



# Custom Brick Case Study



## Custom Brick™ Chosen to Clad Upscale Chicago Condo Project

In an upscale neighborhood on the outskirts of Chicago – a city with a rich history of brick construction ever since Mr. and Mrs. O’Leary’s cow caused a fire that caused it to change its building practices – brick played a major role in a prominent Brown Street condominium development in Forest Park, Illinois.



But this brick exterior is not brick at all. It is the amazing Dryvit Custom Brick™, a revolutionary exterior cladding finish that is changing building practices around the country once again.

“We’ve done quite a few brick residences in and around the city (of Chicago), but we have been exceptionally pleased with the results we have gotten using the Custom Brick product,” effused John Ailport, General Superintendent for Silver Moon Properties, the builder and developer of the Brown Street condominium project.

Ailport said that his company wanted to achieve an antique brick look that was exceptionally difficult to accommodate in a city where traditional red brick is the dominant player.

“We get residents and people coming up to us all the time commenting on how much they like the appearance of the Custom Brick we used on the Brown Street project,” said Ailport of the 37 high-end units that were built in Phase I of the project

that featured approximately 25,000 square feet of the Custom Brick finish over Dryvit's Residential MD® System. "When they find out it's not brick they're always amazed."

The uniquely lightweight properties of Custom Brick played a role in the decision to form a decorative tower on one end of the project to create some architectural interest in the development. Penthouse units with unique roof decks added luster to a highly-desired residential project in the upscale Forest Park neighborhood.

For the applicator, the Custom Brick finish was a dream. Andrew Banasik, owner of Stucco Concepts, Inc. of Prospect Heights, Illinois, said the application of the system was smooth and error-free.

"Dryvit makes an excellent system, and we have been loyal to the Dryvit product for more than 20 years in this area," Banasik said. "We have highly trained guys – most have been with us for more than 10 years – and we go to all of the seminars. When this system is applied like it's supposed to be, it is the best system available on the market."

"I like it so much I have Dryvit on my home too," he added with a chuckle.

There will be more Custom Brick adding value to Phase II of the Brown Street project. With three new buildings slated for construction (and one already underway), the unique Custom Brick finish will be adorning the walls of the buildings to follow.

"We're real happy with it and we're excited about using Custom Brick on our future projects as well," Ailport summed up.

For more information about Dryvit Custom Brick, or any of the systems and products sold by Dryvit Systems, Inc., call Dryvit Customer Service at 1-800-556-7752 or visit us on the web at [www.dryvit.com](http://www.dryvit.com).

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