



## WHY CLAY BRICK?

- Dignity and Respect for All  
- For Good
- Long Term Value - For Good
- Life-Time Investment - For Good
- Regulatory Compliant - For Good
- Life Cycle Cost Savings  
- For Good
- Thermal Comfort and Performance  
- For Good
- Energy Savings - For Good
- Sustainability Confirmed  
through Research - For Good

**CLAY BRICK  
PROVEN QUALITY**

**BUILD FOR PROSPERITY  
- FOR GOOD**

[www.claybrick.org](http://www.claybrick.org)





# PROCEED



## ENVIRONMENTAL

### Greenwashing not part of ClayBrick Equation

- Longevity Underpins Sustainability
- Low Operational Energy Consumption
- Non-toxic and Inert
- Reusable and Recyclable
- Thermal Mass Integral to Passive Solar Design
- Harmonious in Natural Surrounds
- Face Brick Incurs No Future Carbon Debt
- Lowest Total Life Cycle GHG Emissions

**BUILD FOR PROSPERITY  
- FOR GOOD**

[www.claybrick.org](http://www.claybrick.org)





# THINK



## ECONOMIC

**Nations Wealth is part of  
ClayBrick Vision**

- Proven Strength and Durability
- Lowest Life Cycle Cost
- Building Regulation Compliant
- Competitive Build Cost
- Large Vertical Industry Employment
- Low Maintenance Cost
- Low Heating and Cooling Cost
- Investment Growth and Value Retention
- Wealth Generation

**BUILD FOR PROSPERITY  
- FOR GOOD**

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# STOP



## SOCIAL

**Dignity and Respect Integral part  
of ClayBrick Mission**

- Occupancy Comfort
- Security and Safety
- Pride and Dignity
- Community Upliftment
- Job Creation
- Skills Development
- Wealth Generation
- High Aspirational Value
- Peace of Mind

**BUILD FOR PROSPERITY  
- FOR GOOD**

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## BRICKFIELDS PROJECT, JHB



"...one day we will look back and say we have created functional, energy efficient, peaceful settlements that contribute to the reduction of carbon. We created wealth and gave our people assets."

**Itumeleng Kotsoane, Director General,  
Department of Human Settlements**



*Government Digest, 01 Mar 2009, P.24*



## WOMEN'S BUILD 2009

*'Together Let's Do More'*

*Tekwane North, Mbombela Municipality, Mpumalanga*

**SAFE INVESTMENT  
WARMTH  
WEATHER RESISTENT  
STRENGTH**



**BRICKFIELDS PROJECT**

**COST: R1080.00 each**

EXCLUDING DELIVERY FROM PORT ELIZABETH



# CLAY BRICK BUILD FOR LIFE



"Every new home is an economic catalyst"  
**Housing in SA, July 2009**



"We also recognise that good accommodation is a fundamental requirement for total well-being and quality of life"  
**Nick Holland, Gold Fields CEO**

"Quality housing is a core component of our total well-being approach."  
**Vishnu Pillay, Executive Vice President and Head of Gold Fields SA Operations**  
**Housing in SA, July 2009**

One of the prime examples of this is the building industry. In South Africa we build with bricks and mortar. There are many good reasons for this: Clay is plentiful.

Yet, repeatedly people try to introduce new building systems to a country that frankly doesn't want them, doesn't need them and won't buy them. Bricks and mortar are the stuff that South African houses are built from: anything else is viewed as sub-standard. The buyers are the ones that dictate that: not the engineers, the architects or the specifiers.

And we keep seeing new building systems being imported, then failing to gain any significant market share or acceptance from buyers and then gradually winding in relative obscurity. Why? Because these "entrepreneurs" are trying to fix, or at least amend, a system that is not broken.

the one thing that every importer of every new building system seems to forget is the simple fact that people don't want a new building system. They want houses made from bricks and mortar.

