



BRICK NOTES

CHOOSE BRICK FOR ENERGY SAVINGS

BRICK MEETS THE STRICT ENERGY CODES AND BEATS THE COMPETITION.



When thinking about a brick home, you might think of the beauty, low maintenance, safety or durability...but did you know that a brick home can reduce your energy bills? Typical clay brick wall construction using batt insulation alone meets the strict 2018 International Energy Conservation Code (IECC), Residential provisions, for 85% of the U.S. And when a thin layer of continuous insulation is added, it will beat requirements for even the coldest parts of the country. In addition, recent research of common residential wall assemblies shows brick reduces the amount of heat that transfers through the wall up to 50% better than fiber cement, vinyl or even EIFS (synthetic stucco).*

* Source: Sanders, J.; Carrier, J.; Clark, C.; and Huygen, N., "Dynamic Thermal Performance Measurements of Clay Brick Masonry," 13th Canadian Masonry Symposium, Halifax, Nova Scotia, Canada, 2017.

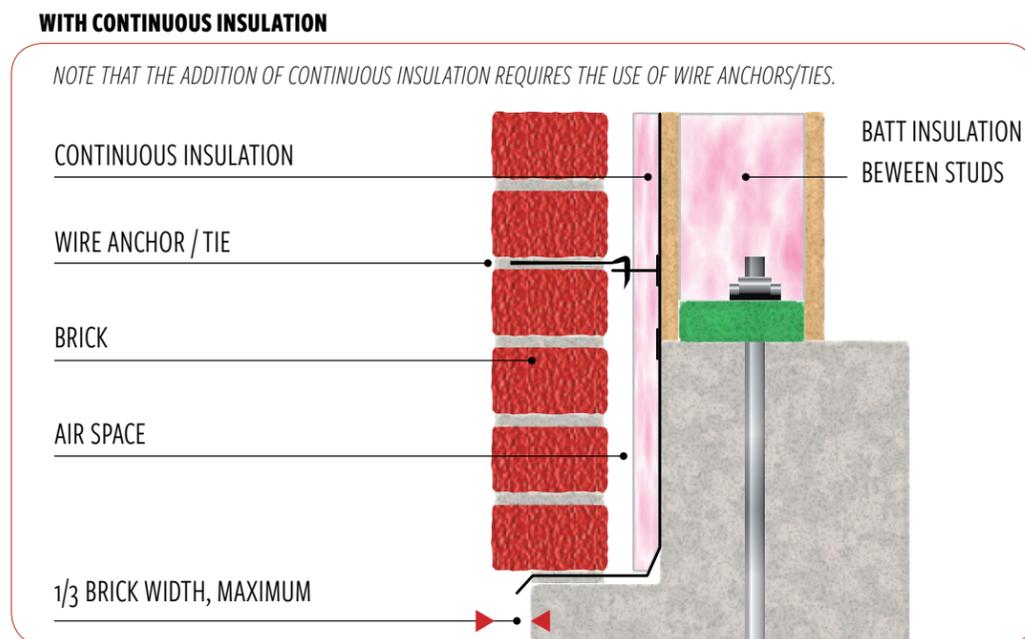
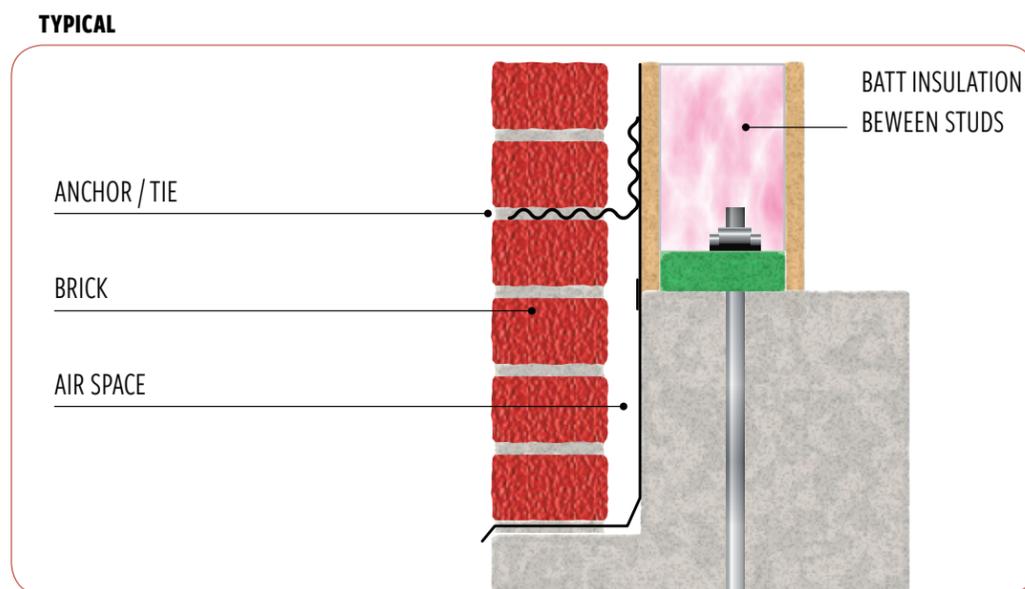
HOW DOES BRICK SAVE SO MUCH ENERGY?

