryvit**



A lightweight insulated brick that matches the size, appearance and texture of clay, NewBrick® from Dryvit® is a higher-performing alternative to traditional clay brick veneers.

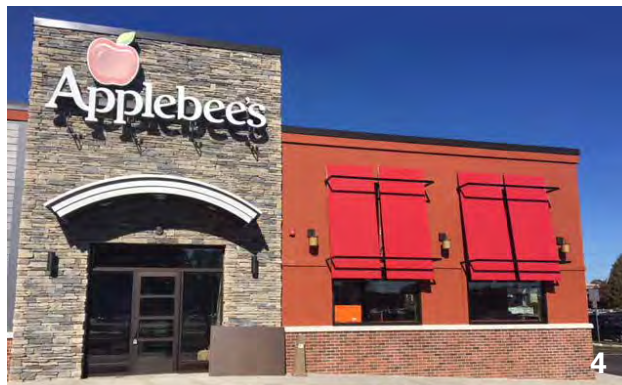
More durable than traditional brick, NewBrick offers a superior cladding solution that reduces overall wall cost and accelerates the dry-in process.

NewBrick's light weight, strength, customizability, and ease of use make it a particularly appealing way to integrate the beauty and durability of brick into your next project.



Leading national brands like InterContinental Hotels Group, Hilton Hospitality Company, and Marriott International have already discovered the benefits of Dryvit's NewBrick.

NewBrick's flexibility and energy efficiency are perfect for a wide range of applications from retail to hospitality.

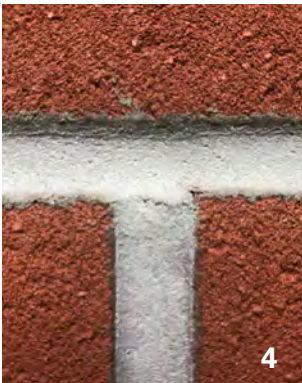
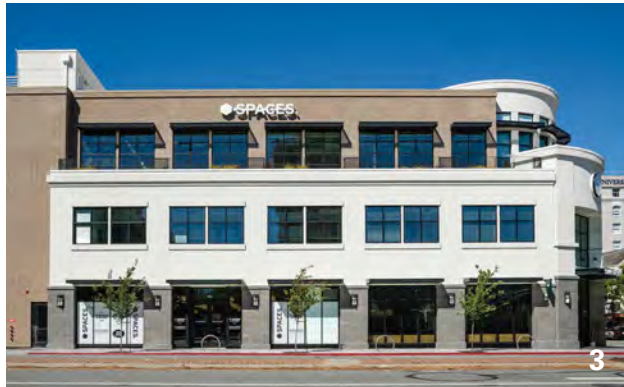
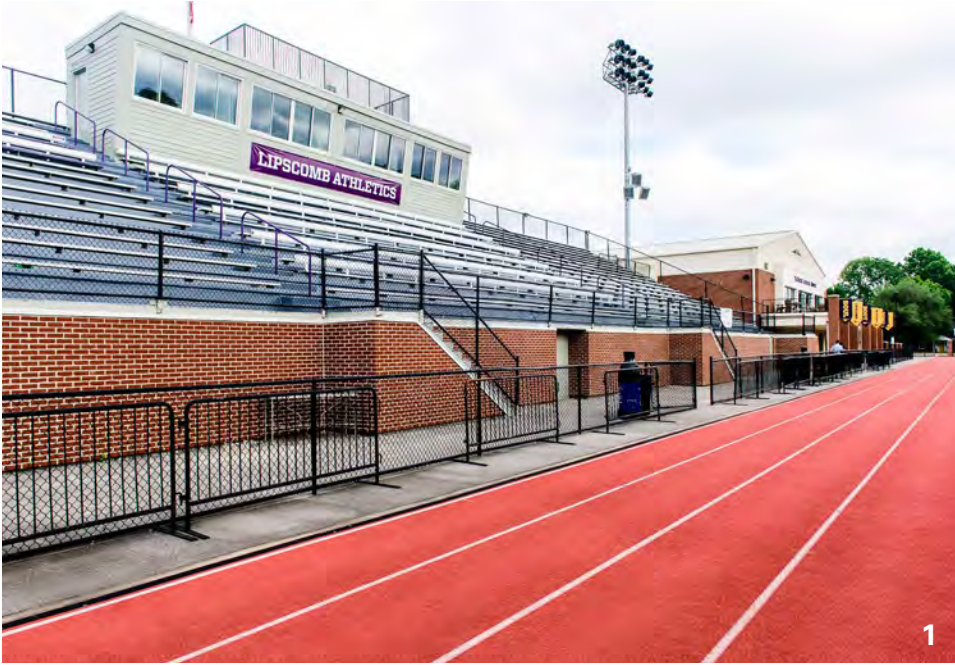


