



**koni**<sup>®</sup>  
B R I C K



# THE PRODUCT

After years of research and testing, we, at Koni Materials®, have finally developed a thin brick concrete veneer to match the most popular style of brick in the world, Old Chicago. Our Koni Brick® is 100% authentic and realistic in texture, size and color. Koni Brick® is thin, lightweight and easy to install. Available in 7 colors: Blanc, Buff, Cafe, Charcoal, Grey Rosse and Vino; this brick veneer is the perfect choice for any project. Whether it be large scale renovations or a simple accent wall, Koni Brick® will bring beauty and charm to any design.

**BLANC**



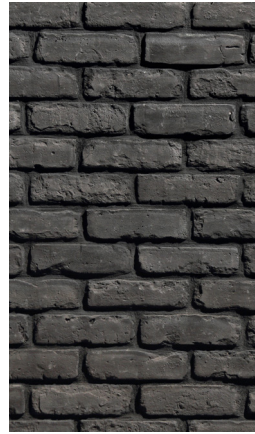
**BUFF**



**CAFE**



**CHARCOAL**



**GREY**



**ROSSE**



**VINO**



\*\*Colors shown are provided to demonstrate the colors & shades available. COLORS ARE ONLY APPROXIMATE\*\*

# THE BENEFITS

## 1. LOWEST CARBON FOOTPRINT

Concrete's unparalleled durability, energy efficiency and complete recyclability, combined with industry innovations such as carbonated concrete or concrete cured with CO<sub>2</sub> rather than water, all contribute to making it the lowest carbon building material over the lifecycle of a structure or pavement.

## 2. ENERGY EFFICIENT

Concrete's ability to store energy (its thermal mass) helps moderate interior temperature conditions, reducing a building's heating and cooling demands over its service life by up to 8%.

## 3. LOW MAINTENANCE

Concrete lasts decades longer than alternative building materials, and actually gets stronger over time. This reduces the total cost of ownership as well as the environmental impact associated with more frequent rehabilitation or reconstruction.

## 4. VERSATILITY

Due to concrete's plasticity when freshly mixed, designers are able to adapt it to whatever project they need. Currently Koni Brick® is available in 7 shades, but custom orders are readily accepted enabling new and creative uses for our product.

## 5. EMISSION FREE

A totally inert substance when cured, concrete is literally emission-free and will not emit any gas, toxic compounds or volatile organic compounds. Concrete materials will also not rot, burn, or deteriorate compared to some natural materials.

## 6. COST EFFECTIVE

Thanks to their durability, resilience, low maintenance requirements and energy efficiency, concrete structures lower operating costs related to operational energy consumption, maintenance, and rebuilding following disasters.

## 7. LONG LASTING

The process in which Koni Brick® is produced creates a product that will last years without any maintenance needs. The color infused into our concrete brick veneers will not fade over time, due to sun exposure, heat or the elements.

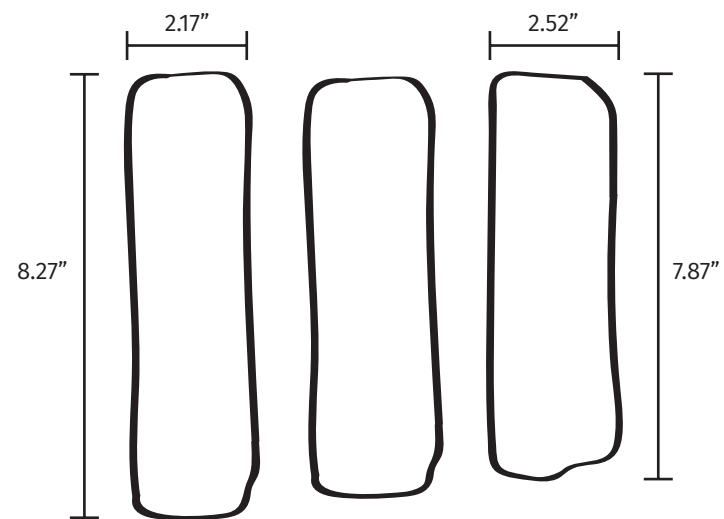
## 8. HAND MADE

About 90% of the production process which creates Koni Brick® is executed by hand, making sure that each brick is handled with care and quality checked before making its way to our customers.

