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For Immediate Release

In Luxury Residences Everything New is Old Again

CHERAW, S.C. January 10, 2007 -- When it comes to new residential construction, a number of architectural designs are hearkening back to the past featuring worn, weathered looks that make them appear as if they're decades or even centuries old.

Old world-style architectural design along with products that capture a distressed, antique look have helped create buildings with a unique time-worn look. Parkwood Knoll is one prime example. Located in Charlotte, Parkwood Knoll is a four-story luxury residential condominium located on Park Road.

When Ed Hickman and his team at Via II architects wanted to create an old world-style residential condominium, they turned to Palmetto Brick Company to provide a product that would lend itself to what Hickman calls a timeless, vintage look.

"We specified a tumbled brick that looks old and weathered by the elements," says Hickman. "Palmetto did a great job in the manufacturing process to create the kind of timeless, worn look that so many of today's luxury home buyers desire."

To meet the demand of customers who are seeking products that will lend timeless appeal to their homes, Palmetto Brick has developed many varieties of brick that appear more rugged and feature historic colors. They include names with historic reference such as Ship Ballast, Old Cheraw, Old Marlboro, Jamestown, and Old English.

For the Parkwood Knoll project, architects actually chose two of Palmetto's commercial grade bricks that were antiqued using a tumbling process during manufacturing.

“Any brick we manufacture can be texturized to achieve a more time-worn look,” said Andy Rogers, vice president sales and marketing. “We’ve recognized that homeowners and builders alike want to customize their homes so that the overall look is vintage and we’re making the products to meet that demand.”

About Palmetto Brick Company

Headquartered in Cheraw, S.C., Palmetto Brick Company is a wholly owned subsidiary of J.L. Anderson Co. and is South Carolina’s largest family owned and operated brick manufacturer. Palmetto Brick currently operates in five locations between North and South Carolina including: Roger Moore Division, Wilmington, N.C., Union Masonry, Monroe, N.C., Florence Division, Florence, S.C., Waccamaw Brick, Myrtle Beach, S.C. and Cheraw, S.C. Palmetto’s products are carried in three body types, red, brown and kaolin and three different brick sizes, Modular, Queensize, Oversize, and are readily available at all times. Marking nearly a century of business operations, Palmetto Brick prides itself on being a 100% American-made company. Palmetto Brick is a proud member of the Brick Industry Association. For more information, please visit www.palmettobrick.com or call (843) 537-7861.