



# + DESIGNER BRICK



# A BEAUTIFULLY NATURAL PRODUCT

The appeal of concrete masonry is the natural characteristics and variation of aggregates featured within the mix. Similar to the features of real stone, our concrete bricks will vary from batch to batch, with natural variation in colours, tone, texture and other characteristics. So when choosing Firth concrete bricks, please expect colour hue variations, and regional differences due to locally sourced raw materials. It's all part of a beautifully natural product.

We advise viewing a number of full sized sample bricks before making your final decision. Contact your local Firth office, they'll be happy to help, call **0800 FIRTH 1**.

## +DESIGNER BRICK

- 4 WHY FIRTH DESIGNER BRICK?
- 6 FOCUS® BRICK
- 10 STRATA BRICK
- 14 DEVONSTONE®
- 18 MANORSTONE®
- 22 BAGGED + PAINTED BRICK
- 23 DESIGNER BRICK RANGE

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## +MORTAR

- 24 DRICON® MORTAR COLOURS
- 25 MORTAR + LAYOUT DESIGN

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## +TECHNICAL TIPS

- 26 BUILDING WITH BRICK
- 27 CARING FOR DESIGNER BRICK



**Cover page image:**  
Strata Brick: Antique Blend  
Dricon® Mortar: Antique Blend  
Laid: Stretcher Bond

**This page image:**  
Manorstone®: Antique Blend  
Dricon® Mortar: Natural  
Laid: Stretcher Bond

# WHY FIRTH DESIGNER BRICK?



## SUSTAINABILITY

All Firth bricks are Red List free and have Declare certification. Declare is like a nutrition label for the building industry that clearly states what ingredients make up a product. It is designed to help shape a greener, healthier environment.

**Declare.**



## DURABLE

Firth bricks are made from concrete. Their strength and stability gives you peace of mind. Brick controls moisture more effectively than any other building product\*, protecting you against harsh weather conditions, moisture, rot, mould or pests. Firth bricks are proven to last the test of time, they will be around for years to come and all bricks come with a manufacturer's warranty.



## LOW MAINTENANCE

Firth bricks stay looking great with easy care, they do not rot or require paint. Brick is expected to last twice as long as most weatherboard products\*\*.



## WEATHER TIGHT

Cool in summer, warm in winter, Firth brick homes are constructed using a cavity design, which is an effective way to avoid leak related damage and keep your home healthy and dry.



## TRUE COLOUR

Solid colour pigment throughout the brick helps reduce the visibility of any chips that may occur in laying and through its life cycle.



## DESIGN FLEXIBILITY

With an inspiring range of on-trend colour tones, sizes, laying options and finishes. Clad your entire home or create feature walls.



## NOISE CONTROL

Concrete brick has excellent acoustic ratings and it reflects noise more effectively than many other building materials.

Manorstone® Antique Blend  
Dricon® Mortar: Natural  
Laid: Stretcher Bond

\*Source: NZ Timber Design Society Weather Tightness - A Review of Exterior Wall Assemblies

\*\*Source: BRANZ cladding costs over a lifetime, Apr 2015

**TECHNICAL SUPPORT**  
Our technical team are here to help every step of the way  
**CALL 0800 FIRTH 1**

# FOCUS® BRICK

SMALLER STYLE BRICK  
FOR A CONTEMPORARY LOOK



Focus® Brick: Premium White  
 Dricon® Mortar: Pumice  
 Laid: Stretcher Bond

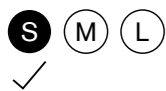


Focus® Brick: Premium White  
 Dricon® Mortar: Natural  
 Laid: Stretcher Bond



Focus® Brick: Urban Grey  
 Dricon® Mortar: Charcoal  
 Laid: Stretcher Bond

**BRICK SIZE**



**DIMENSIONS**

230 x 90 x 75mm

**UNITS PER M<sup>2</sup>**

42 (70 Series)  
 48 (90 Series)

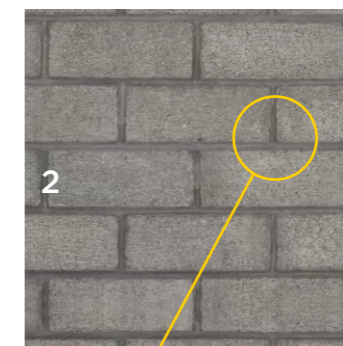
**Note:** Colour tones and face textures may vary due to locally sourced materials. Colours depicted are subject to the limitations of colour printing process and may vary from actual colour under natural light.