# THE SIZING

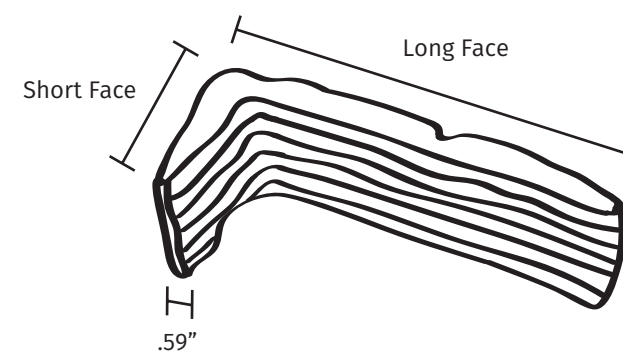
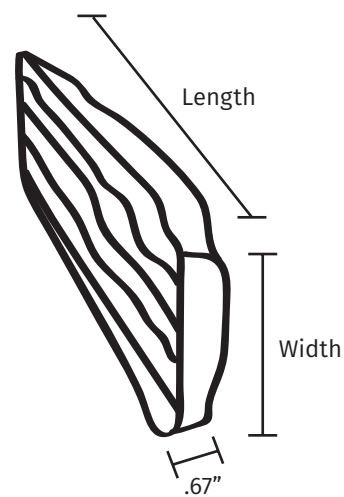
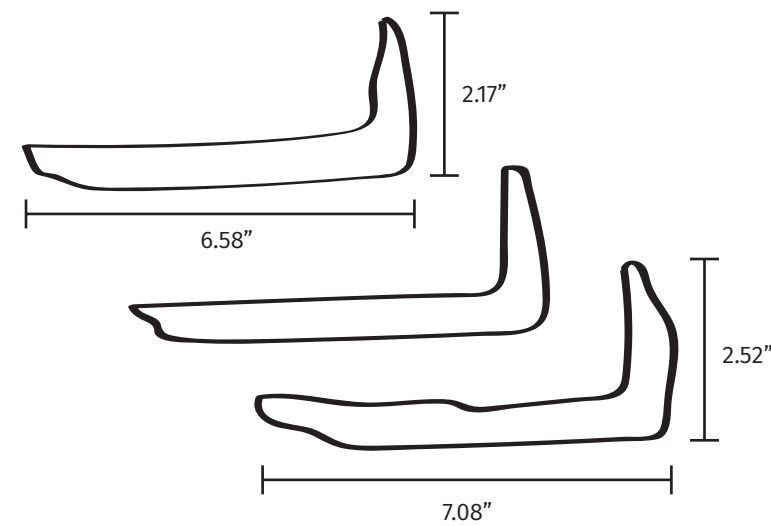
## FLATS

Will range in size, as displayed



## CORNERS

Will range in size, as displayed



# THE SPECS

## 1. SIZE (VARIES)

Individual (flats): 7.87 in - 8.27 in x 2.17 in - 2.52 in x .59 in - .67 in  
Individual (corners): 2.95 in (short face) 7.08 in (long face) x 2.17 in - 2.52 in x .59 in - .67 in  
Per box (flats): 10.76 square feet; 60 pieces  
Per box (corners): 5.9 linear feet; 24 pieces

## 2. WEIGHT (VARIES)

Individual (flats): .40 lbs - .51 lbs  
Individual (corners): .54 lbs - 1.04 lbs  
Per box (flats): 27.56 lbs  
Per box (corners): 25.13 lbs

## 3. INSTALLATION

For the best results using Koni Brick®, follow these instructions:

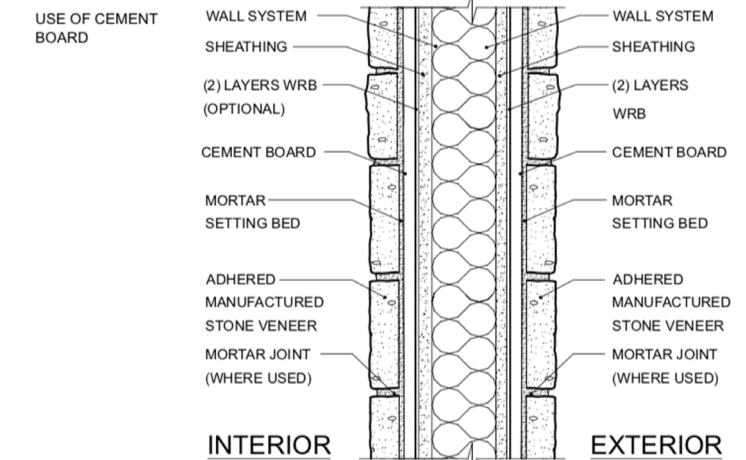
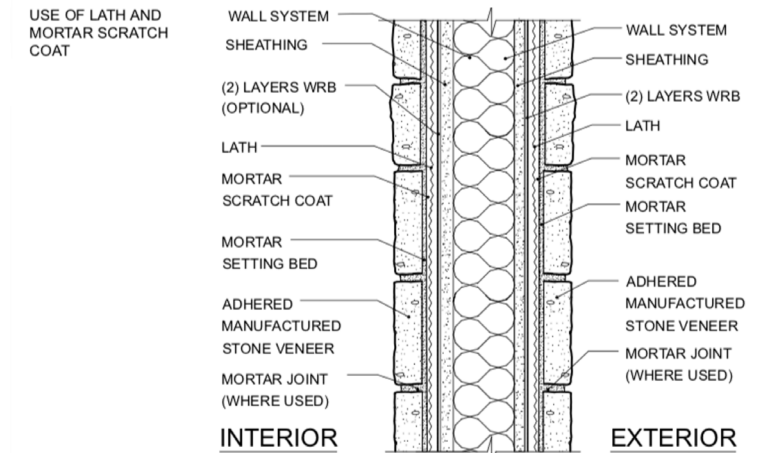
1. Metal lath
2. Mortar scratch coat
3. Mortar setting bed
4. Koni Brick concrete veneer
5. Mortar joint (half inch to obtain footage specified)

