OLD MILL | BRICK

BRICKWEBB®
THIN BRICK SYSTEM

Installation Guide

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BRICKWEBB®

Real Brick. Real Simple.

Transform Any Space with the Beauty of Brick

Brickwebb™ is the patented, revolutionary thin brick installation system that allows for quick and easy application of real brick veneer. Unlike traditional bricklaying methods, Brickwebb™ features pre-spaced, mesh-mounted brick sheets that install up to 12 times faster than standard brick by allowing multiple bricks to be placed at once. Perfect for DIYers and professionals, Brickwebb™ delivers the timeless look of real brick with minimal effort and maximum efficiency.

Why Choose Brickwebb?

Fast & Easy Installation
Lay up to 12 bricks at a time for a fraction of the labor.

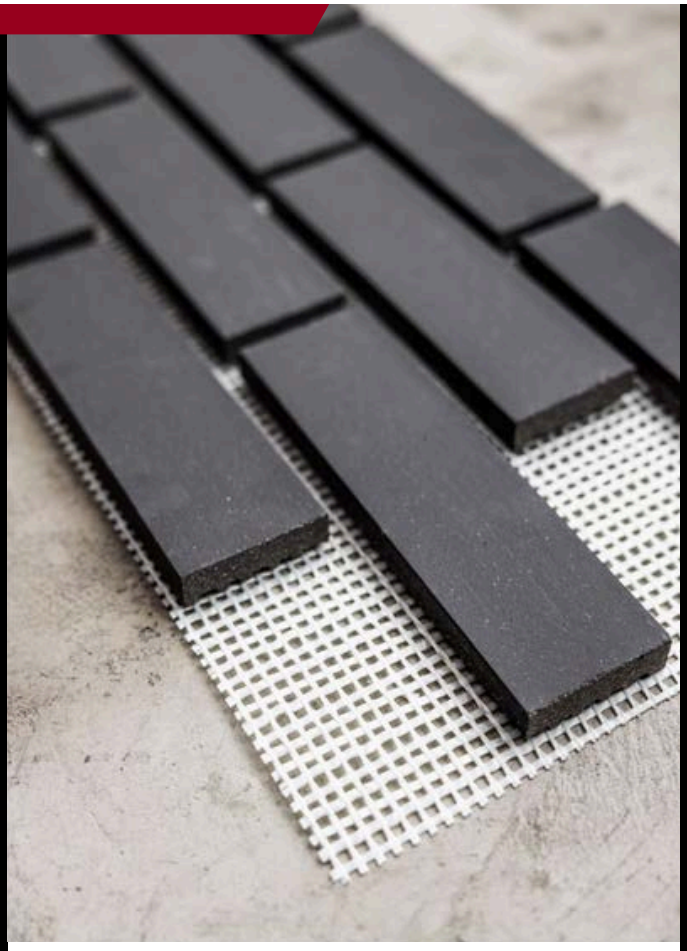
Authentic Thin Brick
Made from real kiln-fired clay for a natural, durable finish.

Perfect Spacing Every Time
Pre-aligned brick spacing ensures a professional look.

Versatile Applications
Ideal for interior and exterior walls, floors, ceilings, fireplaces, backsplashes, and more.

Lightweight & Strong
Durable yet easier to handle than full-sized bricks.

Cost-Effective
Reduces installation time, labor costs, and material waste.



Installation is as Easy as 1-2-3

1. **Apply Adhesive** – Spread thin-set or mastic on a clean, dry surface.
2. **Press & Align** – Place Brickwebb™ sheets onto the surface, ensuring a secure bond.
3. **Grout & Finish** – Fill joints with mortar for a seamless, authentic brick look.

Available in:

BRICKWEBB® Running Bond

BRICKWEBB® Herringbone

BRICKWEBB® Corners

(888) 264-6455 OldMillBuildingProducts.com

BRICKWEBB™
INSTALLATION GUIDE

- Genuine kiln-fired clay brick mounted onto patented web sheeting for easy & fast installation, perfect spacing (no spacers required), and enhanced durability.
- Save time and money by taking advantage of Brickwebb's easy installation on virtually any surface.
- Cuts easily with an angle grinder or wet tile saw.
- Meets ASTM C1088, Type TBS, Grade Exterior standards

STEP 1 Adhesive

Apply Old Mill Modified Adhesive or modified thin set (indoor and outdoor) to surface using 3/8" x 1/4" notch trowel.

STEP 2 Brickwebb Corners

If your space includes corners, apply Brickwebb Corners. Press Firmly.

STEP 3 Brickwebb Flats

Apply Brickwebb Sheets. Press Firmly.

STEP 4 Grout

Apply Type-S mortar mix using grout bag and finish with brick jointer; or apply sanded tile grout. We recommend the use of grout release when using sanded tile grout for easier clean-up and finished look.

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Available in:

BRICKWEBB® Running Bond

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BRICKWEBB® Corners

INSTALLATION GUIDE

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STEP 1 Measuring

To get started on a thin brick or Brickwebb project, you will first need to know how many boxes to order. To find out how much product you need, follow these steps:

1. Measure the height and width of your surface. Calculate the square footage of the area you would like to brick. (Height X Width)

2. Multiply that number by 5-10% and add that number to your total so that you have extra in cuts and waste during install.

