

Innovative Home Concepts, Inc.

## Chicago Windows and Siding Contractor Introduces New Alternative to Masonary Exteriors

**Innovative Home Concepts, Inc. in conjunction with Robinson Brick is proud to introduce a new remodeling product to the Chicago Market.**



Thin Brick used as an accent on exterior siding.



Thin brick pieces. Alternative to brick and siding.

Houses with brick exteriors have a warm style and rich look to them. But unless a home was originally built to support a real brick exterior, homeowners had very little choice if they wanted to add this dimension to their homes. Most had no choice but to use conventional vinyl siding or wood siding, until now.

Innovative Home Concepts, Inc., a Crystal lake based exterior remodeling company, in conjunction with Robinson Brick is proud to introduce to the Chicago market a product that can be retrofitted to the exterior of a home that has the look, texture, and style of real brick, because it is real brick. Old Brick Originals Thinbrick is a real brick veneer that can be applied virtually anywhere.

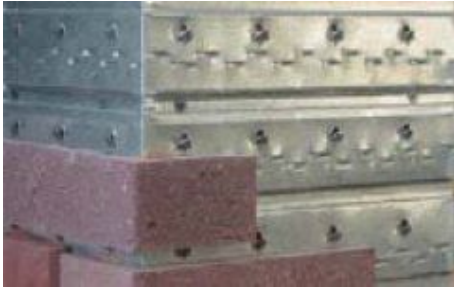
Rhett Wilborn, Owner of Innovative says, "We are extremely excited about this product. Until now the only options for homeowners who wanted a brick look on the exterior of their homes was to spend the money to have real brick installed or settle for a vinyl siding brick look alike. We see a great opportunity to fill a nice market niche with this product."

The Thinbrick product has been used for years, primarily for interior applications and installed almost like tile. With the recent development of the patent pending thin brick application panel, thin brick can now be installed on the exterior of any home.

"The panel actually supports the brick veneer pieces to ensure a strong, evenly spaced installation." Mr. Wilborn

adds.

Old Brick Original is real, kiln fired brick that is cut thin, creating flat and corner pieces. Professional applicators cover the solid substrate exterior wall with a vapor barrier. The Thin brick applicator sheeting is then secured to the wall so the thin brick tiles can be placed and secured to the panel with adhesive glue. The spaces between the brick tiles



Example of Application on exterior wall siding.

are then filled in with mortar, just like a regular brick installation.

Thinbrick is so versatile that you can use it to cover the entire exterior of a home or just use it as an accent around windows and in conjunction with other siding products.

The product is now on display in the Crystal Lake, Illinois showroom of Innovative Home Concepts, Inc. and can be view during regular business hours or after hours and on weekends by appointment.

The owner of Gutter Shutter / Innovative, Rhett Wilborn, is a second generation Chicago remodeling contractor and a life time resident of Crystal Lake, IL. He grew up in the business, worked in his father's business during high school and college. After school he went into the family business. Seven years later he took over and expanding the business and created Innovative Home Concepts. Now offering windows in Chicago!

The staff at Innovative is made up of All-Stars. All of our supervisors and managers have years and years of experience and have been hand selected because of their successes in the home improvement business. Added together our management team has just over 100 years of experience in this industry!

Like our products, our installation crews are hand selected.

Most companies say they have factory trained installers. What does that mean? Are they taking rookie installers, putting them through a week of training at some factory, and setting them loose on your home?

All of our installation crews have English speaking foreman onsite who have at least 10 years of installation experience in their trade. No rookies here!

All of our installation crews go through a rigorous interview and tryout process. We do a thorough background checks, we call references, inspect installations they have done in the past, and test them on their knowledge of their trade.

Our installers are literally the best in business and we reward them for that. Our installers are some of the highest paid in the Chicago area and maybe more importantly, they love to work for us. Who do you think would do a better job on your home, an installer that is paid well and loves the company he works for or an underpaid installer who doesn't care about the company he works for?

For more information visit

<http://www.replacement-windows-chicago.com>

<http://www.InnovativeHomeConcepts.com>

<http://www.GutterShutterChicago.com>

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