



APR 2025

+ BRICKS



R-BR-20250101

A BEAUTIFUL PRODUCT WITH SUSTAINABILITY IN MIND

The appeal of concrete masonry is the natural characteristics and variation of locally sourced aggregates featured within the mix.

Like quarried stone, our concrete bricks will have natural variations from batch to batch, with subtle variations in colour, tone and texture. Regional variations also due to the use of locally sourced aggregates. It's all part of the beauty of the natural materials we use.

When choosing Firth masonry products we strongly advise viewing a number of full sized samples from your local plant before you make your final decision. Contact your local Firth office, they'll be happy to help, call **0800 FIRTH 1** (0800 347 841).

+BRICKS

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MADE TO ORDER

m If you can't find a colour you're looking for or have specific sustainability or design goals, please contact your local stockist or Firth Sales Representative. For Made To Order (MTO) stock, minimum order quantities apply.



Cover page image:
Coastal Brick: Permium White
Dricon Mortar: Premium White
Laid: Stretcher Bond
Photo Credit: Jason Mann Photography

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

WHY FIRTH BRICK?



TIMELESS APPEAL

Manufactured using nature's finest elements, our concrete bricks embody the timeless beauty of quarried stone. Each batch carries subtle variations in colour, tone and texture, shaped by the unique characteristics of locally sourced aggregates. These natural differences celebrate the authenticity of the materials, making every brick a distinctive expression of the region's landscape.



SUSTAINABILITY

Our engineers are committed to developing low-carbon, sustainable solutions that are built to last contributing to a greener future. All Firth bricks are Red List free and have Declare Certification which transparently lists product ingredients to promote a healthier environment. Additionally, Firth holds Environmental Product Declarations for a range of our products. For more information, please visit our website.

Declare.



DURABLE

Firth bricks are made from concrete. Their strength and durability 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**.



COLOUR

Manufacturing techniques incorporate solid colour oxide throughout the brick, reducing the visibility of chips during installation and across 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®

SMALLER STYLE BRICK
FOR A CONTEMPORARY LOOK



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



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



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

BRICK SIZE



DIMENSIONS

230 x 90 x 76mm

UNITS PER M²

42 (70 Series)

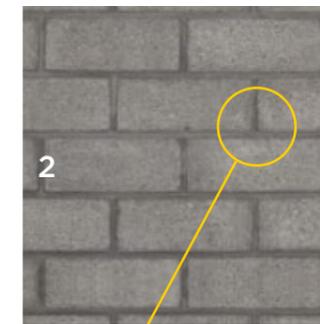
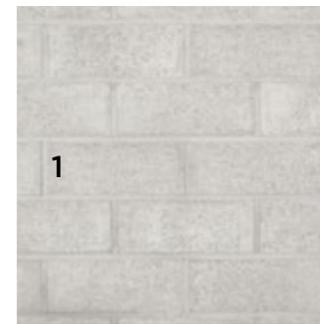
Note: Colour tones and face textures will vary due to locally sourced, natural materials. The colours displayed are for illustrative purposes only and may differ depending on the format used to view this document. We strongly advise viewing a number of full sized bricks before making your final decision. Some colours are Made To Order (MTO), stock levels and MTO products will vary between regions, contact us for more information.

FOCUS' COLOUR RANGE



- 1 Premium White
- 2 Urban Grey
- 3 Antique Blend

COLOURS + MORTARS



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

- 1 Colour: Premium White Mortar: Dricon Premium White
- 2 Colour: Urban Grey Mortar: Dricon 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.
- Focus designer bricks can be laid as a **70 Series** block for a chunky appearance, or rotated 90°, with frog to rear, as a **90 Series** block for a slimline look.



STRATA®

LONG, LEAN LINES - OUR MOST
FASHIONABLY MODERN BRICK.