Modern brick homes are built in layers. Behind the sheetrock on the interior of a wall, there typically is a wood stud wall with batt insulation between the studs. Then comes a layer of sheathing, on which continuous insulation can be mounted.

The unique energy saving potential of brick construction comes into play once you get past the insulation. Between the inner wall and the exterior brick, an air cavity provides both moisture control and a thermal break with additional insulating properties. Some might think the weep holes used to control moisture or the metal wire used to tie the inner wall to the exterior brick would hurt performance, but testing shows the impact to be insignificant.

To top it all off, a layer of exterior brick, often called brick veneer, is added. While many admire the lasting beauty of the way brick looks, the real beauty is in how the thermal mass of brick performs to save energy and save you money.

COMPARED WALL SYSTEMS

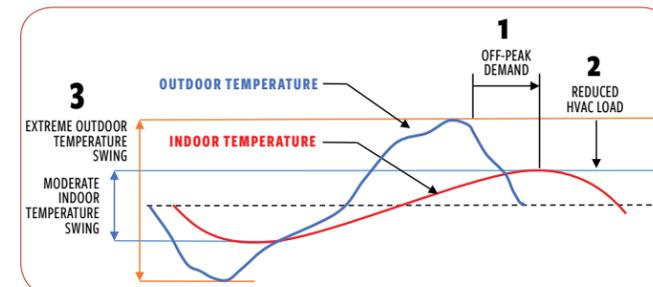


THERMAL MASS MAKES THE DIFFERENCE.

If you have ever put a heavy cast-iron pot on a stove and waited for water to start boiling, you are already familiar with thermal mass. While the flame beneath it burns away at hundreds of degrees, the mass of the pot and the water in it take a while to get up to temperature. After you turn off the stove, the heavy pot also takes a while to cool off again.

In brick construction, the thermal mass of the tons of masonry surrounding your home works in a similar way. During the hottest part of the day, the exterior layer of brick warms up slowly. During the coldest nights, it cools off slowly. At the same time, any heat or cold from the interior that gets past the insulation in the wall is slowly absorbed, stored and released.

THERMAL MASS REDUCED THE INDOOR TEMPERATURE SWING AND SHIFTS THE IMPACT OF TEMPERAHRE EXTREMES TO OFF-PEAK HOURS.



START LATE, AND KEEP TEMPERATURES SLOW AND STEADY.

With the thermal mass of brick surrounding your home, the impact of the coldest parts of the night and the hottest parts of the day are leveled out. In milder seasons, this can mean months of comfort without needing to run your heat or air conditioning at all. Since heating and cooling are the largest energy consumers in the home, that can lead to significant savings.

When it comes time to turn the heat or AC on, typical brick walls take almost a day for heat to travel from one side to the other; that's more than twice as long as the closest competing wall assembly. Compared to vinyl or fiber cement, it can take three times longer. *

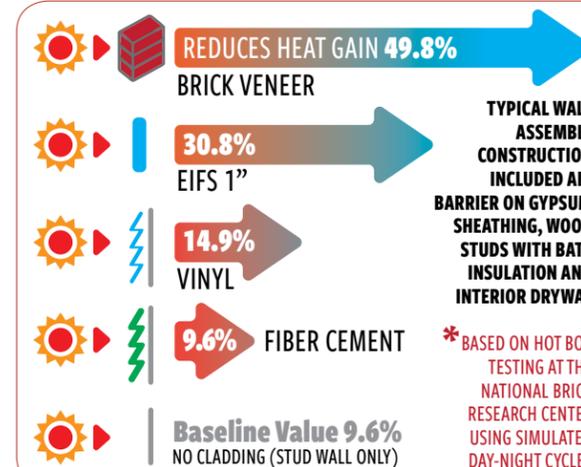
As temperatures rise and fall going from day to night, the heat flow changes direction before reaching the other side, resulting in less heat making it all the way through the wall. Overall, about half as much energy makes it through the wall. Where you live and the number and type of doors and windows also affect energy usage. But comparing wall to wall alone, brick can add up to more than 30% in energy savings.**

* Source: Sanders, J.; Carrier, J.; Huygen, N., "Dynamic Thermal Performance Measurements of Residential Wall Systems," ASTM STP 1612, Masonry 2018 Symposium: Innovations in Collaborative Research, Development and Applications, San Diego, CA, 2018.