## 4. COMPOSITION

Portland Cement  
Mineral Aggregates  
Iron Oxide Pigments  
Concrete Additives  
DOES NOT CONTAIN LEAD

## 5. TESTINGS

Koni Brick® reached or exceeded the Acceptance Criteria for AC 51 of the ICC Evaluation Service, Inc.



# THE PROJECTS



## THREE LITTLE DOGS INTERIORS

Leslie and Jess from the interior design company Three Little Dogs are repeat users of Koni Brick®. Often using our brick in the shade Blanc for accent walls, backsplashes, and fireplaces, Three Little Dogs love to use Koni to add a touch of charm to their sophisticated and modern designs.





## GEORGIA ST. TAPHOUSE

The family-friendly sports bar and grill Georgia Street Taphouse is a user of Koni Brick®. Using our brick in the shade Charcoal for almost the entirety of the interior and exterior, this bar was able to maintain the inviting atmosphere while still coming across as a modern and fun new bar for their customers.





## NASHVILLE FLIPPED

Troy Dean Shafer from the HGTV show Nashville Flipped is a user of Koni Brick®. Using our brick in the shade Rosse for an episode redesigning a home in Nashville, Shafer was able to add a pop of color while achieving the rustic design he desired.





# TESTIMONIALS

"We couldn't be happier with Koni brick! We absolutely love the Blanc color, however we have used the other colors and they've turned out great as well. This brick is so versatile, we have done backsplashes, fireplace surrounds, feature walls, and more. The coloring really accents our designs and our clients can't get enough of it. One of our customers even has it on her backsplash and fireplace surround, and it is stunning. We have not found any other products that have the color, texture, price, or quality to compare with Koni brick. We've never had an issue with stock and customer service is always very helpful and quick to respond. Overall a great product and easy company to work with, we will continue to choose Koni for all our thin brick needs."

**- Three Little Dogs Interiors**

"If I had to choose again I would still go with this product. These bricks are white, chippy, and uneven to create a beautifully realistic looking aged brick wall. Everything from the color variation to the [distressed] look was absolute perfection. The photos really can't do it justice. Like I said, I would purchase again and advise others to purchase if you are looking for a white, [distressed] brick like this. I haven't been able to find anything like it anywhere else."

**- Home Depot Customer**

"Completely thrilled with how these brick veneers look when installed. They totally transform a room. I found them very easy to work with. They were also easy to cut with a tile saw. A few of the backs are a bit uneven, but with a little extra thinset mortar applied to the back they stuck to the wall just fine. I 100% like the look and would recommend getting them."

**- Steph, Homeowner**

"I really liked the product. The color, in the end, was just right and I loved the variation. These are supposed to look rustic and very much old/reclaimed so I see no point in the reviews which knock the product for not being consistent (size/thickness). I thought it was a great product to work with and it worked perfectly for our kitchen backsplash. I would definitely buy and use this thin brick again."

**- Julie, Homeowner**

# FAQ

## 1. IS KONI BRICK A PANEL?

No, Koni Brick® comes as loose pieces that vary in size. You can see a diagram on page 6.

## 2. WHAT TYPE OF ADHESIVE SHOULD I USE?

For exterior applications, we recommend Type N or Type S mortar. For interior applications, you can use those mortars, thinset, or any non-silicone based adhesive manufactured for adhering concrete or porous materials.

## 3. CAN I USE KONI BRICK AS FLOORING?

No, Koni Brick® is a thin veneer and would risk becoming cracked or damaged if used as flooring.

## 4. CAN I MOUNT SHELVES OR FRAMES ON KONI BRICK?

Yes, you can drill into Koni Brick® for whatever purpose using a drill bit made for concrete.

## 5. WHAT KIND OF SEALANT SHOULD I USE?

You can use any non film-forming, breathable sealant made for porous materials.

## 6. HOW DO I CUT KONI BRICK?

You can cut Koni Brick® by using an electric saw with a diamond blade or an angle grinder with a masonry blade. We do NOT recommend using a wet saw as coloration will be affected by the water.

## 7. HOW DO I CLEAN THE BRICK?

Any masonry cleaner can be used to clean the surface of the brick. If you get mortar on the brick, make sure to clean it before it dries!

## 8. HOW LONG WILL IT TAKE TO GET MY PRODUCT?

Check with a verified Koni Brick® distributor for lead times.

