

METROBRICK, Built on 150 Years of Excellence



Park Place.

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 1889, he turned his attention to making paving bricks for an ever expanding roadway system. Metropolitan Paving Brick was used to pave sections of the Lincoln Highway. 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 structur-

al glazed facing tile and refractory brick.

In the 1970s the company saw the need for a durable slip resisting tile product for demanding applications and began to focus on the production of extruded quarry tile. Today Ironrock is well known, under the Metropolitan Ceramics brand, as the largest quarry tile manufacturer in the United States. It was also at this time that the company began its first inroads into manufacturing thin brick with the development of a thin-brick panel system that may have been a bit ahead of its time.

With the introduction of METROBRICK in 2002, Ironrock built on its heritage and returned to the production of thin brick. This time, Ironrock found the market ready for thin-brick solutions, especially in combination with precast construction. Back when Ironrock entered into quarry tile manufacturing they did so with a brand new production facility, one that was designed to extrude and fire thin material. Having a plant that was designed to extrude thin was a great advantage in manufacturing thin brick.



Lincoln Highway.




REMC Utility.

The system was already in place to give the precast market the type of thin brick it required, one that would meet the tight tolerances for corners and flats needed to fit form-liners. Today, METROBRICK is specified on precast buildings throughout the country, and continues to add to its product offering with additional colors and finishes. The most recent examples are a charcoal color and a vertical wire cut finish available in modular size on both flats and corners.

Ironrock is able to celebrate 150 years in brick and tile manufacturing because of a commitment to doing things the right way combined with a willingness to adapt to the needs of a changing market. METROBRICK is the culmination of those years of experience and dedication.



Ironrock Robot Harry.

One visible example of Ironrock's commitment has been the addition of automation and robotics over the last number of years at key intervals throughout the production process. And as a visible way to pay homage to generations of family leadership over the years, the company has taken to naming various robots on the production floor after key figures. Names such as Hal, Steve, Harry, Amy, and, of course, Jacob can be seen in bold block letters on various robotic arms. Ironrock continues to provide quality products like METROBRICK because of this commitment to look forward while still honoring the past. 

For more information: www.metrothinbrick.com.



The Landings.