**FOCUS® BRICK COLOUR RANGE**



1 Premium White  
 2 Urban Grey

**COLOURS + MORTAR**



**TIP - Choose a matching or contrasting mortar colour to personalise the look of your home**

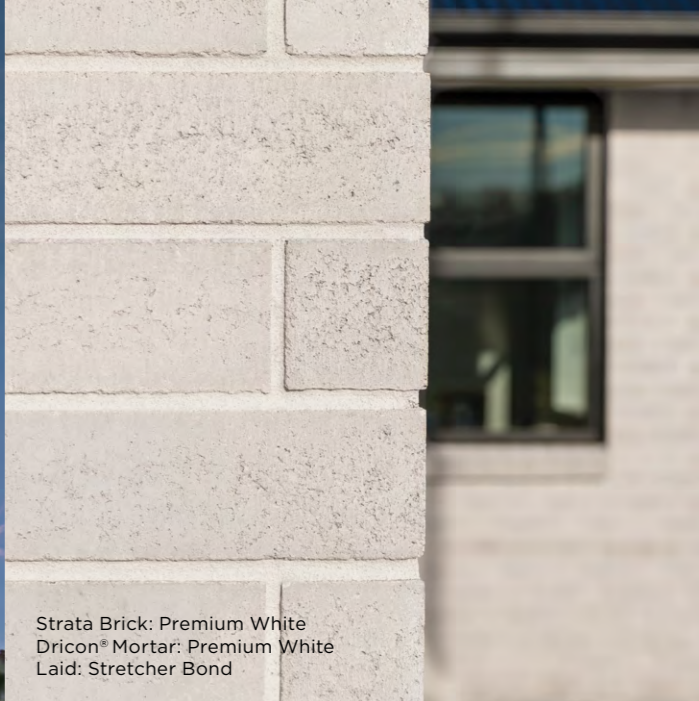
1 Colour: Premium White Mortar: Premium White  
 2 Colour: Urban Grey Mortar: Charcoal

**DESIGN CUES**

- Concrete brick can be adopted as a feature in the home, mixed with weatherboard cladding to provide a visual break from the neutral horizontal lines.
- Enhance the architectural dimensions of your home with a traditional, smaller size brick for a modern and visually striking home.
- Create an understated natural look with a light colour palette to blend effortlessly with the surrounding landscape.

# STRATA BRICK

LONG, LEAN LINES - OUR MOST  
FASHIONABLY MODERN BRICK.



Strata Brick: Premium White  
Dricon® Mortar: Premium White  
Laid: Stretcher Bond



Strata Brick: Antique Blend  
Dricon® Mortar: Antique Blend  
Laid: Stretcher Bond

Strata Brick: Premium White  
Dricon® Mortar: Premium White  
Laid: Stretcher Bond

**BRICK SIZE**



**DIMENSIONS**

290 x 70 x 75mm

**UNITS PER M<sup>2</sup>**

39

**Note:** Colour tones and face textures may vary due to locally sourced materials. Colours depicted are subject to the limitations of colour printing process and may vary from actual colour under natural light.

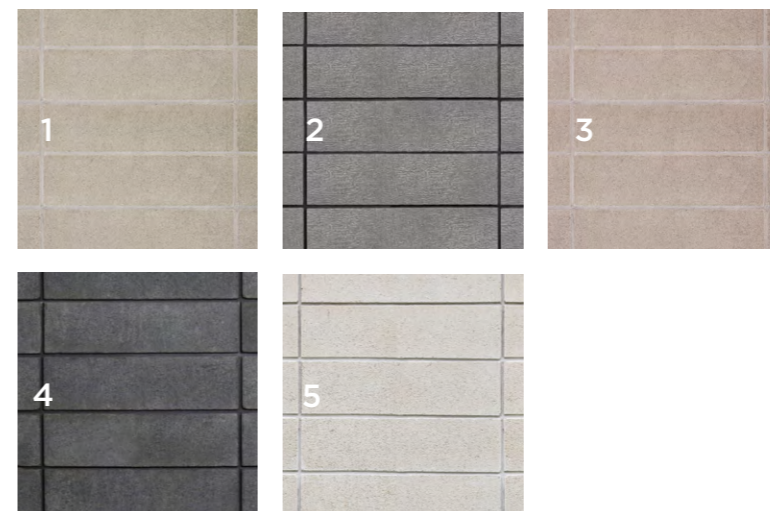
**STRATA BRICK COLOUR RANGE**



- 1 Antique Blend (North Island only)
- 2 Urban Grey
- 3 Serenity (South Island only)

- 4 Graphite (South Island only)
- 5 Premium White (North Island only)

**COLOURS + MORTAR**



- 1 **Colour:** Antique Blend **Mortar:** Pumice
- 2 **Colour:** Urban Grey **Mortar:** Charcoal
- 3 **Colour:** Serenity **Mortar:** Pumice
- 4 **Colour:** Graphite (South Island only) **Mortar:** Charcoal
- 5 **Colour:** Premium White **Mortar:** Premium White

**DESIGN CUES**

- The colour and cut-rock texture of modern concrete brick delivers a distinctive and durable look when partnered with natural timber cladding.
- Warm natural tones and the welcoming stone feel of Firth brick evokes a feeling of calm and strength outside, for those inside.
- Embraced within a thoughtfully designed greenscape, the earthy tones of brick allows a new home to nuzzle naturally into its new environment.
- Longer, leaner lines in architecture elicit a contemporary horizontal aesthetic. It lowers the sense of height and lengthens the form in front of you.