Strata: Urban Grey
Dricon Mortar: Charcoal
Laid: Stretcher Bond



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



Strata: Urban Grey
Dricon Mortar: Charcoal
Laid: Stretcher Bond

BRICK SIZE

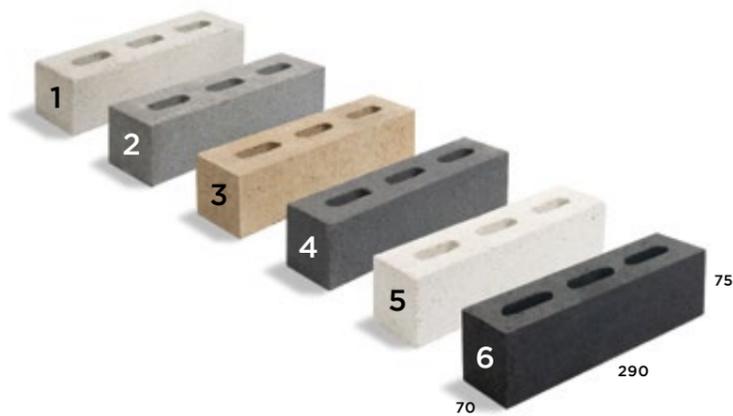


DIMENSIONS
290 x 75 x 70mm

UNITS PER M²
39

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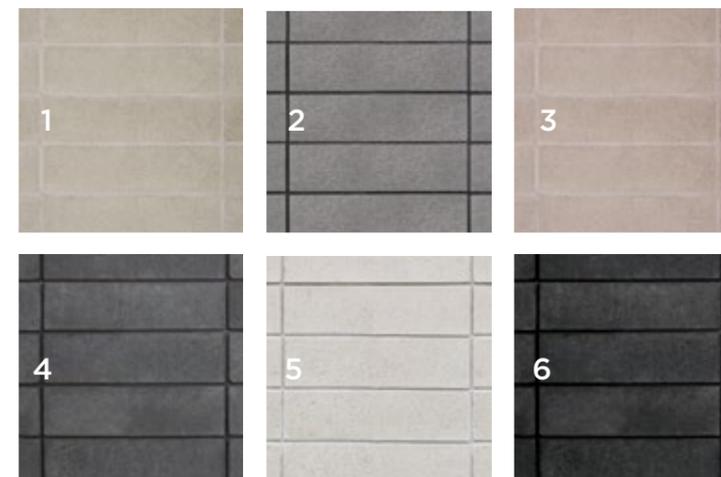
STRATA® COLOUR RANGE



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

- 4 Graphite
- 5 Premium White
- 6 Onyx (South Island only)

COLOURS + MORTARS



- 1 **Colour:** Antique Blend **Mortar:** Dricon Pumice
- 2 **Colour:** Urban Grey **Mortar:** Dricon Charcoal
- 3 **Colour:** Serenity **Mortar:** Dricon Pumice
- 4 **Colour:** Graphite (South Island only) **Mortar:** Dricon Charcoal
- 5 **Colour:** Premium White **Mortar:** Dricon Premium White
- 6t **Colour:** Onyx **Mortar:** Dricon Charcoal

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.



COASTAL™

RUGGED, NATURAL SPLIT-FACE LOOK TO BEAUTIFULLY
CONTRAST & HIGHLIGHT FEATURE DESIGN ELEMENTS.



Coastal: Premium White
 Dricon Mortar: Premium White
 Laid: Stretcher Bond
 Photo Credit: Jason Mann Photography

Coastal: Premium White
 Dricon Mortar: Premium White
 Laid: Stretcher Bond
 Photo Credit: Jason Mann Photography

Coastal: Premium White
 Dricon Mortar: Premium White
 Laid: Stretcher Bond
 Photo Credit: Jason Mann Photography

BRICK SIZE



DIMENSIONS

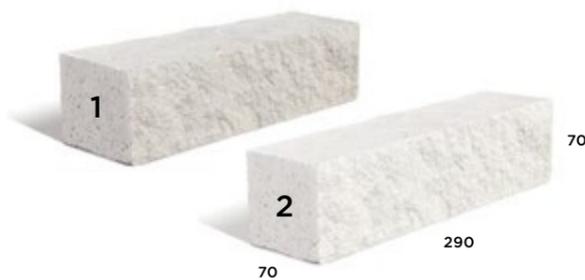
290 x 70 x 70mm

UNITS PER M²

42

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COASTAL™ COLOUR RANGE



- 1 Premium White
- 2 Tasman Coastal Brilliant White

COLOURS + MORTARS



- 1 **Colour:** Premium White
Mortar: Dricon Premium White
- 2 **Colour:** Tasman Coastal Brilliant White
Mortar: Dricon Brilliant White



SPOTLIGHT ON TASMAN COASTAL

THIS VISUALLY STUNNING PREMIUM BRICK IS ENHANCED BY THE SHIMMERING ALLURE OF TASMAN MARBLE AGGREGATES THAT HAVE UNIQUE PROPERTIES CREATING A SUBTLE SPARKLE.