- 1. Fairfield by Marriott, Dayton, OH
- 2. Arby's, Jamestown, NY
- 3. Dunkin', Avon, OH
- 4. Applebee's, Philadelphia, PA
- 5. Big Y, Shelton, CT

A SUPERIOR WALL, FROM FOUNDATION TO FINISH

Air. Water. Vapor. Thermal. As part of the total wall system, NewBrick can include all 4 barriers when used over a Dryvit® Outsulation® system under a complete single-source warranty.

Look past the per-thousand rate — NewBrick's advantages in labor and freight costs, job duration, tool/equipment requirements and critical path can mean over 25% savings in the true total installed cost.



1. Lipscomb University, Nashville, TN
2. 2nd Street, San Francisco, CA
3. Spaces, San Mateo, CA
4. *(Close-up of NewBrick wall)*
5. Owens Community College, Perrysburg, OH
6. 242 Broadway, Schenectady, NY

Information contained in this brochure conforms to the standard detail recommendations and specifications for the installation of Dryvit Systems, Inc. products as of the date of publication of this document and is presented in good faith. Dryvit Systems, Inc. assumes no liability, expressed or implied, as to the architecture, engineering or workmanship of any product. To ensure that you are using the latest, most complete information, contact Dryvit Systems, Inc.

THE
NewBrick™
DIFFERENCE



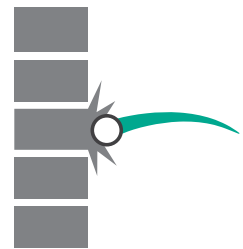
A WHOLE WALL SYSTEM

Air. Water. Vapor. Thermal. As part of the whole wall system, NewBrick can include all 4 barriers when used with a Dryvit Outsulation system with a single-source install and whole wall warranty.



FASTER SHELL DRY-IN

A quicker whole wall installation means earlier shell dry-in for your building, so interior work can begin up to ten weeks ahead of schedule.



IMPACT RESISTANT

NewBrick stands up to every-day impacts – passing a Gardner Impact test at 48 in/lb with barely a mark while traditional brick broke in half.



ELIMINATES SUPPORTS

By eliminating the cost — and labor — for anchors, bearing shelf angles, brick ties, mortar nets and AWRB penetrations, NewBrick's whole wall savings¹ average \$15-\$17 / ft².



LIGHTWEIGHT

At a fraction the weight, NewBrick cuts freight costs significantly — and is easier to handle on site, eliminating the daily need for a telehandler and additional labor to move brick on the scaffold.



SAFER JOBSITES

NewBrick reduces exertion and the potential for injury to laborers, and also helps minimize jobsite mishaps and material waste.

see more at

NEWBRICK.COM

¹ On a typical 2-story building



Advantage: NewBrick.

Worrying about the per-thousand rate is missing the forest for the trees (*or the building for the bricks.*) The *true installed wall cost* reveals significant financial benefits of using the NewBrick system.