3. If your project includes corners, measure the length of each of your outside corners and add them together to get your total linear feet. (For example, if you have two corners on a 10-foot wall, you will need 20 linear feet of corners.)

4. Multiply the linear feet for your corners by 75%. Because the corner wraps around and covers part of the wall, you will need to subtract this number from your flat area measurement.

5. Finally, you will want to subtract the area of any windows or other obstacles in your project. To do this, find the area of the window and subtract that number from the square footage of your total area.

STEP 2 Prepping the Surface

Brickwebb can be installed on almost any surface. However, some surfaces take some prep work before getting to work on installing. For a common painted wall, there are just a few steps you'll need to take to prep the wall for your Brickwebb project.

1. Remove any outlet covers, thermostats, and other items from the wall. Use painters' tape to tape anything that you can't remove such as vents and adjacent walls.

2. Remove any baseboards and trim that are less than ½" thick. To remove a baseboard, start by scoring the caulk with a box cutter or other sharp knife.

3. Then use a pry bar and a hammer to pull the baseboard from the wall. Be gentle and do this a few times before pulling the full baseboard off so that you don't damage the wall.

4. Put down some plastic covering on the floor and secure it in place with tape to protect your floors and for easy cleanup later.

5. After sanding, go over the wall with a dry rag or duster to remove all the dust.

QUICK TIPS

For a Painted Surface: Go over the wall with some 80-grit sandpaper. Use a small circle motion and go over the entire surface of the wall. You don't need to push hard; the goal is simply rough up the surface so that your adhesive improve bond.

STEP 3 Apply Brickwebb

Brickwebb sheets make installing thin brick simple and fast. All you will need is your boxes of Brickwebb, your adhesive or mastic, a" x ¼" notch trowel, tile cutter, level, measuring tape, and a pencil. If you are using Brick Bond, Old Mill's pre-mixed adhesive, everything is ready to use as soon as you open the lid. If you are using Old Mill Adhesive, follow the steps on the bag to mix it.

1.If your project includes corners, install your corner pieces first starting at the top of the wall using the following steps. After the corner sheets are installed use these same steps again to install flat sheets.

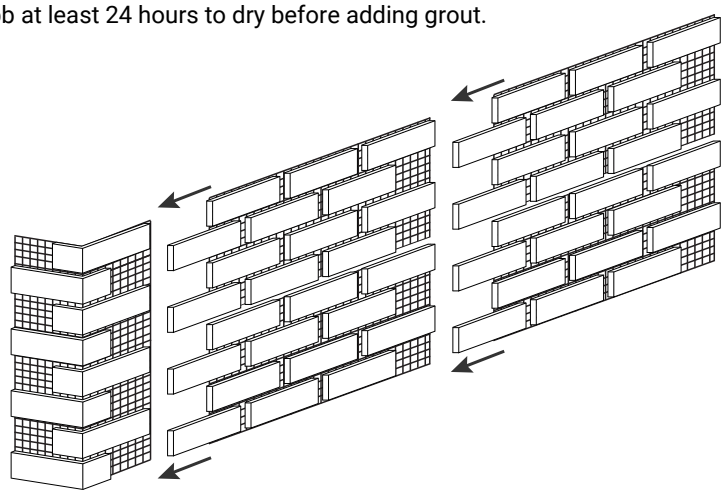
2.Starting from the top of the wall, measure down at 21" increments. Mark horizontal lines on the wall using a level. Apply adhesive and thin brick section by section.

3.Use a notched trowel to apply the adhesive. Smear on the adhesive generously with the flat side first and then use the notched side to scrape off excess.

4.Apply your first sheet of Brickwebb in a top corner and then move horizontally. Press firmly on the bricks so that the adhesive comes through the webbing and adheres. Check that your section is level and adjust as needed while the adhesive is still wet.

5.Apply your next sheet overlapping the first sheet, leaving 3/8" between the bricks for grout. Repeat this process as needed.

6.Allow your Brickwebb at least 24 hours to dry before adding grout.



QUICK TIPS

- If panel is slipping, add 2 (two) drywall screws or nails into the webbing to temporarily hold the panel in place. You can leave the screws or nails in and simply grout over.
- If a brick comes off the webbing, simply apply adhesive to the back of the brick and place it after the brickwebb sheet has been installed.
- If a brick appears to be unaligned on the Brickwebb sheet, simply pull the thin brick off the mesh, apply adhesive to the back of the brick, and re-apply in line.
- For edges, you can remove bricks from a sheet and cut them to size with a hand-held tile saw.

STEP 4
Apply Grout

The most traditional method and easiest way to grout your Brickwebb project is with Type S mortar mix using a grout bag and brick jointer. The traditional method reduces the amount of grout that gets on the brick face and can be used for any type of surface except flooring. For more information on other grouting methods please visit oldmillbrick.com/install.

For this step, you'll need Type S mortar mix, a grout bag, ¾" brick jointer, trowel, and a coarse natural bristle brush.