LOOKING TO ADD SOMETHING SPECIAL TO YOUR DESIGN, CLADDING, OR FEATURE WALL? THIS BRICK IS THE PERFECT CHOICE!

DESIGN CUES

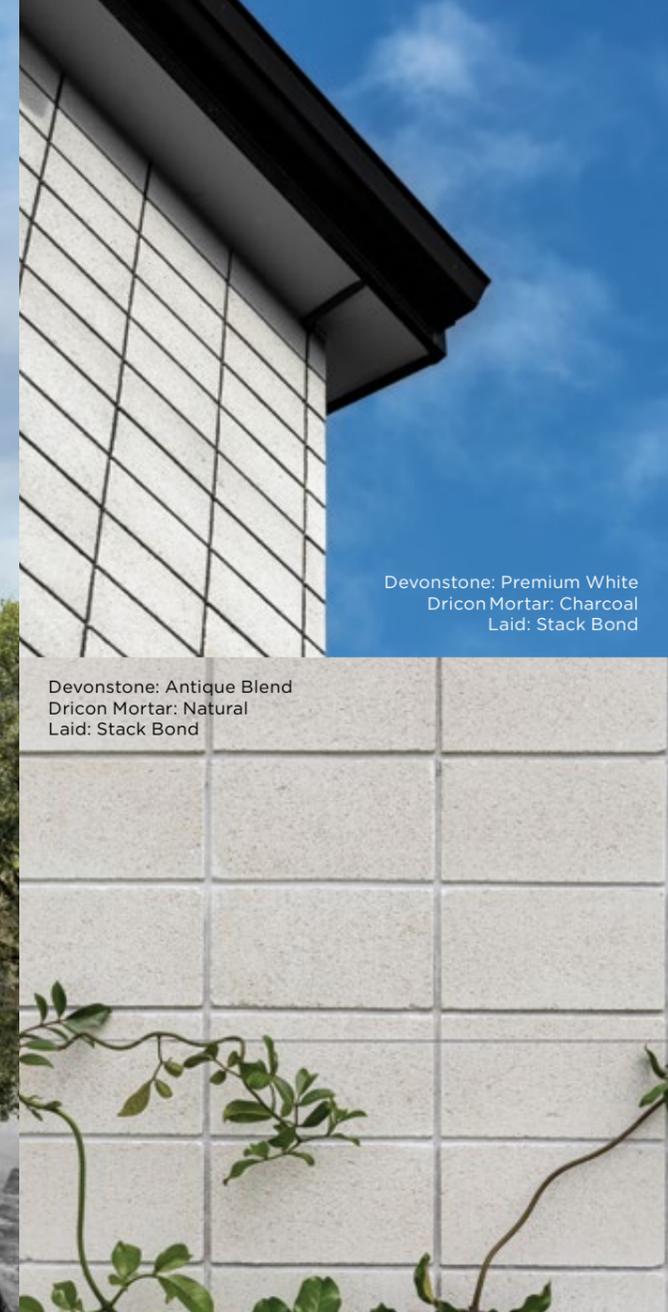
- Modern concrete brick with unique split-face mimicking natural split rock to give a distinctive look with subtle shadowing that changes through the day.
- The colour and texture provide perfect contrast for architectural design features to make your home stand apart.



DEVONSTONE[®]