Take a look at NewBrick's advantages compared to traditional brick, as specified for a **real** 30,000 ft² educational facility construction project*:

	NewBrick™	TRADITIONAL BRICK
Total installed wall cost	\$1.3M ✓	\$1.8M
Contractors for framing, sheathing, barrier, facade	1 ✓	multiple
Warranties & points of contact	1 ✓	multiple
Shell dry-in up to 10 weeks faster	yes ✓	no
Durable: Passes Gardner Impact 48 in/lb test	yes ✓	no
Support Required: Anchors, ties, shelf angles, & more	no ✓	yes
Lightweight: Weight per single modular brick	.36 lbs ✓	4.2 lbs
Freight: Truckloads required to haul 30,000 ft ²	1.63 ✓	20.07
Jobsite productivity & safety improved	yes ✓	no
Material handling can switch to scissor lift	yes ✓	no
Energy savings through improved efficiency	yes ✓	no

*Calculations based on a 30,000-square-foot educational facility in Ohio with union contractors and includes cost of Bricks/NewBricks; labor; access, permits and bond fees; mobile scissor lifts/scaffolds.

VERSATILE DESIGN CAPABILITY FOR ANY PROJECT

NewBrick is available in 16 standard colors so you can create looks that run from traditional to modern. Custom colors and blends are available to tailor your project's specifications.

COLORS



CANNON DAWN | 985BST



CASTLE WALL | 930BST



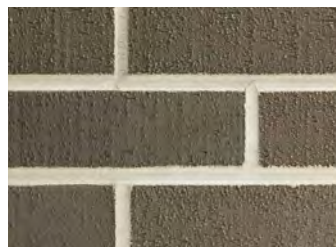
CITADEL | 940BST



COUNTRY COTTAGE | 915BST



EARTHEN VESSEL | 935BST



GATEHOUSE | 910BST



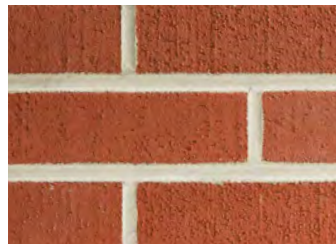
HARBOR SIDE | 920BST



HERITAGE HOUSE | 965BST



HOMELAND | 950BST



PATRIOT RED | 970BST



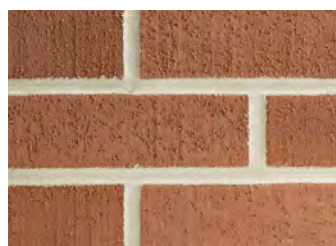
PROVINCIAL PARK | 960BST



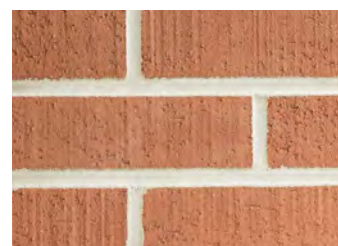
RIVERBANK | 900BST



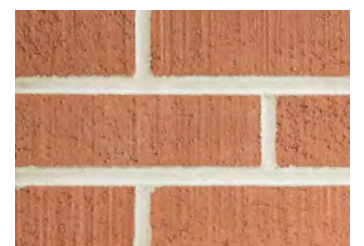
RUSTIC VILLA | 945BST



SCHOOLYARD | 925BST



TOWN SQUARE | 980BST



VALLEY FIELD | 975BST

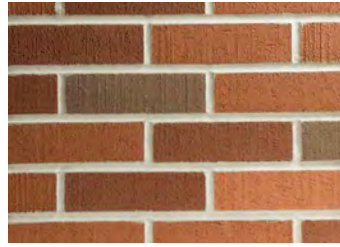
Colors shown are in Wire Cut texture, and should be considered approximate of actual NewBrick colors. Some natural variations will be apparent with the product relating to selected color, texture and lighting. A field installed mock-up should be required for every project to confirm design intent of color and texture.

