



**F I R E R O C K**  
B U I L D I N G M A T E R I A L S  
M A S O N R Y F I R E P L A C E S

In 2004 FireRock was founded with one goal-

**to build a masonry fireplace  
superior to anything else on the market.**

Since then, FireRock has proven to be the better product  
in its design, function and durability.

**The following are five reasons why our product stands above, and why you  
should choose FireRock for your next project.**



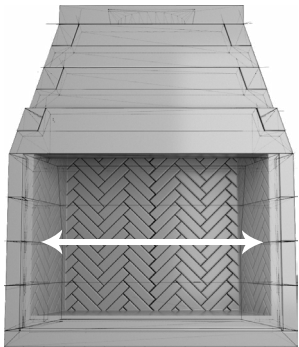
# FIREROCK

BUILDING MATERIALS

## Top 5 Reasons to Choose FireRock Masonry Fireplaces

### 1. 3X STRONGER THAN THE COMPETITION

FireRock fireplaces are 3x stronger than the leading competitor and are less likely to suffer wear and tear or damage during initial transit.

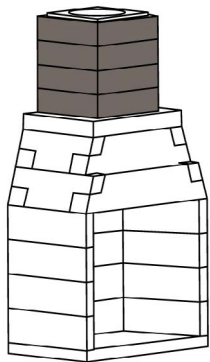


### 2. TRUE FINISHED OPENINGS

The dimensions after installing the firebrick is the true finished opening size. Knowing this, we created a fireplace with true finished opening sizes, so when you order a 42" fireplace from FireRock, the opening size when completely installed will be exactly 42". This makes planning much easier for architects, interior designers, builders and installers.

### 3. IMPROVED DRAW & REDUCED SMOKE SPILLAGE

FireRock improved two engineering elements of the common masonry fireplace – a curved radius lintel combined with a larger, 15" flue. Together these improve draw and minimize the risk of smoke spillage.



### 4. PATENTED ONE-PIECE CHIMNEY SYSTEM

FireRock's chimney is a patented, one-piece system with built-in nesting feature on each chimney block to help ensure the blocks stack up straight and are secure for easier installation.

### 5. ANGLED BACK WALL

FireRock offers a unique option of an angled back wall. This has a more traditional, hand-crafted look with its symmetrical trapezoidal shape. It also improves heat reflection as the heat bounces off the back wall and enters the room.