FIRTH'S MOST POPULAR, VERSATILE
BRICK DESIGNED TO COMPLEMENT BOTH
TRADITIONAL & CONTEMPORARY AESTHETICS

DEVONSTONE



Devonstone: Premium White
Dricon Mortar: Charcoal
Laid: Stack Bond

Devonstone: Antique Blend
Dricon Mortar: Natural
Laid: Stack Bond

Devonstone: Premium White
Dricon Mortar: Charcoal
Laid: Stack Bond

BRICK SIZE



DIMENSIONS

290 x 160 x 70mm

UNITS PER M²

20

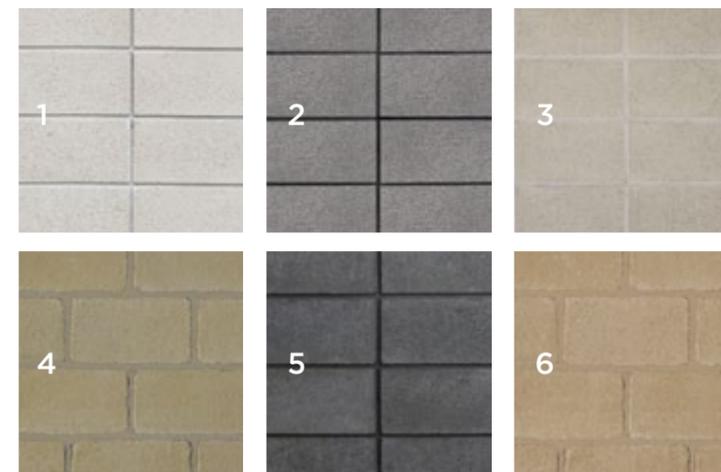
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DEVONSTONE[®] COLOUR RANGE



- 1 Premium White
- 2 Urban Grey
- 3 Antique Blend
- 4 Tranquility
- 5 Graphite
- 6 Serenity (South Island only)
- 7 Highlander (South Island only)
- 8 Onyx (South Island only)
- 9 Warm Earth (South Island only)

COLOURS + MORTARS



- 1 **Colour:** Premium White **Mortar:** Dricon Premium White
- 2 **Colour:** Urban Grey **Mortar:** Dricon Charcoal
- 3 **Colour:** Antique Blend **Mortar:** Dricon Pumice
- 4 **Colour:** Tranquility (Rumbled) **Mortar:** Dricon Tranquility
- 5 **Colour:** Graphite **Mortar:** Dricon Buff
- 6 **Colour:** Serenity **Mortar:** Dricon Serenity

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 28 for options.



MANORSTONE®

EMULATES THE GRANDEUR OF NATURAL
STONE AND DELIVERS TIMELESS DESIGNS



Manorstone Rumbled: Urban Grey
 Dricon Mortar: Charcoal
 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 M²

12.5

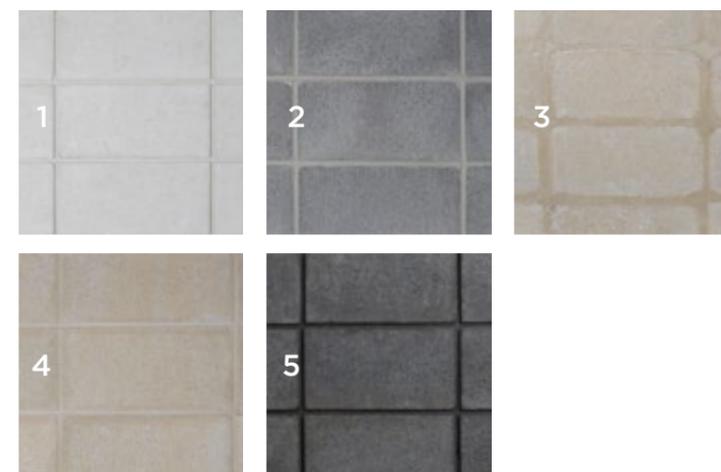
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MANORSTONE[®] COLOUR RANGE



- 1 Premium White
- 2 Urban Grey
- 3 Antique Blend
- 4 Tranquility
- 5 Graphite

COLOURS + MORTARS



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

DESIGN CUES

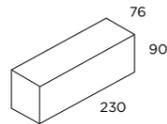
- Utilise a range of complementary cladding types to add dimension to a building project. Unpainted, stack bonded concrete block will draw attention to an area and express its strength.
- Downlighting creates depth to your finish, enhancing/highlighting the texture and design of the brick.
- A natural stone coloured brick works beautifully with the features of your garden, acting as a neutral canvas for the landscape elements to shine.