BLEND



CORINTH

(60% HERITAGE HOUSE FLASHED, 30% HERITAGE HOUSE, 10% RIVERBANK)



GEORGETOWN

(60% HERITAGE HOUSE, 30% VALLEY FIELD, 10% RIVERBANK)



LITTLETON

(50% PROVINCIAL PARK, 50% COUNTRY COTTAGE)



ROCKLAND

(60% PROVINCIAL PARK, 30% COUNTRY COTTAGE, 10% RIVERBANK)

TEXTURES



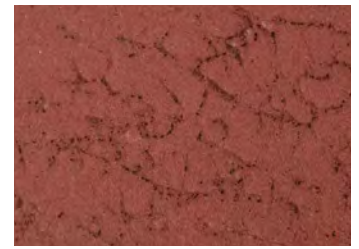
SMOOTH



VELOUR

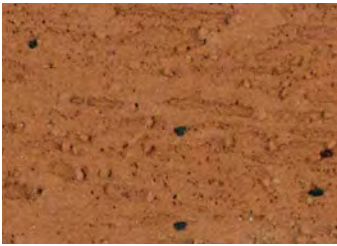


WIRE CUT

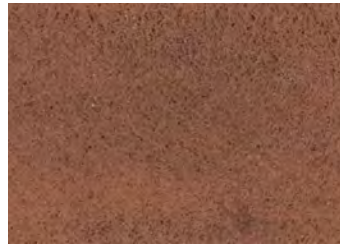


COARSE CUT

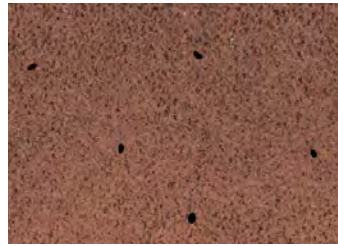
EFFECTS



IRON SPOT



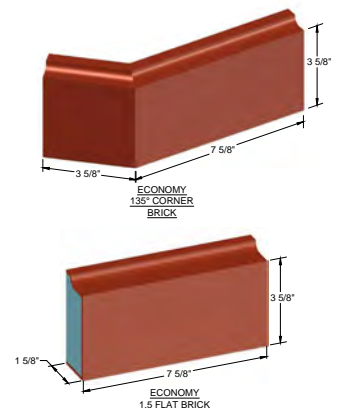
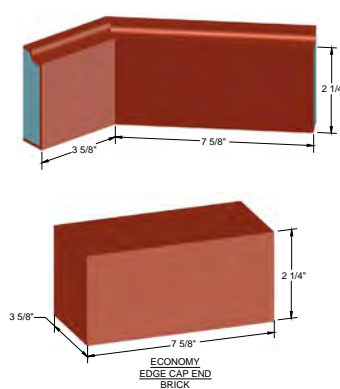
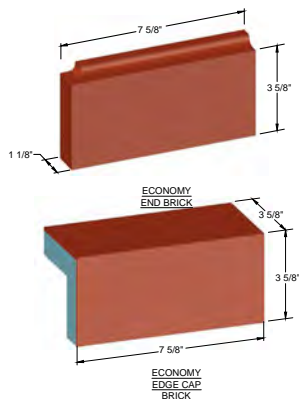
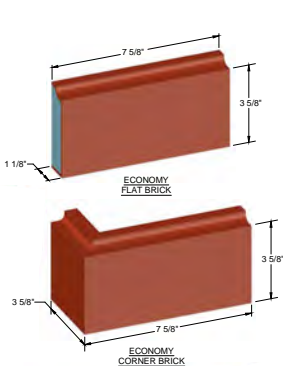
FLASHED