1.Mix the Type S mortar mix following the steps on the packaging.

2.Trim the end of your grout bag so that the opening is about ½" wide. Then fill your grout bag by folding down the top edge of the bag and then step on the tip of the bag. Use a trowel to fill the bag about half-way.

3.Unfold the top of the bag and hold it over your bucket of grout. Shake the back to remove bubbles and then twist until the grout starts to come out of the tip. The grout should come out when squeezed, but not be so runny that it drips out on its own.

4.Hold the grout bag with one hand in the middle and one hand at the end where it is twisted. Put the tip of the bag in the space between the bricks at a 45-degree angle. Twist the end of the bag and squeeze as you move the tip along the gap. The grout should over fill the gap just a little so that you have enough to tool later. This process takes some practice. *Do not try to wipe off excess while the grout is wet. *

5.Start at the top of your wall. Fill in sections of about 4 square feet at a time. Give each section about 15 minutes to dry. You can do about 4 sections one after the other before going back with your brick jointer. When the grout is dry enough to touch without sticking to your finger, it is ready to start tooling. It should still be soft enough to compress a little.

6.Use the heal edge of your jointer to push the mortar into the gap and away from you. The excess mortar should fall away and not stick to the brick face. If the mortar is sticking, it is still too wet and needs to set for a few more minutes. You should get clean edges with a slight indent in the grout.

7.As you use the jointer, if you come across a spot that doesn't have enough mortar, pick up some of the excess that has just fallen away from the section you are working and push it into the gap. This ensures that the mortar you add has the same level of dryness as the surrounding material.

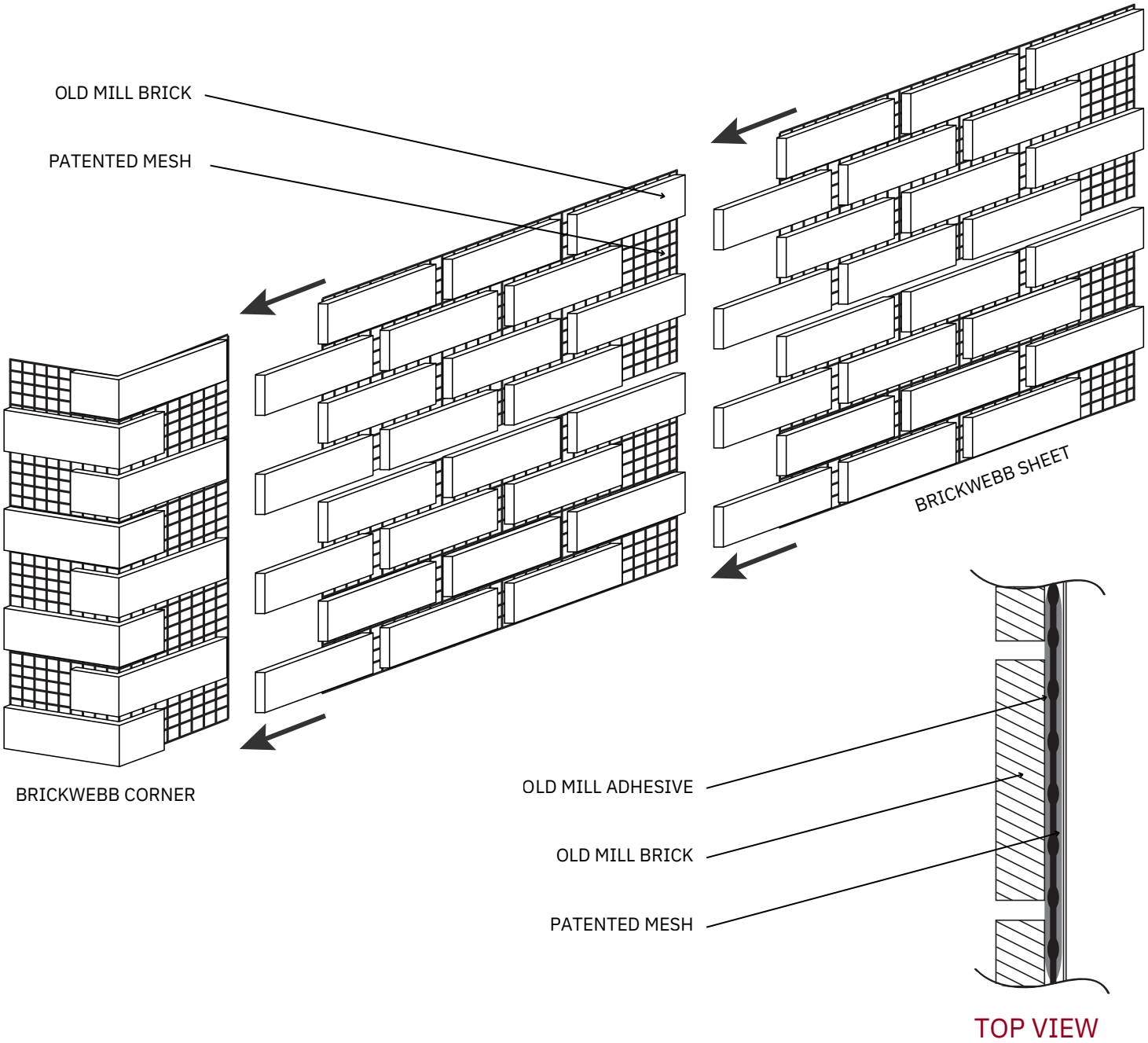
After the grout has had some time to dry, come back and brush away any excess left on your project. Using a stiff bristle brush, start with a small section and brush the bricks with a 45-degree angle stroke. If the mortar leaves streaks on the brick faces or leaves mortar on your brush, it is still too wet, and you will need to give it more time to dry.