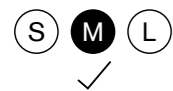
# DEVONSTONE®

FIRTH'S MOST POPULAR BRICK PROVIDES  
A NATURAL LOOK TO YOUR DESIGN





### BRICK SIZE



### DIMENSIONS

290 x 160 x 70mm

### UNITS PER M<sup>2</sup>

20

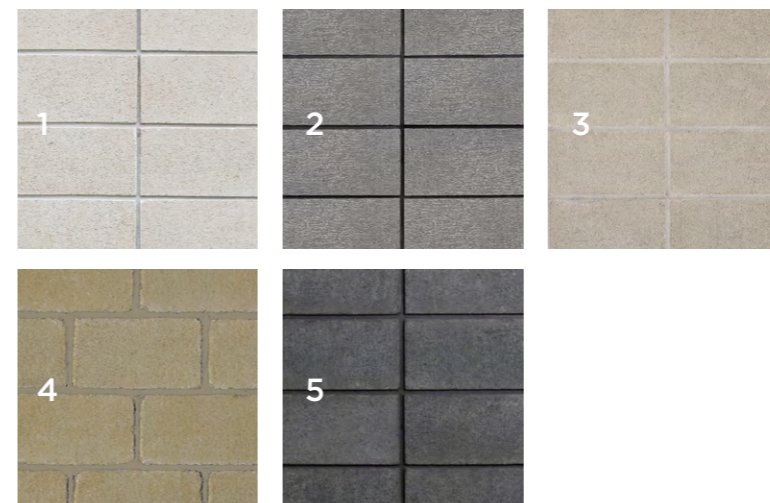
**Note:** Colour tones and face textures may vary due to locally sourced materials. Colours depicted are subject to the limitations of colour printing process and may vary from actual colour under natural light.

### DEVONSTONE® COLOUR RANGE



- 1 Premium White (North Island only)
- 2 Urban Grey
- 3 Antique Blend
- 4 Tranquility
- 5 Graphite (South Island only)

### COLOURS + MORTAR



- 1 **Colour:** Premium White **Mortar:** Premium White
- 2 **Colour:** Urban Grey **Mortar:** Charcoal
- 3 **Colour:** Antique Blend **Mortar:** Pumice
- 4 **Colour:** Tranquility (Rumbled) **Mortar:** Tranquility
- 5 **Colour:** Graphite (South Island only) **Mortar:** Charcoal

### DESIGN CUES

- For a traditional look, keep your colour palette simple and choose colours that complement each element of the building ie. roof, joinery, gutters, driveway.
- Stack bonded concrete bricks can add a real sense of architectural design to an area where you want to create a strong decorative statement, interior or exterior.
- Selecting either a complementary or contrasting coloured mortar from Dricon® will further enhance the appearance of Devonstone® built homes. See page 24 for options.