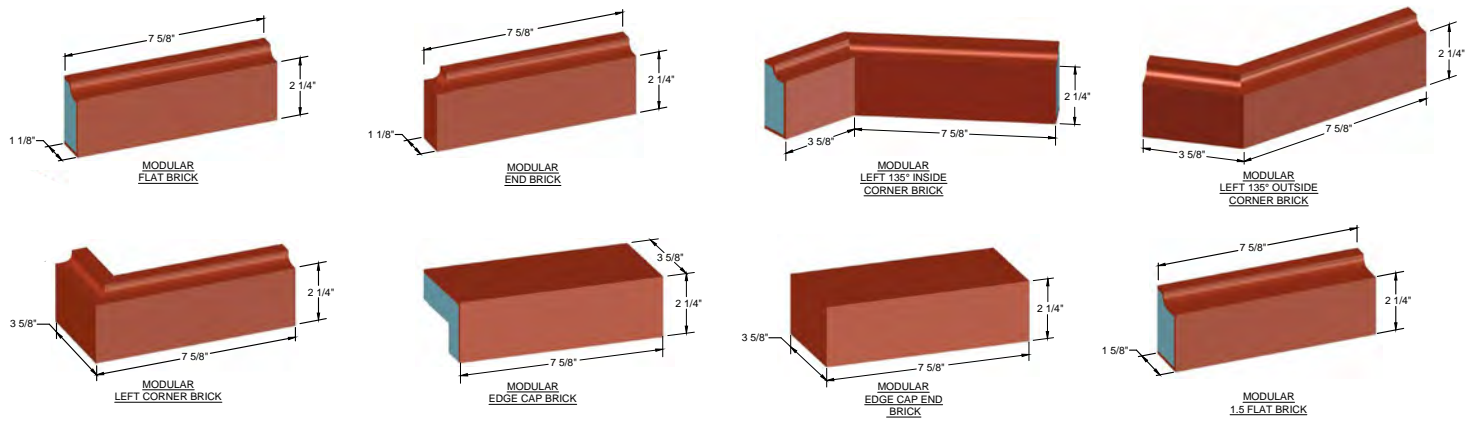
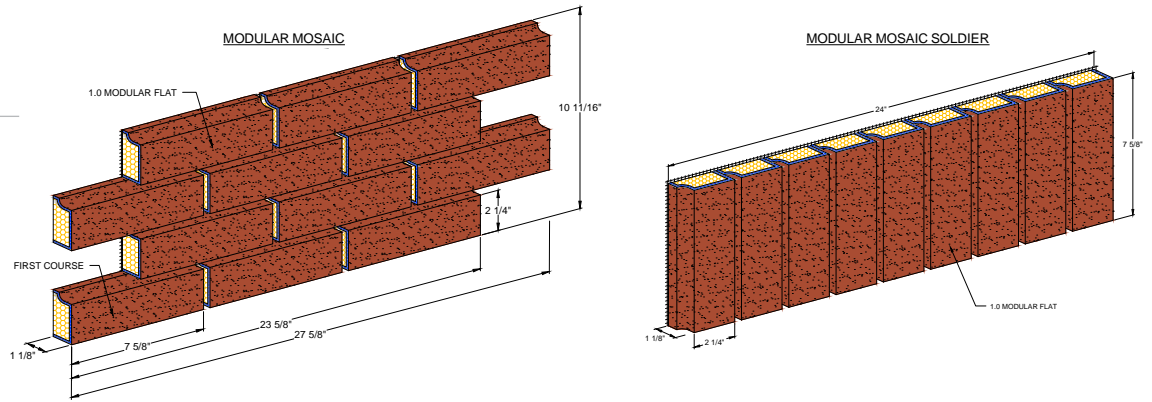
FLASHED WITH IRON SPOT