WANT MORE INFO?
Additional Resources
Scan the codes below for more info

Installation Video	Flooring Guide	Brick Visualizer	Shop Colors	Contact Us

BRICKWEBB DETAIL

SYSTEM ASSEMBLY

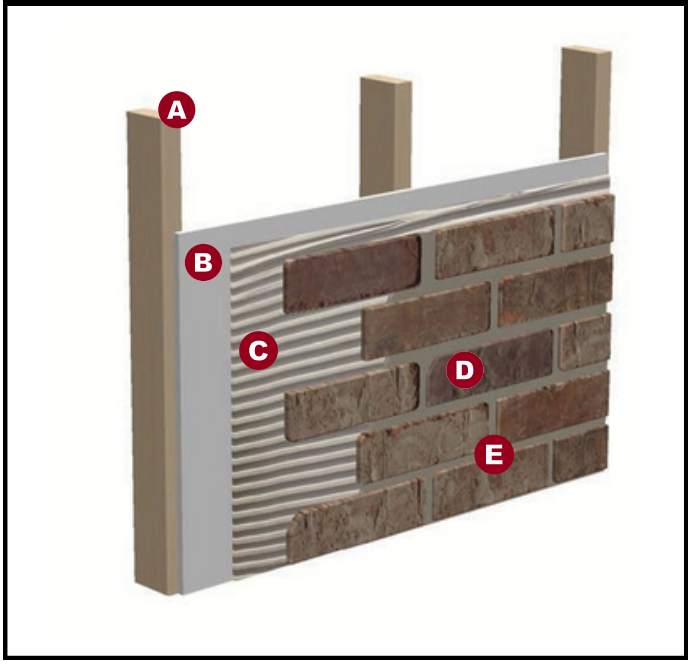


DRAWING NUMBER	SCALE	DATE	SHEET SIZE	REVISION	DISCLAIMER
	3" 1'-0"	6/1/2023	A4	1	This technical detail serves as a guide for the appropriate use of Old Mill Building Products™. It is the responsibility of the customer's project designer to ensure that the product is fit for purpose by providing specialized design and detailing. The designer should consider any specialized factors of the project while assessing product suitability. It is essential to review this specification detail alongside the relevant product installation guide and all other appropriate technical literature related to Oldmill Brick™ products at the time of installation.