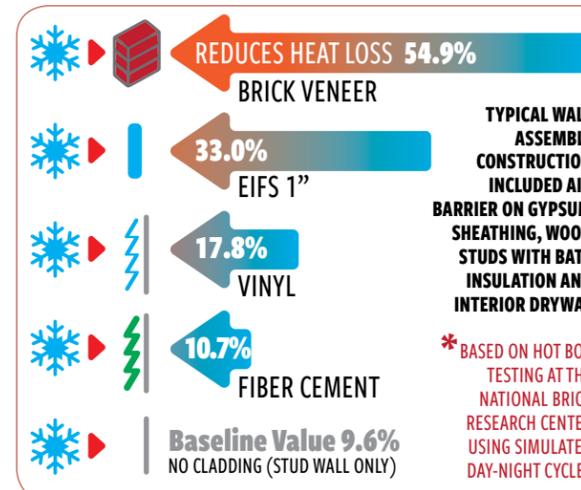
** Note: Based upon simulation results of BTU/ft² wall area/yr. For all cities, SEER-13 AC, electric heating were used.

*** "SDG&E's March 2019 systemwide offering will have two TOU plans, both built around a 4 p.m. to 9 p.m. peak period priced at \$0.47/kWh, Rate Reform Project Manager Katelin Scanlan told Utility Dive. The utility will also offer an off-peak price of \$0.22/kWh and a super off-peak period from midnight to 6 a.m. at \$0.16/kWh." <https://www.utilitydive.com/news/california-utilities-prep-nations-biggest-time-of-use-rate-roll-out/543402/>

REDUCTION OF HEAT GAIN THROUGH WALL IN SUMMER*



REDUCTION OF HEAT LOSS THROUGH WALL IN WINTER*



BRICK'S THERMAL MASS CAN CUT COSTLY PEAK ENERGY USE.

During the summer especially, we tend to use the most electricity at home in the evening, when people get home from work. Temperatures climbing to their daily highs puts a strain on both air conditioning systems and the utilities powering them. To relieve some of the peak demand on the grid, many utilities are implementing Time Of Use (TOU) billing. In these systems, the price you pay for electricity can more than double during peak hours.*** While this disincentive to use energy during peak times is great for the utilities, it can become very costly for homeowners. While you may not have TOU billing yet, or it may currently be optional, there is a good chance it will come to where you live before you leave your home.

MORE THAN R-VALUE ALONE, BUT BETTER TOGETHER.

R-Value, or the resistance for heat to transfer through a material, has gained visibility when trying to determine thermal energy efficiency. But many regulators, material marketers and builders have relied too much on overly simplistic R-Value numbers, missing the big picture. Insulation combined with the thermal mass of brick can lead to substantial energy savings. R-Value is also overly simplistic when comparing cladding alone rather than wall style.

When testing brick against walls faced with vinyl siding or fiber cement (such as Hardie board), with each using the same insulation, brick construction pulls a few percentage points ahead in R-Value due to the air cavity behind the brick. However, when typical daily temperature fluctuations are simulated, brick's thermal mass cut estimated real-world energy consumption by more than 22% for vinyl and almost 29% better than fiber cement.

R-VALUE VS. YEARLY THERMAL ENERGY

WALL SYSTEM	STEADY-STATE		REAL-WORLD ESTIMATES OF ENERGY USAGE
	R-VALUE	RELATIVE THERMAL PERFORMANCE	
MODULAR BRICK VENEER	13.7	BEST PERFORMANCE	
FIBER CEMENT	12.6	8.0% WORSE THAN BRICK	28.6% WORSE THAN BRICK
VINYL SIDING	13.2	3.6% WORSE THAN BRICK	22.2% WORSE THAN BRICK

BASED UPON SIMULATION RESULTS OF BTU/ft² WALL AREA/YR.



All wall systems had the same 2x4 wood stud R-13 stud wall. Only the cladding was changed. Real-World energy simulated for Atlanta, GA – average wall orientation, SEER-13 AC, and electric heating.

THOUSANDS OF YEARS OLD, BUT THE INNOVATION HASN'T STOPPED.

Brick was used to build ancient civilizations, but new improvements to the material and how it works with other wall components have dramatically improved energy efficiency. Relatively recent innovations, such as adding just a half-inch of rigid foam continuous insulation to a slightly larger air cavity, have increased the already impressive energy savings of a brick wall by more than 21%.* This technology is already being used in many parts of the country to fight the harshest winters.

But the innovation doesn't stop there. New research shows that adding a thin radiant barrier to the wall can provide additional double-digit improvements. The Brick Industry Association is currently working with regulators to incorporate this innovation and develop future innovations that will make brick homes even more efficient in the future.

STRONG, SAFE, BEAUTIFUL AND EFFICIENT.

People have many different reasons for choosing to build their dream homes with brick. But whether you choose brick for its durability, fire and wind resistance, low maintenance or timeless and enduring beauty, know that you are also choosing one of the best ways to save on energy in your home.



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* Note: Based upon simulation results of BTU/ft² wall area/yr. Confirmation testing scheduled for spring of 2019.