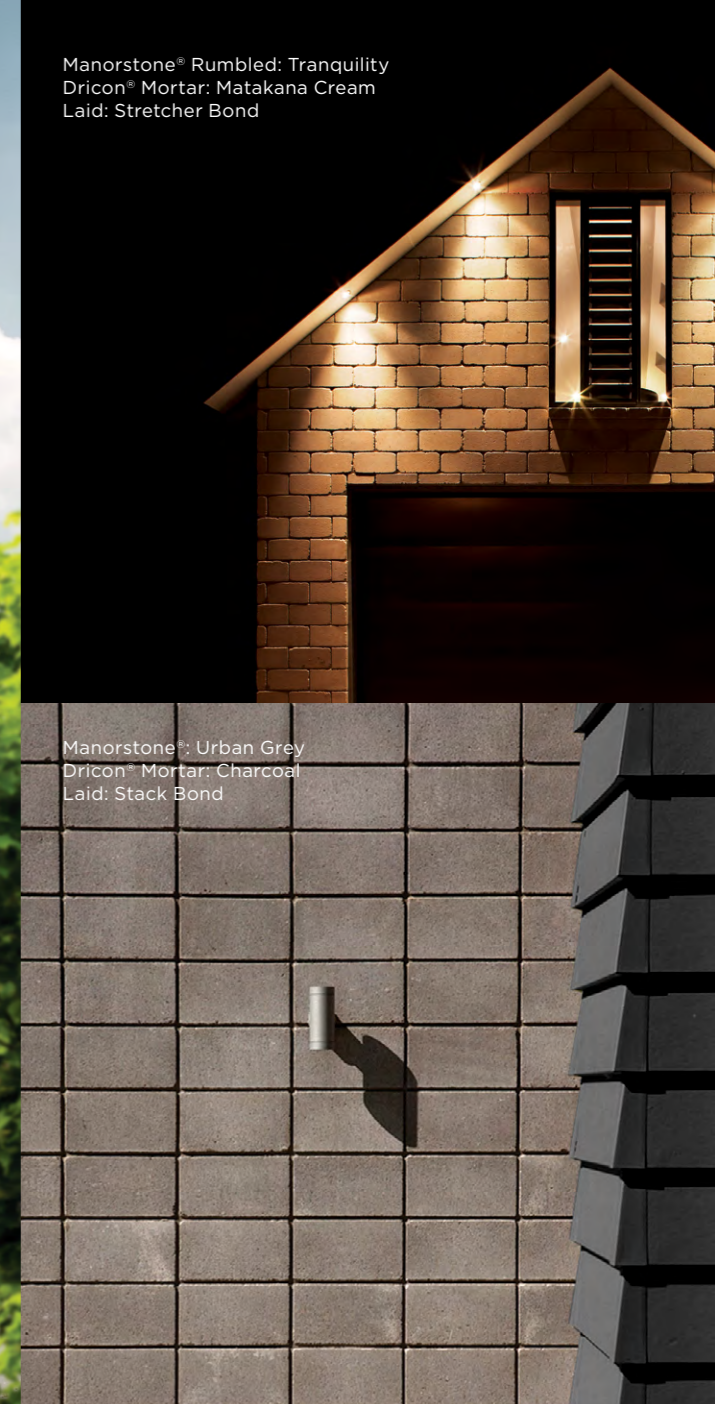
# MANORSTONE®

LARGE CONCRETE BRICK  
RESEMBLING NATURAL STONE

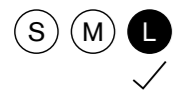
Manorstone®: Premium White  
 Dricon® Mortar: Natural  
 Laid: Stretcher Bond

Manorstone® Rumbled: Tranquility  
 Dricon® Mortar: Matakana Cream  
 Laid: Stretcher Bond

Manorstone®: Urban Grey  
 Dricon® Mortar: Charcoal  
 Laid: Stack Bond



**BRICK SIZE**



**DIMENSIONS**

390 x 190 x 90mm

**UNITS PER M<sup>2</sup>**

12.5

**MTO** Made To Order

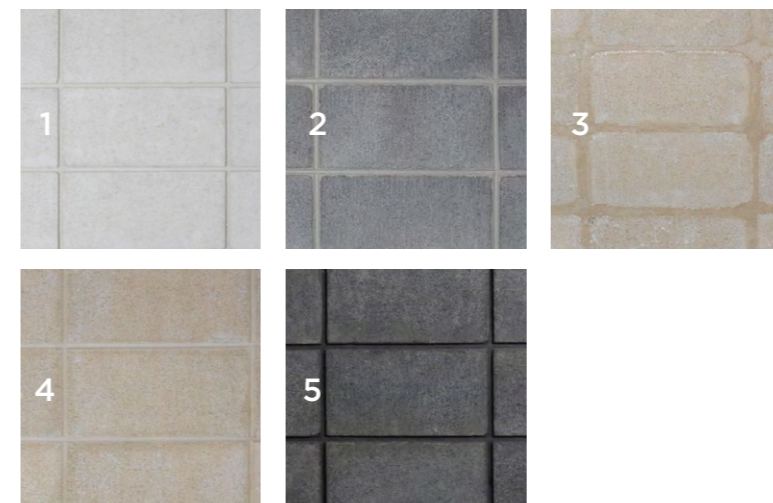
**Note:** Colour tones and face textures may vary due to locally sourced materials. Colours depicted are subject to the limitations of colour printing process and may vary from actual colour under natural light.

**MANORSTONE® COLOUR RANGE**



- 1 Premium White (North Island only)
- 2 Urban Grey
- 3 Antique Blend
- 4 Tranquility
- 5 Graphite (South Island only)

**COLOURS + MORTAR**



- 1 **Colour:** Premium White **Mortar:** Premium White
- 2 **Colour:** Urban Grey **Mortar:** Natural
- 3 **Colour:** Antique Blend (Rumbled) **Mortar:** Tranquility
- 4 **Colour:** Tranquility **Mortar:** Pumice
- 5 **Colour:** Graphite (South Island only) **Mortar:** Charcoal

**DESIGN CUES**

- Utilise a range of complementary cladding types to add dimension to a building project. Unpainted, stack bonded concrete block will draw attention to an area and express its strength.
- Downlighting creates depth to your finish, enhancing/highlighting the texture and design of the brick.
- A natural stone coloured brick works beautifully with the features of your garden, acting as a neutral canvas for the landscape elements to shine.
- Raked mortar joint is recommended for interior use only to prevent the creation of efflorescence through water pooling. See page 25 for options.



On trend

# BAGGED + PAINTED BRICK

Create an on-trend finish for your bricks that will highlight the contours and texture of the bricks and mortar joints, with a splash of colour to match your design. A smooth surface, or an uneven earthy surface - choose the look you desire.

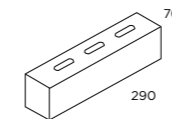
**TIP:** Talk to your professional to define the look and application you want.