**Property24, Build it, don't balk!**  
**7 July 2009, Paddy Hartdalen**



## REAL VALUE



**BUILD FOR LIFE**

**COST: R1080.00 each**

EXCLUDING DELIVERY FROM PORT ELIZABETH



# GIVE THE PEOPLE WHAT THEY DESERVE



## "Houses, security and comfort for all" *Freedom Charter*

"Our task ... to restore, humanity and dignity, to address spatial inequalities and to provide comfort and security for all"  
**Tokyo Sexwale, Minister Human Settlements**

"... spaces where people can play, stay and pray"  
**Tokyo Sexwale, Minister Human Settlements**

"...the structure of the house must include social and economic amenities"  
**Beauty Dambaza, Human Settlements Portfolio Committee Chairperson**

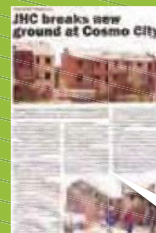
"A house is an economic asset if it can be invested in, improved and sold in order for one to move up the housing ladder into better accommodation, or if the house serves as an asset (so that) its owner is able to borrow against it".  
**Alison Hickey-Tshangana, PDG Consultant**

"A house is an economic asset if it can be invested in, improved and sold in order for one to move up the housing ladder into better accommodation"  
**PDG Consultant Alison Hickey-Tshangana**  
*Engineering News, July 24-30. DENNIS NDABA*



"...all South Africans are afforded the same standard of living and social environment..... affordable living is not about cutting corners and building bad quality residential environments"

**Phia van der Spuy, business development director, IHS South Africa**  
*SA Builder, June 2009*



"Construction is in durable, low maintenance clay brick, with limited areas of plaster and paint."

**Housing in SA, July '09**



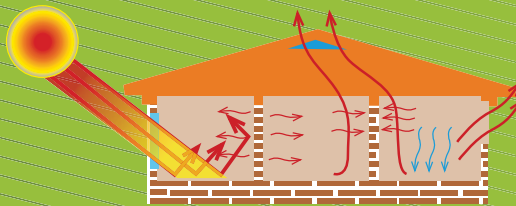
**GIVE THE PEOPLE WHAT THEY DESERVE**

**COST: R1080.00 each**

EXCLUDING DELIVERY FROM PORT ELIZABETH



## **BUILD FOR SUSTAINABILITY**



A Solar Passive designed house will collect, store and distribute heat from solar energy

**AVAILABLE LOCALLY**

**100 % NATURAL**

**LOW EMBODIED ENERGY**

**HIGH THERMAL CAPACITY AND  
THERMAL RESISTANCE IN ONE  
PRODUCT**

**NON-HAZARDOUS WASTE**

**NON-TOXIC**

**LONG LIFE CYCLE**

**LOW MAINTENANCE**

**COLOUR PERMANENCE**

**EASY TO INSULATE**

**REDUCES PRIMARY ENERGY**

**RECYCLABLE**

**RENEWABLE RESOURCE**



Environmentally Friendly

**BUILD FOR SUSTAINABILITY**

**COST: R1080.00 each**

EXCLUDING DELIVERY FROM PORT ELIZABETH



The brick you can trust.



## What Alternatives Can Compare?

# STOP



- Optimised Thermal Comfort
- Lowest Energy Usage for Heating and Cooling
- Lowest Life Cycle Cost
- Warm Colourfast Colours and Textures
- Proven Strength and Durability
- Ongoing Demand

**Nothing Can Compare!**  
**People want ClayBrick**



# BUILD DIGNITY

**BUILD WITH CLAYBRICK FOR GOOD**

**STOP LIGHT**

**COST: R1080.00 each**

EXCLUDING DELIVERY FROM PORT ELIZABETH

Saving the environment one brick at a time.



## Optimal Sustainability?

# THINK



### Why Compromise?

#### FIRED CLAY BRICK WALLING ELIMINATES:

- Unnecessary Future Power Generation
- Unnecessary Future Maintenance

#### FIRED CLAY BRICK WALLING PROVIDES:

- Lifetime Peace of Mind
- Pride and Social Dignity
- Healthy Communities
- Long Term Wealth Creation



# BUILD DIGNITY

BUILD WITH CLAYBRICK FOR GOOD

**THINK LIGHT**

**COST: R1080.00 each**

EXCLUDING DELIVERY FROM PORT ELIZABETH

For the greatest energy efficiency.



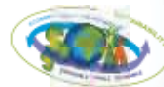
## Sustainable Development?

# PROCEED



### The Natural Alternative

- Requisite Thermal Mass
- Passive Solar Design
- Cavity Clay Brick Walling
- Optimal Life Cycle Value
- Complements Natural Environments
- Uncompromising Durability
- Job Creation
- Skills Development
- Community Upliftment



# BUILD DIGNITY

BUILD WITH CLAYBRICK FOR GOOD

**PROCEED LIGHT**

**COST: R1080.00 each**

EXCLUDING DELIVERY FROM PORT ELIZABETH