METROBRICK®, Built on 150 Years of Excellence

This year is a special one for METROBRICK’s parent company Ironrock.

This year - 2016 - marks the anniversary of 150 years of high-quality brick and tile manufacturing. In 1866, Jacob Renkert, the company’s founder, began his career in brick manufacturing. Today, Ironrock remains a fifth-generation family-owned company located in Canton, Ohio. The company is now under the direction of Guy Renkert, President and CEO. As is likely to happen in a span of time that includes two world wars and a Great Depression, the product focus has changed over the years to meet the demands of the day. For example, Jacob Renkert began his career making fire brick for the iron industry. By 1899, he turned his attention to making paving bricks for an ever-expanding roadway system. At one time, the Metropolitan Paving Brick Company was the largest road paving brick manufacturer in the world. The company’s heritage also includes the production of structural glazed facing tile and refractory brick. READ MORE

The Importance of Field Matching Corners

For the field (or flats) and the corners on a thin brick job to look correct, it is important that the direction of the texture is the same on each. When the texture goes in different directions on the corners than the field, it can create a zipper effect up the corner of the building. Getting this worked out in manufacturing (where everything matches) may seem like a simple matter, but in reality, it is no small feat. That’s why some thin brick manufacturers just get by with a mismatch look. That’s not the case with METROBRICK. We’ve made making the corners and field match a priority because we won’t settle for less and you won’t have to.

Why We Know What We Like

Did you ever wonder why different parts of the country favor different colors and styles? Well for brick, it has everything to do with the type of raw materials available in a certain region. Clay from different areas looks and fires differently. And the cost of shipping brick long distances has traditionally kept it a local product. As generations of brick making passed, people became used to the brick available in their area. Over the years, a geographic style has grown out of necessity and today has a great influence on why we know what we like.