Installation System Assemblies

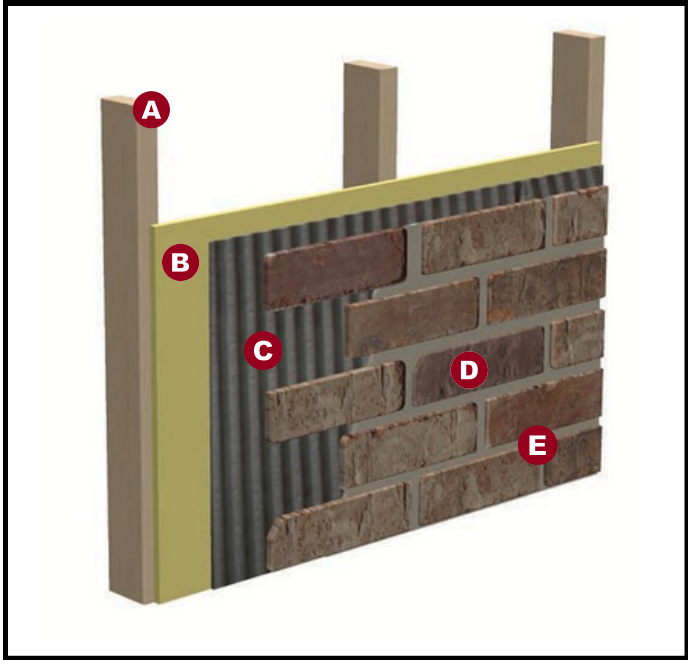
UNFINISHED DRYWALL

Substrate



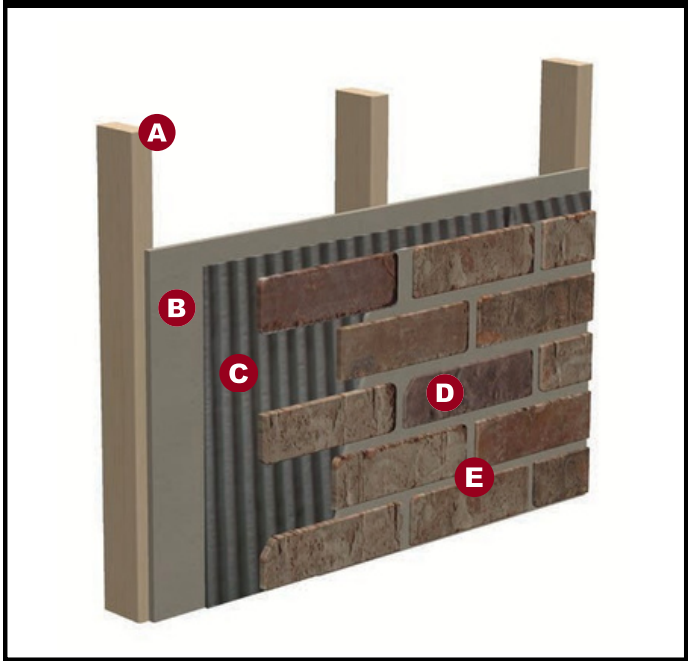
PAINTED DRYWALL

Substrate



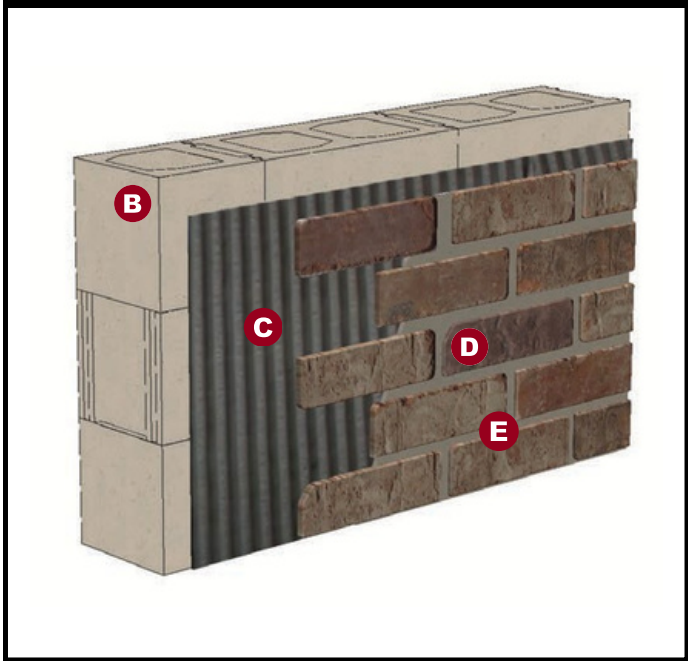
CEMENT BOARD

Substrate



MASONRY

Substrate



Legend

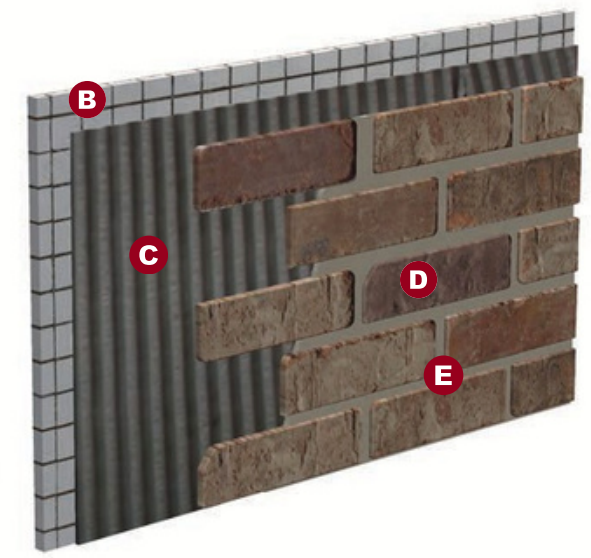
- A Framing
- B Substrate
- C Old Mill Adhesive
- D Old Mill Brickwebb
- E Pointing Mortar

OLD MILL BUILDING PRODUCTS

Installation System Assemblies (continued)