SIZES

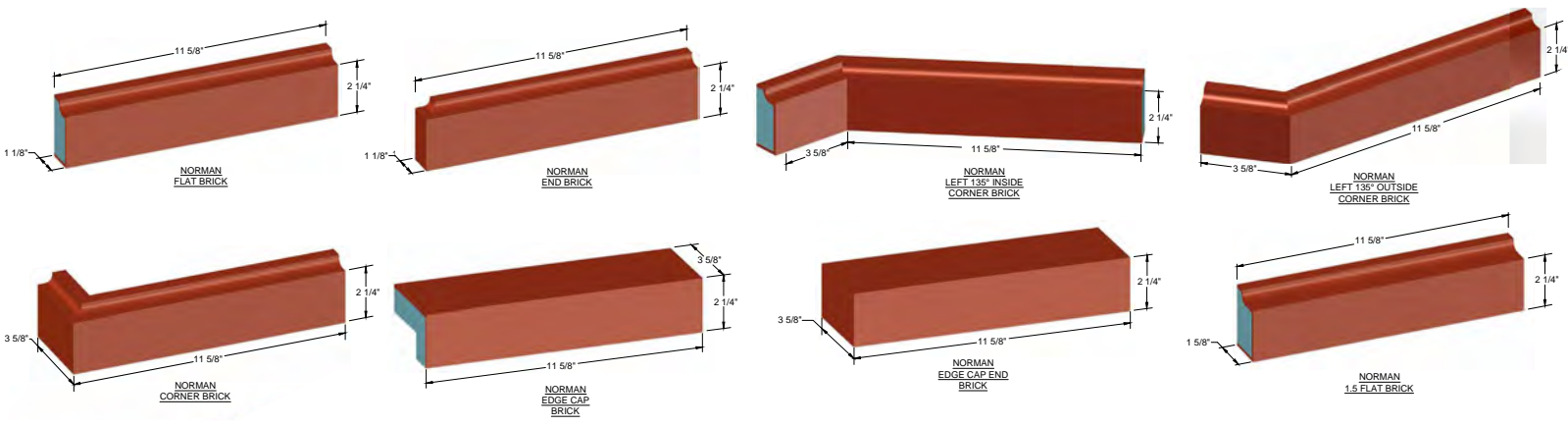
ECONOMY



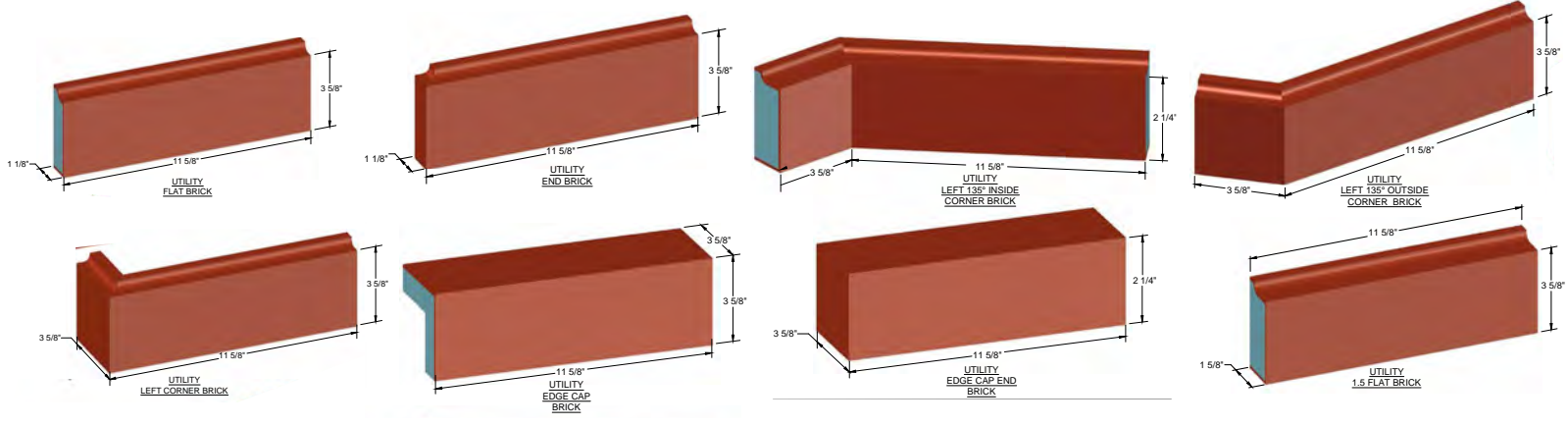
MODULAR



NORMAN



UTILITY





2020 EIMA Hero Project Award Winner

PROJECT PROFILE:

Tru by Hilton Hotel
Manchester, New Hampshire

Challenge

Cold New England winters can lead to prolonged downtime of construction sites. In the heart of downtown Manchester, New Hampshire, construction of a Tru by Hilton hotel was slated to begin but needed systems and products that could withstand the conditions.

Solution

The construction team chose NewBrick® insulated brick veneer and Dryvit® Outsulation® Plus MD continuous insulation (CI) systems for their performance and installation advantages. Securock® ExoAir® 430 panels were chosen to assist with critical path reduction and meet shell dry-in goals.

