

CASE STUDY

PANEL+[®] BRICK

Utah



OBJECTIVES

This custom residence was built as a featured home in a regional Parade of Homes, where design impact, execution quality, and performance all matter. The builder needed a façade that delivered high-end curb appeal while staying efficient to install and reliable long term.

SOLUTION

The solution combined Old Mill Panel+ with Rushmore thin brick. The brick was painted white to create a clean, elevated look that felt modern but timeless. Rushmore was also carried inside the home as a fireplace surround, tying exterior and interior design together with one material language.

DESIGN INTENT

- Create a bold, luxury exterior that stood out in a competitive Parade of Homes field
- Avoid the risks and schedule pressure of traditional masonry
- Use real brick, not a simulated finish
- Carry the same material inside for cohesion and value perception

Painting Rushmore thin brick delivered a soft, monolithic look while keeping the depth and texture that only real brick provides. The result was a bright, refined exterior with strong architectural presence.

WHY PANEL+ WAS CHOSEN

For the builder, Panel+ solved several practical challenges at once.

- Continuous insulation without adding steps or trades
- Built-in brick alignment that removed layout guesswork
- Faster install compared to traditional lath and scratch methods
- Clean details around openings and architectural features

The project used 1-inch Panel+, giving the home continuous insulation while creating a flat, consistent substrate for the thin brick. That helped the finished product look sharp from every angle, which matters under Parade of Homes scrutiny.

AT A GLANCE

Products Used

- Old Mill Weather Barrier
- Old Mill Adhesive Mix
- 1" EPS Foam Insulation
- Old Mill Thin Brick – Rushmore

The Result

- High-end curb appeal with real brick
- A clean, modern white brick exterior
- Faster installation than traditional masonry
- Improved wall performance through continuous insulation
- A cohesive interior and exterior material palette



PANEL+[®]
BRICK by Old Mill Systems