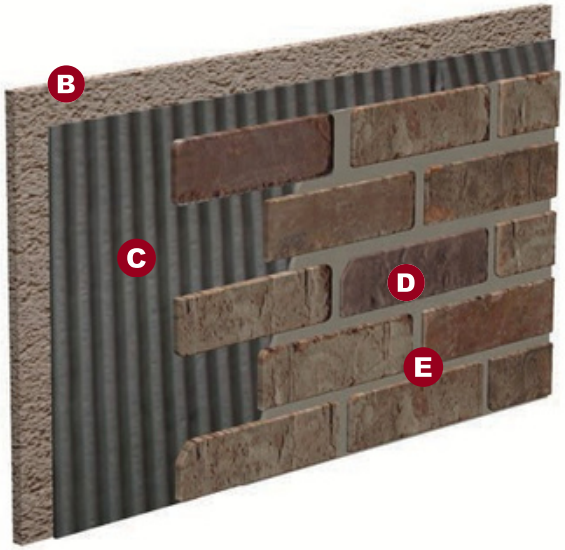
STONE or TILE

Substrate



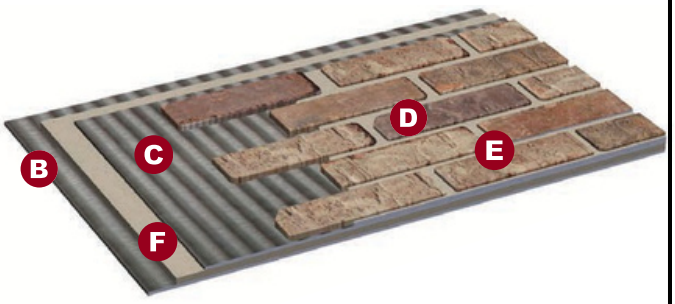
STUCCO or EIFS

Substrate



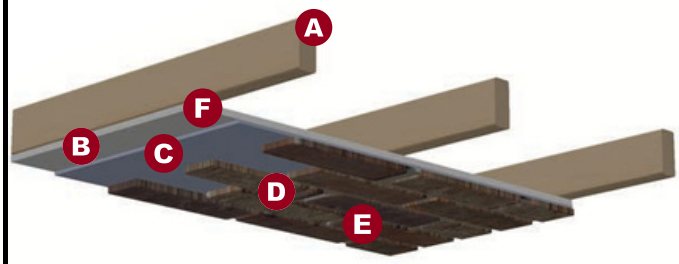
WOOD SUBFLOOR

Substrate



CELING INSTALLATION

Substrate



Legend

- A Framing
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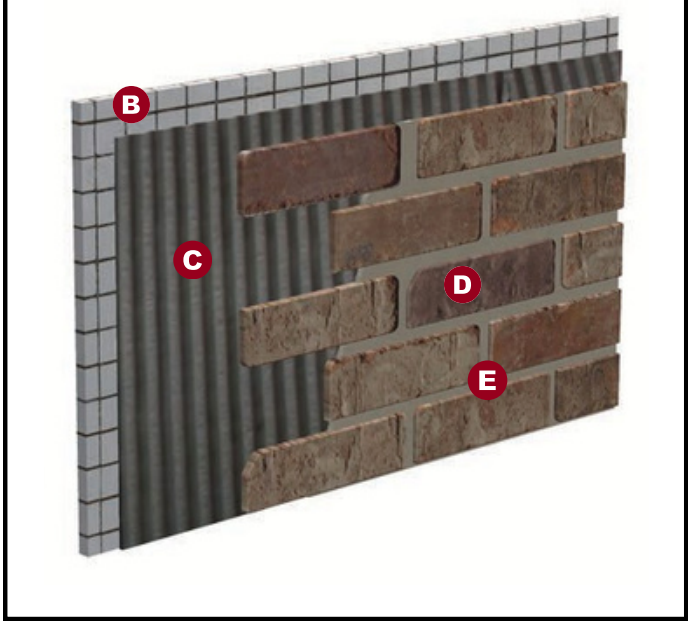
- F Cement Board

OLD MILL BUILDING PRODUCTS

Installation System Assemblies (continued)

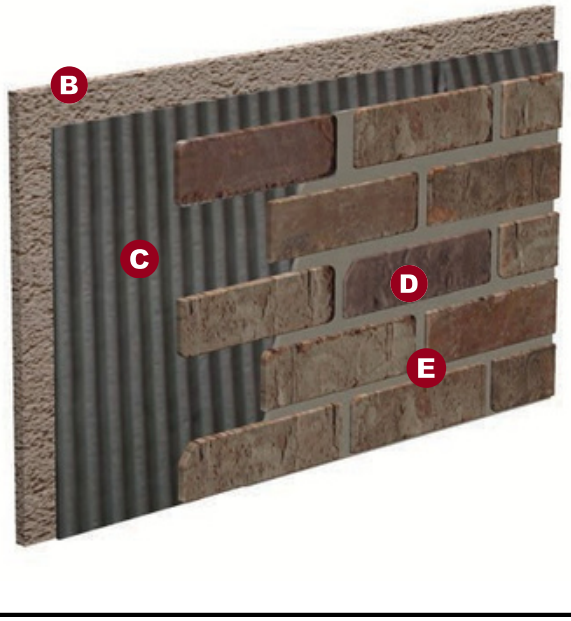
STONE or TILE

Substrate



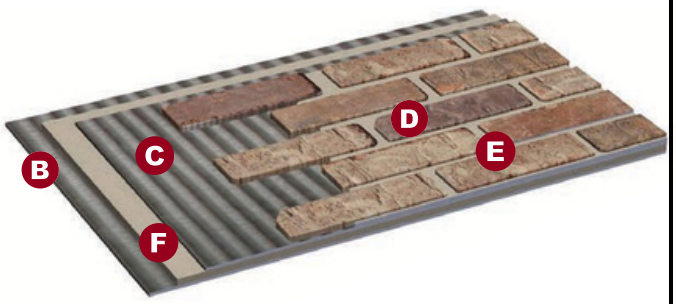
STUCCO or EIFS

Substrate



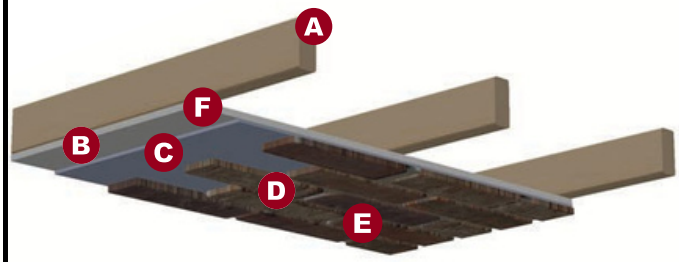
WOOD SUBFLOOR

Substrate



CELING INSTALLATION

Substrate



Legend

- A Framing
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OLD MILL BUILDING PRODUCTS