Installing NewBrick was seamless for installer Creative Walls, who had previously worked with thin brick. Heavy claddings, shelf angles, lintels, and brick ties add cost and installation time to wood frame buildings, like Tru by Hilton. NewBrick, on the other hand, is lightweight, making it faster to install with added insulation value, enabling a faster turnaround and lower operating costs for the owner. With all of these benefits and the beautiful aesthetic outcome, the Tru by Hilton hotel project proved a great success.

Completion Date	August 1 st , 2020
Project Type	New Construction
Project Size	30,000 square feet
Building Type	Hotel
Tremco CPG Products Used	NewBrick® Tibur Stone™ Reflectit™ Dymonic® 100 Spectrem® 3 ProGlaze® ETA Demandit® Advantage Securock® ExoAir® 430 Outsulation® Plus MD ExoAir 230®



A quicker whole wall installation means earlier dry-in for the building, so interior work can begin ahead of schedule.



Securock ExoAir 430 pre-applied air barrier sheathing panels reduce job site challenges and simplify the air barrier installation.

NEWBRICK™ MODULAR MOSAIC

All the Material Handling and Labor Savings of NewBrick, Times Twelve.



Modular Mosaic

Mosaic Overview

All the jobsite efficiency gains. All the weight reduction. All the material handling and labor savings of standard NewBrick flats... *times twelve*.

NewBrick modular mosaic takes NewBrick's speed of installation and ease-of-use to the next level by prefabricating twelve individual NewBrick modular flats into new mosaic shapes — modular and modular soldier.

Each prefabricated modular mosaic sheet enables a single person to install 12x the area vs. installing a single NewBrick modular flat one at a time — significantly reducing the number of "touches" per installation.



Modular Mosaic Soldier

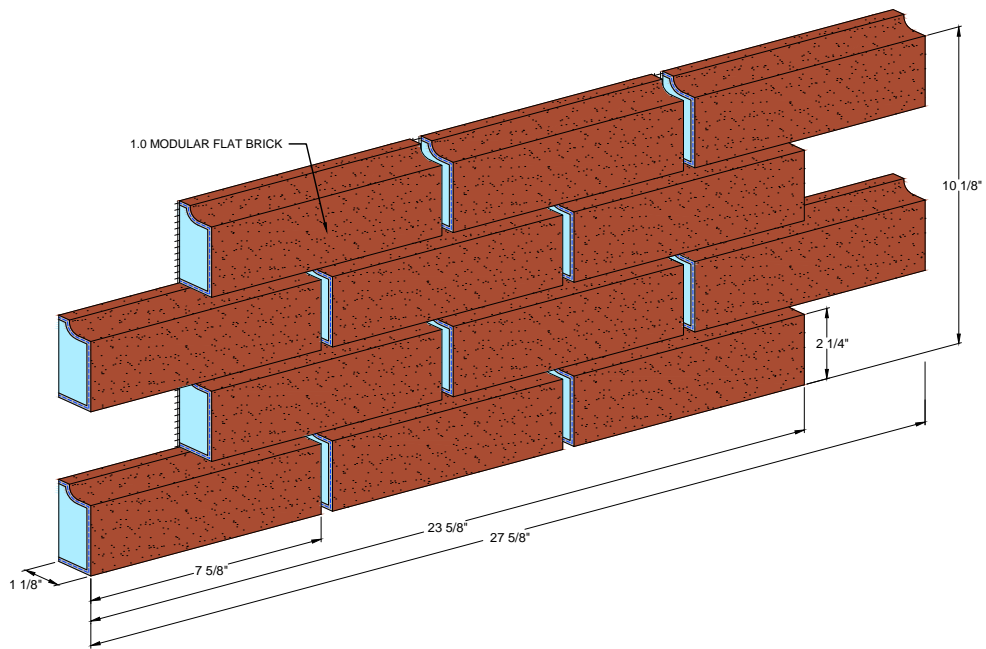
Mosaic Features & Benefits

- 12x the placement speed of mosaic modular vs a single NewBrick modular flat
- 9x the placement speed of mosaic modular soldier vs a single NewBrick modular flat
- Designed for single person installation
- Mosaic modular & mosaic modular soldier come in both solid colors, as well as standard blends — to eliminate blending in the field
- 12-unit modular mosaic measures 10 1/8" x 27 5/8"
- 9-unit modular mosaic soldier measures 7 5/8" x 24"
- Saves on materials and significantly reduces freight
- Superior insulating qualities vs. traditional brick
- Design flexibility