## DESIGNER BRICK RANGE

### STRATA® BRICK



STRAIGHT EDGE



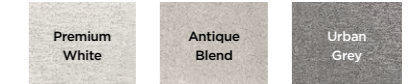
BRICK SIZE



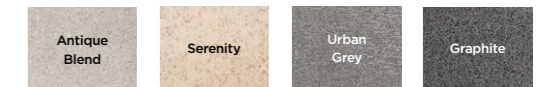
UNITS PER M<sup>2</sup>  
42 (70 SERIES)

AVAILABLE COLOUR TONES:

North Island Colours:



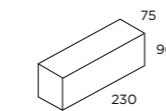
South Island Colours:



### FOCUS® BRICK



STRAIGHT EDGE



BRICK SIZE



UNITS PER M<sup>2</sup>  
39

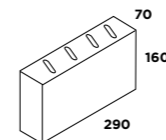
AVAILABLE COLOUR TONES:



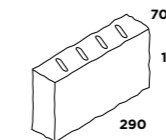
### DEVONSTONE®



STRAIGHT EDGE



RUMBLED

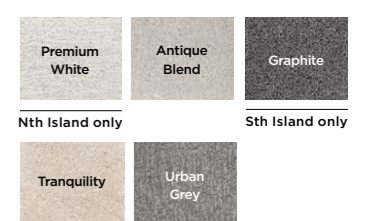


BRICK SIZE



UNITS PER M<sup>2</sup>  
20

AVAILABLE COLOUR TONES:

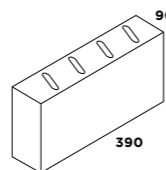


Solid units are integrated into the pallets of cored units. The solid units are for the window sill units, corners and jambs at openings.

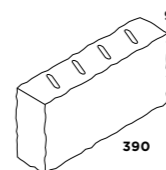
### MANORSTONE®



STRAIGHT EDGE



RUMBLED

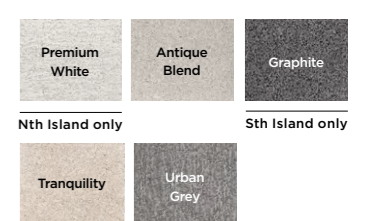


BRICK SIZE



UNITS PER M<sup>2</sup>  
12.5

AVAILABLE COLOUR TONES:



Solid units are integrated into the pallets of cored units. The solid units are for the window sill units, corners and jambs at openings.

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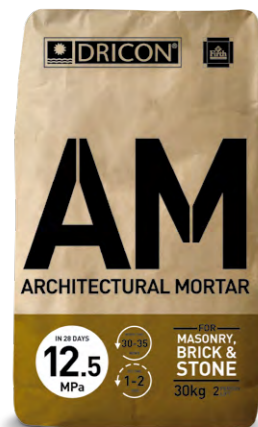
expect colour hue variations, and regional differences due to locally sourced raw materials. It's all part of a beautifully natural product. We advise viewing a number of full sized sample bricks before making your final decision. Contact your local Firth office, they'll be happy to help, call **0800 FIRTH 1**.

# PERSONALISE YOUR DESIGN WITH A COMPLEMENTARY OR CONTRASTING DRICON® COLOURED MORTAR



## DRICON® COLOURED MORTAR

Coloured mortar joints can further transform your design. Choose from the comprehensive range of Dricon® mortar colours which have been designed to complement the Designer Brick Series range.



## DRICON® ARCHITECTURAL MORTAR

The Dricon® Architectural Masonry Mortars have been specifically created to be water resistant.



**Note:** Colour tones and face textures may vary due to locally sourced materials. Colours depicted are subject to the limitations of colour printing process and may vary from actual colour under natural light.

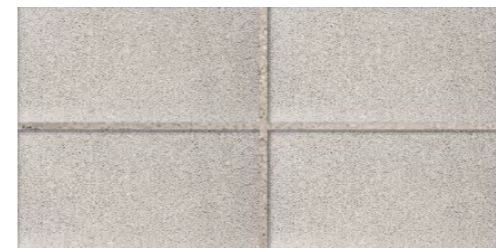
Different mortar colour can dramatically change the look of your cladding. Below is Manorstone® Antique Blend designer brick in a stack bond layout with three different mortar colours.



Dricon® Premium White



Dricon® Charcoal

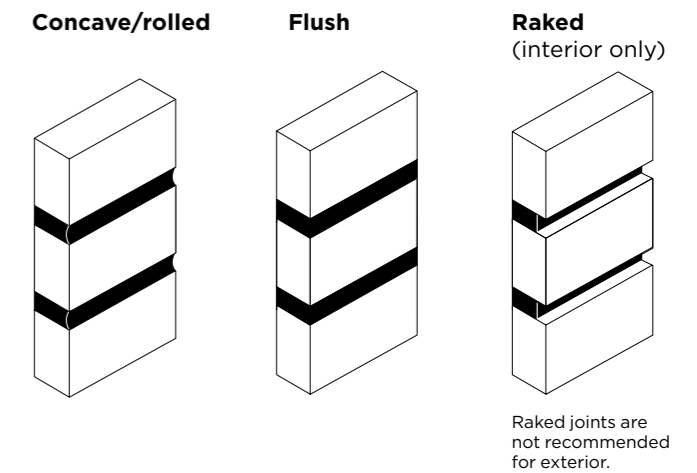


Dricon® Natural

## MORTAR JOINTS

Once you have selected your colour you can select the style for the mortar joint - concave/rolled, flush or raked - each of these will alter the architectural appearance of the mortar joint.