BRICK RANGE

FOCUS®



STRAIGHT EDGE

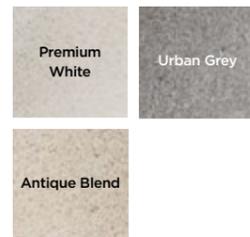


BRICK SIZE



UNITS PER M²
42 (70 SERIES)

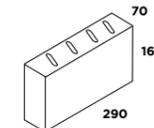
AVAILABLE COLOUR TONES:



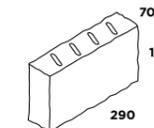
DEVONSTONE®



STRAIGHT EDGE



RUMBLED



BRICK SIZE



UNITS PER M²
20

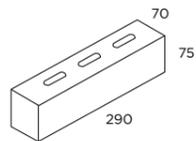
AVAILABLE COLOUR TONES:



STRATA®



STRAIGHT EDGE



BRICK SIZE



UNITS PER M²
39

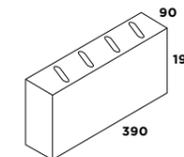
AVAILABLE COLOUR TONES:



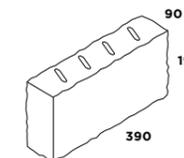
MANORSTONE®



STRAIGHT EDGE



RUMBLED



BRICK SIZE



UNITS PER M²
12.5

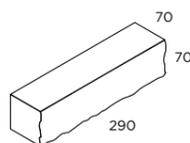
AVAILABLE COLOUR TONES:



COASTAL™



SPLIT FACE



BRICK SIZE



UNITS PER M²
42

AVAILABLE COLOUR TONES:



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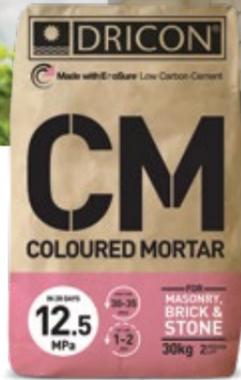
Solid units are integrated into the pallets of cored units. The solid units are for the window sill units, corners and jambs at openings.

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

The appeal of concrete masonry is the natural characteristics and variation of locally sourced aggregates featured within the mix. Like quarried stone, our concrete bricks will have natural variations from batch to batch, with subtle variations in colour, tone and texture. Regional variations also due to the use of locally sourced

aggregates. It's all part of the beauty of the natural materials we use. When choosing Firth masonry products we strongly advise viewing a number of full sized samples from your local plant before you make your final decision. Contact your local Firth office, they'll be happy to help, call **0800 FIRTH 1** (0800 347 841).

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 Firth's range. For more information, visit Dricon's website, www.dricon.co.nz.



DRICON VENEER MORTAR

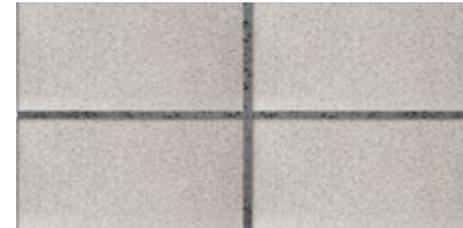
Dricon Veneer Mortar is specially designed for brick veneer mortar jobs. It consists of a uniformly blended mixture of graded sands, EcoSure Low Carbon Cement and specialised admixtures for a high level of workability and coverage. Endorsed by the Master Brick and Blocklayers, Veneer Mortar works just like Dricon Trade Mortar but gives you the option for a lower MPa product to meet brick veneer installations.

Note: Colour tones and face textures will vary due to locally sourced, natural materials. The colours displayed are for illustrative purposes only and may differ depending on the format used to view this document.

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

INSPIRATION



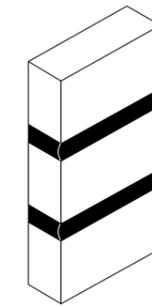
For inspiration and ideas, visit our Inspiration page at www.firth.co.nz/inspiration. There, you can explore beautiful photos of architectural brick exteriors to spark your creativity.

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, visit www.dricon.co.nz

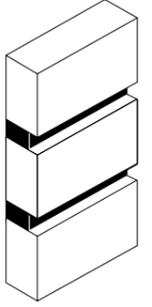
Concave/rolled



Flush



Raked (interior only)

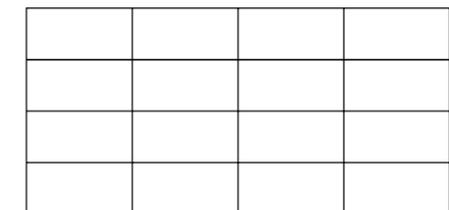


Raked joints are not recommended for exterior.