FAQs

Frequently Asked Questions

Can I Remove a Brick From the Webbed Sheet?

The thin brick is glued onto the fiberglass mesh. You can easily remove single brick from the webbed sheeting by simply pulling them off. You may need to do this for individual brick cutting or custom brick placement. The Brickwebb fiberglass mesh can be cut using a utility knife or heavy duty scissors or tin snips.

What Type of Surface Can I Place Brickwebb?

Brickwebb thin brick can be used on virtually any surface including drywall, painted or unpainted walls, plaster walls, backer board, hardie backer, cement walls or floor, wood (with special polymer fortified thin-set adhesive) and more. The type of adhesive to best use will vary based on where you are placing Brickwebb. See what type of adhesive to use above.

Can I Use Brickwebb Around My Fireplace or Stove?

Yes, Brickwebb can be used around a fireplace or stove including the walls and floors. The brick is a kiln fired clay brick which is heated at over 2,000 degrees, so it will tolerate extreme heat or cold. Brickwebb is made from non-combustible materials so it is ideal for fireplace, stove, and oven surrounds. Verify the proper space requirements with your stove or fireplace manufacturer. Consult a building professional and check your local building codes.

Where Can I Install Brickwebb Thin Brick?

Places to use thin brick are virtually endless both interior and exterior. Some ideas where to use Brickwebb include: fireplace or stove surrounds, accent walls, columns, kitchen or bath back-splash, flooring (on a solid surface such as concrete, backer board, etc.), chimney, exterior siding, kitchen islands, bed headboards, wine cellars, man caves, porch or stairs, table tops, outdoor BBQ or kitchen, home exteriors, accent walls, and more.

If you have an idea where you have used or want to use Brickwebb Thin Brick let us know and we can help you with the best way to apply Brickwebb.

Is Brickwebb Designed for Interior and Exterior Uses?

Brickwebb is designed for both interior and exterior applications. It will withstand the outdoors elements as well as add beauty and value to the interior or exterior of your home. There are no additional structural requirements for Brickwebb and most standard walls will easily support the light weight of Brickwebb thin brick.

How Do I Grout Brickwebb?

You can use type "S" mortar to grout your brick once installed. Many people also use a standard sanded tile grout so they can pick a particular color and get a smoother finish.

*NOTE: Do not use type "S" or type "N" mortar to adhere Brickwebb to your surface. Only use these for mortar options. See question above on how to adhere Brickwebb.

What Should I Do for Inside Corners?

Inside corners do not require corner brick. Simply cut the flat brick to size and grout the inside corner.

FAQs *(Continued)*

Can I Paint Brickwebb?

Yes, you can paint the Brickwebb by first using a primer such as “Kills” and then apply the paint you want. You may also use a cement stain or release agent to customize the look you want.

Can I Apply a Sealant To Brickwebb?

Yes, you can apply a sealant to Brickwebb. By applying a “flat” standard brick or cement sealant for projects such as back splashes etc., it will make the brick and grout easier to clean. Please keep in mind that it may affect the brick color (may darken) so try a small sample before applying it to your entire project. A sealant may also bring out the color variations in the brick for a more defined and diverse look and feel.

What is the Difference Between Brickwebb's Brick vs. Cement or Cast Brick?

Strength Comparison
Brickwebb Clay Brick units are 2 ½ to 3 times stronger than concrete or cast brick.
Clay Brick – average compressive strengths typically range from 8,000 to 10,000 psi
Concrete Brick – average compressive strengths typically range from 3,000 to 4,000 psi.

Moisture Absorption
In simple terms, Concrete or Cast Brick absorbs approximately 2-3 times more moisture in the same amount of time than does Brickwebb Clay Brick, therefore Brickwebb resists moisture better. This is a great benefit if you live in a moist climate or have freeze-thaw cycles.

If you examine the walls of clay brick and concrete brick buildings after heavy rains you will note concrete brick walls can stay damp for days after a rain. More moisture penetration makes brick extra vulnerable to freeze/thaw cycles, therefore concrete brick deteriorates much faster and is more likely to crack or break than Brickwebb Clay Brick.

*NOTE: Compare Initial Rate of Absorption (IRA) – products in natural state.
Clay Brick absorbs approximately 15-35 grams of moisture per minute per 30 sq. in.
Concrete Brick absorbs between 40 and 80 grams per minute per 30 sq. in.