For more detailed information and to gain best results from Dricon® mortars, download a copy of the Dricon® brochure at [www.firth.co.nz/resources/brochures/](http://www.firth.co.nz/resources/brochures/)



## LAYOUT

Different layouts can transform the look and feel of the entire design. Create vertical clean straight lines with the stack bond design or take on a more traditional look with the stretcher bond design.

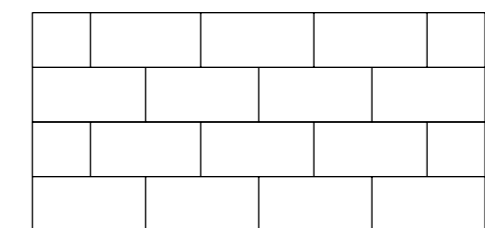
### Stack Bond



Stack bond is outside the scope of NZS4229 and NZS3604 and will require specific engineer's design.

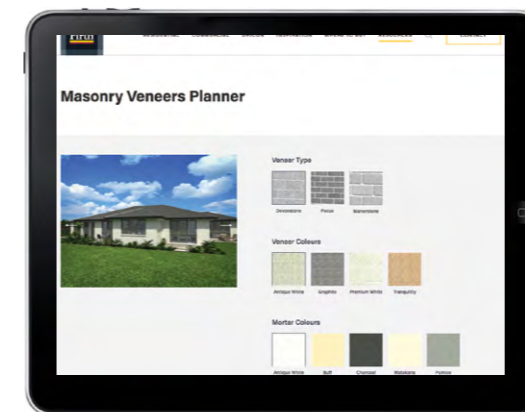
10 Series Veneer stack bonded construction guide is available from the NZCMA website [nzcma.org.nz](http://nzcma.org.nz) in the veneers section.

### Stretcher Bond



Stretcher bond is also known as running bond and is the traditional method of masonry construction.

## ONLINE TOOLS



Our **Masonry Veneers Planner** is a handy online tool that lets you choose your preferred style and colour of brick and match it with your choice of coloured mortar. Visit [firth.co.nz/resources/planners-and-calculators/](http://firth.co.nz/resources/planners-and-calculators/) for more.

## CONSTRUCTION

### Firth control joint (alternative slip joint)

Control joints controlling wall movements can be achieved by providing a bond break between blocks and mortar at the specified locations.

### In Joint Reinforcing

A guide for the correct installation of In Joint Reinforcing for stack bond masonry can be found on the NZCMA website [nzcma.org.nz/masonry-manual.aspx](http://nzcma.org.nz/masonry-manual.aspx)

### Two Storey Design

A guide for the specific design for two storey applications can be found on the Firth website [www.firth.co.nz/resources/technical-documents](http://www.firth.co.nz/resources/technical-documents) called **Firth Two Storey Brick Veneer Solutions**.

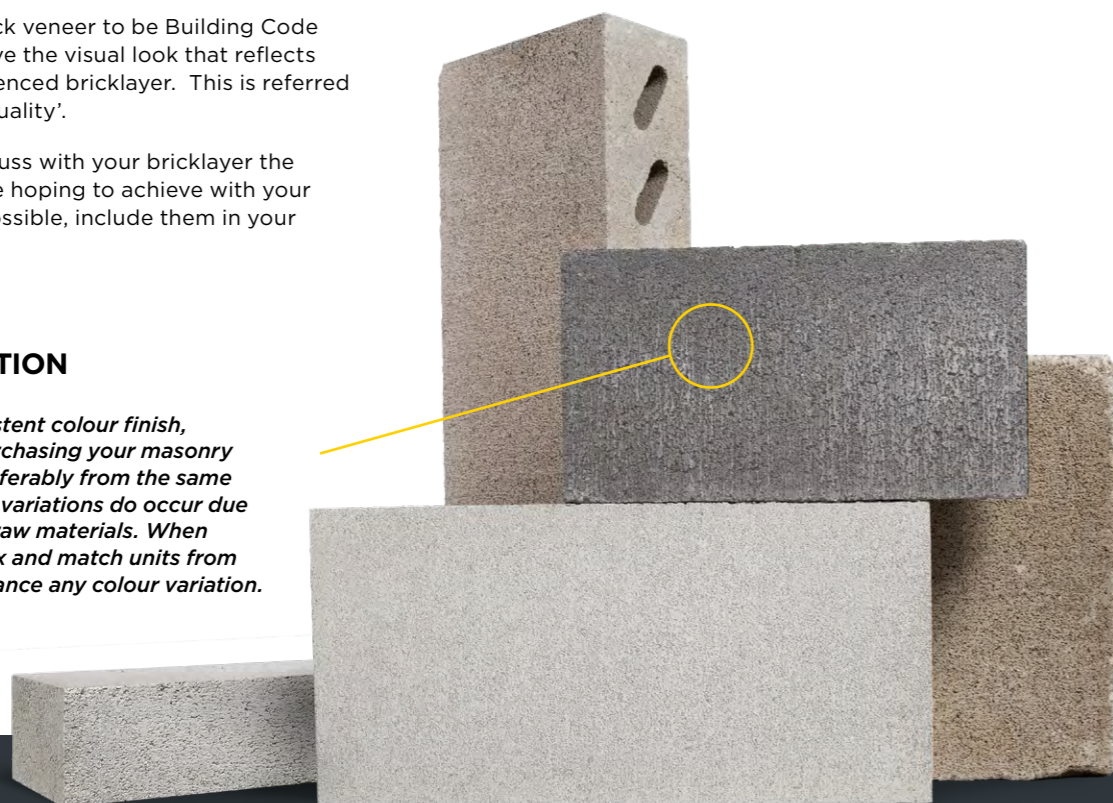
## BRICK TOLERANCES AND AESTHETIC APPEARANCE