LAYOUTS

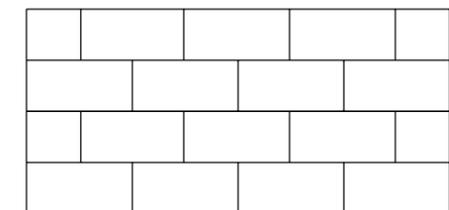
Different layouts can transform the look and feel of the entire design. Create vertical clean straight lines with the stack bond design or take on a more traditional look with the stretcher bond design.

Stack Bond



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

Stretcher Bond



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

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.

The Firth slip joint detail is a fast, easy and less intrusive alternative to the normal control joint detail.

Brick Veneer Technical Guide

A guide for the correct installation of Firth brick veneers can be found on the Firth website www.firth.co.nz/resources/technical-documents called Firth Brick Veneer Technical Guide.

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 called **Firth Two Storey Brick Veneer Solutions**.

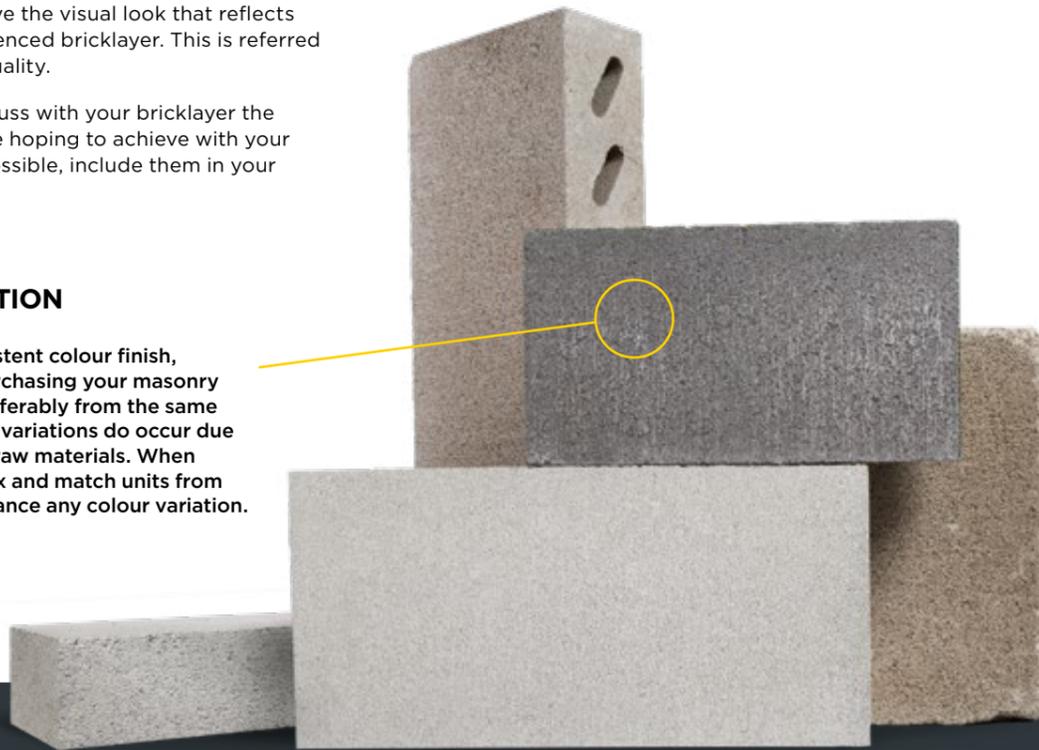
BRICK TOLERANCES AND AESTHETIC APPEARANCE

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'.

RESOURCES

For further resources please refer to Firth's website, www.firth.co.nz/resources/technical-documents/ for the following:

- Firth Brick Veneer Technical Guide
- Firth Two Storey Brick Veneer Solutions

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.

BRICK MAINTENANCE

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 MASTER BRICK
& BLOCKLAYERS



For further information & product samples please contact Firth on 0800 347 841 or visit www.firth.co.nz

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Like quarried stone, our concrete bricks will have natural variations from batch to batch, with subtle variations in colour, tone and texture. Regional variations also due to the use of locally sourced aggregates. It's all part of the beauty of the natural materials we use.

When choosing Firth masonry products we strongly advise viewing a number of full sized samples from your local plant before you make your final decision. Contact your local Firth office, they'll be happy to help, call **0800 FIRTH 1** (0800 347 841).

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