NEWBRICK MODULAR MOSAIC COVERAGE DATA

Per ft ²	6.75 bricks
Per mosaic	12 bricks (1.78 ft ²)
Per bundle	96 bricks / 8 mosaics (14.22 ft ²)



Time and Labor Savings Study Overview

In early 2021, Dryvit conducted a detailed time study to determine the true time savings of NewBrick mosaic placement vs. single NewBrick modular flats. Because NewBrick and Dryvit are now part of Tremco Construction Product Group (CPG), testing was done at the group's one-of-a-kind, accredited Sustainable Building Solutions Test Facility in Cleveland, OH.

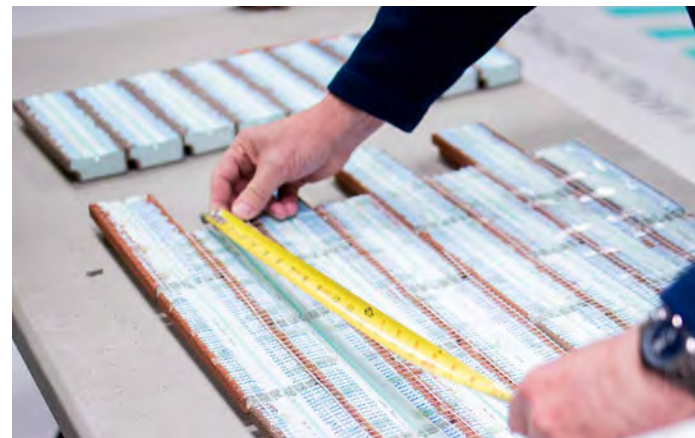
When installing 12-unit modular mosaic units, the study showed there was a +/- 60% placement productivity increase vs. single NewBrick modular flats.

And when testing blended-colors, the 12-unit modular mosaic units increased placement productivity by +/- 73% over single modular flats, when accounting for pre-blending colors and then installing.

Amazingly, overall installation placement "touches" were reduced from 432 for single-unit modular flats to 36 for the 12-unit modular mosaic.



Significant Reduction in Installer Touches
A timestudy showed that installer "touches" were reduced from 432 with single-unit NewBrick modular flats — down to 36 for the 12-unit modular mosaic.



See what our clients are saying



Owens Community College | Perrysburg, OH

“We were excited that we were able to preserve the look of our campus and solve our problem.”



Danielle Tracy
Executive director of operations
Owens Community College



Hampton Inn and Suites | Kansas City, MO

“NewBrick is amazing. The biggest benefit to our project was the ease and speed of installation. The finished product mimics brick exactly. We are happy, and the ownership loves it.”



Luke Westbrook
Project manager
Crossroads Construction



Fairfield Inn and Suites | Dayton, OH

“In going up six stories on this hotel, we knew that we had to come up with a thin veneer. And we looked to NewBrick for that solution. It turned out great.”



Michael Hoying
General contractor
Brackett Builders

Dryvit Systems, Inc. | One Energy Way | West Warwick, RI 02893 | 401.822.4100 | dryvit.com
Dryvit Systems Canada Division, RPM Canada | 200 Confederation Parkway, Unit 1 | Concord, ON L4K 4T8 | 800.263.3308 | dryvit.ca

Tremco Construction Products Group (CPG) brings together Tremco Incorporated's Commercial Sealants & Waterproofing and Roofing & Building Maintenance operating divisions; Dryvit Systems, Inc.; Nudura Inc.; Willseal; Weatherproofing Technologies, Inc. and Weatherproofing Technologies Canada, Inc.

Dryvit® is a registered trademark of Dryvit Systems, Inc.
Use of the ® symbol indicates registration with the US Patent & Trademark Office and the Canadian Intellectual Property Office.

DS277 06/21



Construction Products Group

tremcocpg.com