It is possible for a brick veneer to be Building Code compliant but not have the visual look that reflects the skills of an experienced bricklayer. This is referred to as 'workmanship quality'.

It is important to discuss with your bricklayer the aesthetic look you are hoping to achieve with your brick veneer and if possible, include them in your selection process.

## COLOUR VARIATION

*TIP: To ensure a consistent colour finish, Firth recommends purchasing your masonry from one location, preferably from the same batch, as some colour variations do occur due to natural variance in raw materials. When installing masonry, mix and match units from multiple pallets to balance any colour variation.*



## HONING GREY MASONRY

If deciding to hone ordinary grey masonry walls, when constructed, it's likely there will be colour variation between units. This variation can result in overall colour variation across the wall, which becomes enhanced, when honed and sealed.

## VIEWING DISTANCE

Due to the nature of bricks no two bricks are the same and no brick is perfect when examined close-up. ASTM C90 has been adopted as the industry standard for viewing brickwork - it states that 'for exposed wall construction chips and imperfections shall not be evident when viewed from a distance of not less than 6.1m in diffused light'.

## GENERAL

Customers should ensure that all delivered products are acceptable, and any concerns about products are notified to Firth prior to laying. All warranty claims should be made prior to the product being laid.

## RESOURCES

For further resources please refer to:

BBFNZ Best Practise Guide at <http://bbfnz.co.nz/building-with-brick/brick-veneer-best-practice-guide/>

Or visit the Firth website [www.firth.co.nz/resources/technical-documents/](http://www.firth.co.nz/resources/technical-documents/) for the following:

- Firth Brick Veneer Technical Guide
- Firth Architectural Masonry Best Practice Guide
- Firth Two Storey Brick Veneer Solutions

## CARING FOR DESIGNER BRICK

## EFFLORESCENCE

Efflorescence is a natural phenomenon experienced to some degree by all concrete products and is to be anticipated on any job. It is a deposit of white salts carried to the surface of the masonry by water, and happens most commonly when the brick and mortar are exposed to moisture. Efflorescence will likely continue to occur until the moisture source is stopped, usually by sealing. Efflorescence can calcify with time and become difficult to remove. Efflorescence is not a material defect, but rather a naturally occurring issue common to all forms of concrete masonry. While there are ways to minimise the risk and visual impact of efflorescence, Firth is unable to prevent or control this occurrence.

### TRADE TIPS

**THERE ARE SOME EASY WAYS YOU CAN MINIMISE THE RISK OF EFFLORESCENCE:**

- 1 If you receive your concrete masonry products and it's going to be a few weeks before you install them, unwrap the pallet and if possible store them in a covered, dry place so they don't get wet.
- 2 During the construction process protect masonry walls from moisture and wet weather.
- 3 Once construction is completed (or during construction in some cases) allow walls to dry and then seal them with a suitable sealer (subject to the manufacturer's specification).
- 4 Garden walls or walls not protected by a roof will need to be waterproofed at the top with a suitable waterproofing system.

### WHAT CAN YOU DO TO MINIMISE THE VISUAL IMPACT OF EFFLORESCENCE?

If efflorescence does occur it should be removed immediately as if left, it is likely to calcify and will become difficult to remove. Some helpful tips include:

- 1 Remove the efflorescence immediately after it occurs. It should be scrubbed off with a stiff brush whilst it is still in its soft powdered form.
- 2 If required, treat the surface with a specific masonry cleaning product, Firth recommends Dricon® Concrete Treatment. Always trial a small, less visible area first to determine if you are getting the result that you want as these products can change the appearance of the surface.
- 3 If required, treat the surface with a mechanical cleaning process such as light sanding, polishing or grinding. Always trial a small less visible area first to determine if you are getting the result that you want as these processes will change the appearance of the surface.
- 4 Seal the wall as soon as possible with a suitable sealer to prevent moisture getting in. Note: garden walls or walls not protected by a roof will need to be waterproofed at the top with a suitable waterproofing system.
- 5 Firth strongly recommends engaging a professional contractor to provide advice and offer cleaning, sealing and waterproofing solutions.