Concrete Brick- (Reference ASTM Standard C55 Standard Specification for Concrete Brick)
Definition: A concrete masonry unit made from Portland cement, water, and suitable aggregates, with or without the inclusion of other materials.

Clay Brick- (Reference ASTM Standard C 216 Standard Specification for Facing Brick - Solid Masonry Units Made from Clay or Shale)
Definition: A solid masonry unit made of clay or shale formed or extruded into a rectangular prism while plastic and then fired at high temperatures (up to 2000°F) in a kiln oven. Clay or shale brick is a ceramic product.

How Strong Is Brickwebb Once It Is Installed?

Independent laboratories conducted numerous tests on Brickwebb. In "shear tests" or pull out tests, Brickwebb will stay adhered to most surfaces up to a 2,000 lb pull per brick (130 psi) when adhering Brickwebb directions are followed correctly.

Compression strengths range from 8,000 to 10,000 lbs psi making Brickwebb 200% stronger than concrete or cast brick.

BRICKWEBB®

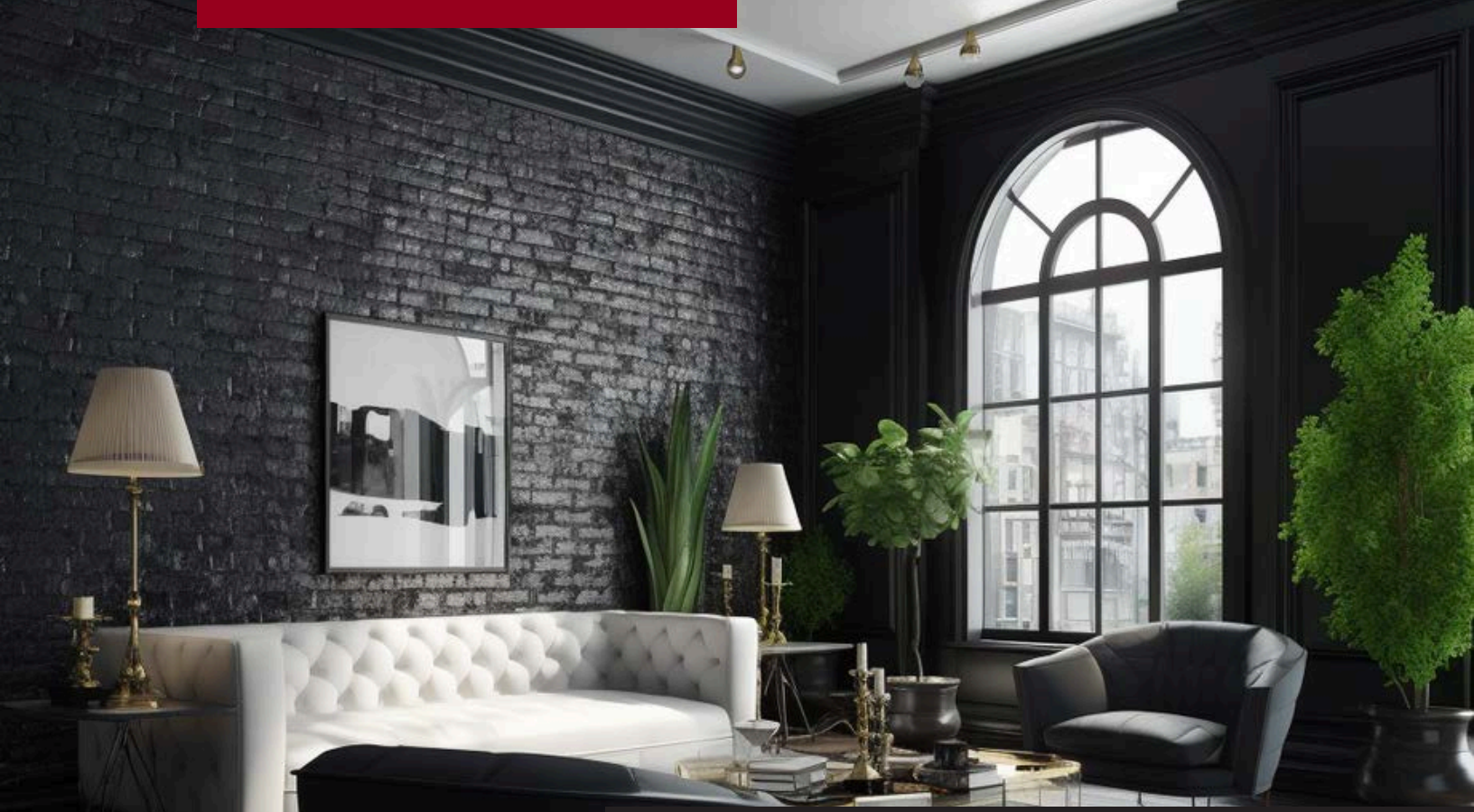
A new spin on thin brick.

Our patented Brickwebb system removes the hassle, cost and time-sink of traditional brick installation methods. With pre-installed authentic thin brick, your space will be transformed in no time. Place brick better with Brickwebb.







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