



Boral® Bricks and Forterra Brick Announce Name of Joint Venture: Meridian™ Brick
Leading brick manufacturers merge to increase distribution footprint and product offerings.

ROSWELL, Georgia (January 03, 2017) – Boral® Bricks and Forterra Brick, leading manufacturers and suppliers of sustainable building products and construction materials, announced today the name of their joint venture, Meridian™ Brick. Serving both United States and Canadian markets, Meridian Brick builds on the two companies' histories of innovation while uniting the strength and passion of their personnel to deliver a broader range of high-quality products and solutions as well as superior services and support across a larger network.

A New Direction

The new name, suggested by Debbie Brady, Director of Sales for Forterra Brick and 32-year industry veteran, speaks to the new direction the joint venture will take toward both performance gains and cost reductions. Meridian is defined as a circle of constant longitude passing through a given place on the earth's surface. With the definition in mind, Brady added "Meridian represents the joining of two companies, their people and the promise they bring to the future."

The new logo conveys the cornerstone of two companies merging into a unified, diverse structure focused on elevating the new brand while also communicating to the market-at-large the influence the combined presence delivers. The angular, upward motion of the mark denotes both innovation and strength while simultaneously representing an iconic brick structure.

The Future

Customers, suppliers and employees will benefit from a stronger company created to deliver value and ensure long-term success. Meridian Brick will offer expanded commercial and residential brick offerings through the formation of a greater, more responsive plant network. Additionally, as a result of improved utilization of freight and distribution channels, Meridian Brick will be positioned to better meet the needs of an evolving market.

"Meridian Brick is a company centered on taking care of customers and providing our employees an environment and the tools to achieve Zero Harm in the workplace." said Paul Samples, CEO of Meridian Brick. "Our goal is to continue to manufacture clay brick and supply other high-quality durable cladding and components. We will continue to provide the service and support for which Boral and Forterra are known. This is an exciting time, and we look forward to building the Meridian brand and promoting the attributes of brick that support our message: **Be Bold. Be Brick.**"

To learn more about Meridian Brick and its portfolio of innovative solutions, visit meridianbrick.com.



About Meridian™ Brick

Founded in 2016 through a joint venture between two of North America's most respected brickmaking organizations, Meridian™ Brick brings together decades of industry experience from Boral® Bricks and Forterra Brick to produce high quality products at an affordable price through an extensive manufacturing and distribution network. Meridian Brick serves construction organizations and suppliers throughout the United States and Canada. Learn more about Meridian Brick and its comprehensive portfolio of innovative brick and masonry solutions for commercial and residential structures at meridianbrick.com.

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