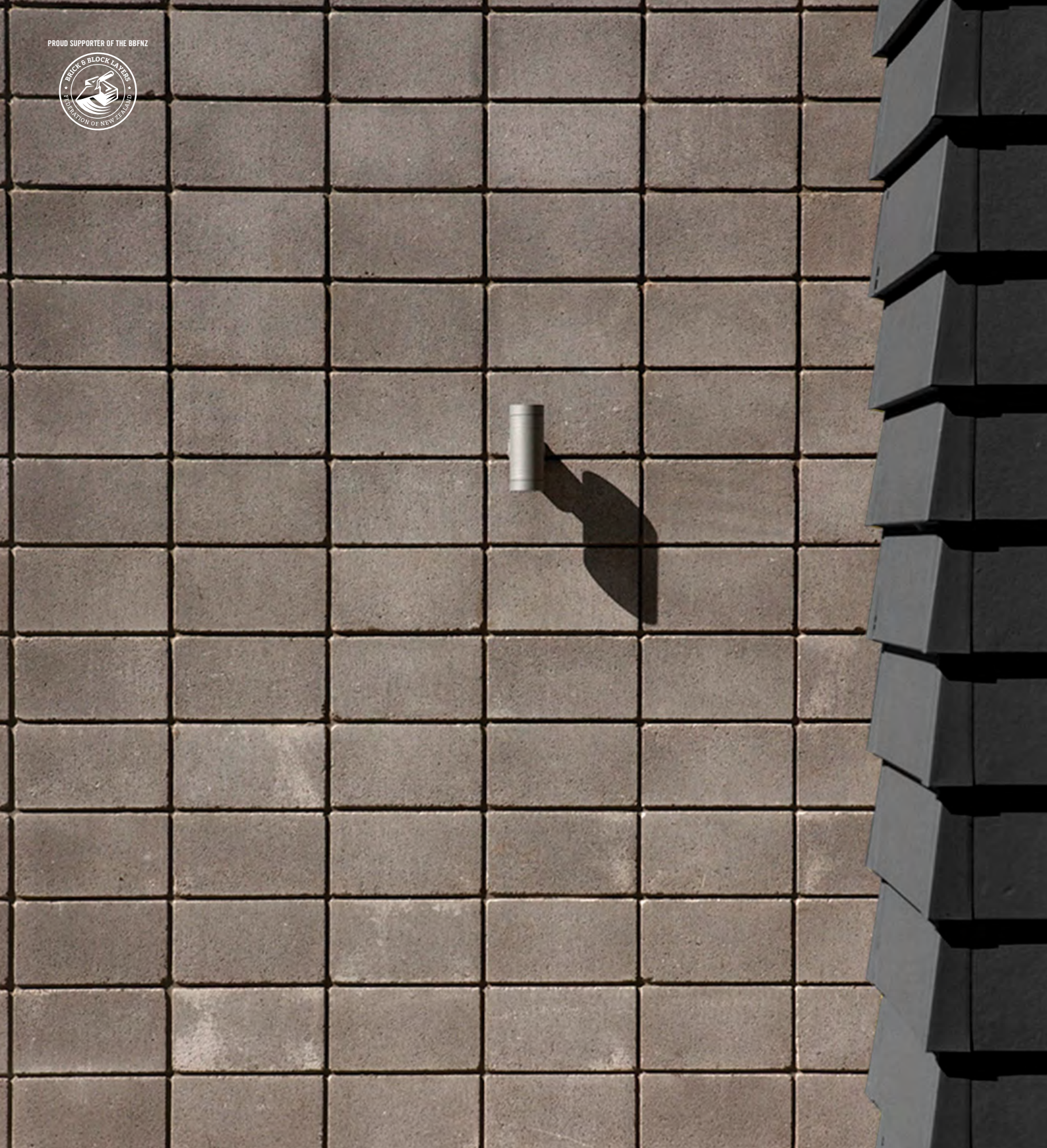
## CLEANING

We recommend an annual inspection to check for requirement of cleaning. One of the reasons that concrete masonry is a popular choice, is its proven performance and durability. Concrete bricks and blocks have been designed for external use so they are well suited to stand up to the elements. Usually any stains or marks can be removed with a stiff brush, water and detergent or low pressure water washing (take care not to damage masonry and mortar with pressure washing). If you are particularly worried about stains occurring, we recommend sealing your concrete masonry walls with a suitable sealer.

## SEALING HELPS MINIMISE EFFLORESCENCE AND MOULD GROWTH

Firth recommends sealing all masonry walls as soon as practical to minimise efflorescence and reduce mould growth. Suitable products should be selected to pre-clean the surface if required; repel water and minimise efflorescence and mould growth and, if required, provide a barrier to graffiti. Some sealers will enrich the depth of the masonry colour. Refer to your sealer manufacturer's instructions for product application and maintenance information.

PROUD SUPPORTER OF THE BBFNZ



**For further information & product samples please  
contact Firth on 0800 800 576 or visit [www.firth.co.nz](http://www.firth.co.nz)**

 **PRODUCTSPEC**  
productspec.net

 **masterspec**  
masterspec.co.nz

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