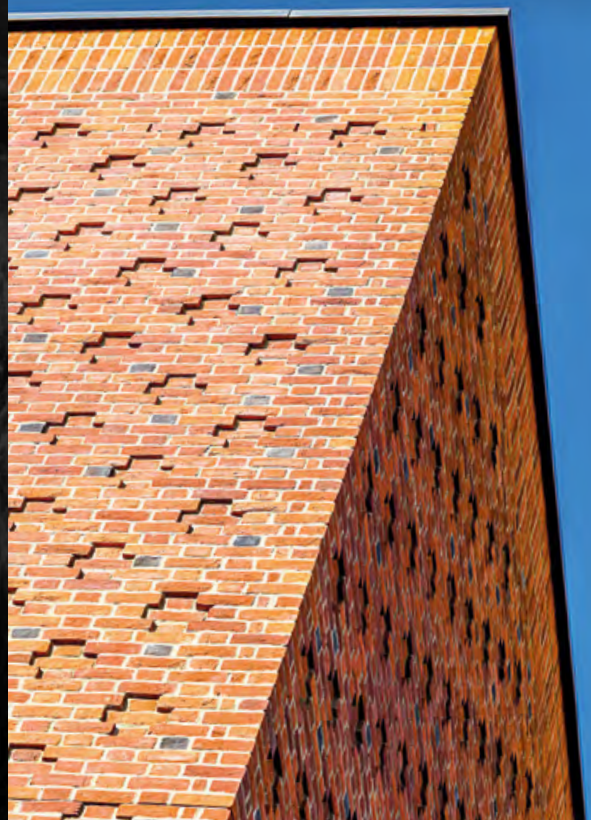




SWANAGE
HANDMADE
BRICKS SINCE
1865



CHAILEY



BIRTLEY



WHERE EVERY BRICK
TELLS **A STORY**



Ibstock
At the heart of building

CRAFTED FOR EXCEPTIONAL ARCHITECTURE

This collection represents the pinnacle of British brickmaking – a curated portfolio of distinctive, high-quality clay products crafted to inspire and elevate architectural design. Drawing from Istock’s heritage factories at Chailey, Swanage, and Birtley, each brick in the range has been carefully chosen for its unique character, colour, texture and performance. These are not everyday bricks – they are materials for landmark projects, designed to help architects realise truly exceptional visions.

With over 200 years of collective expertise behind them, the factories that power the range are steeped in the traditions of fine brickmaking. From the subtle, soft hues of hand-thrown clay at Swanage, to the rich red earths of Chailey and the bold finishes from Birtley, the range is a celebration of local materials and artisan methods, elevated through modern manufacturing excellence.

GET IN TOUCH >

REQUEST A PRINTED COPY >



This collection also includes specialist products developed to support contemporary architectural design:

Tilebrick – a striking, contemporary product that blends the aesthetic of traditional clay tiles with the robustness and flexibility of a standard brick unit.

Linear Bricks – designed for slender, elegant façades and refined detail, bringing a contemporary rhythm and scale to both modern and heritage contexts.

Together, these products offer architects a versatile and inspiring palette – from warm, weathered textures that echo the past, to sharp, contemporary

finishes that project a modern identity. Every brick in the range is characterised by its aesthetic richness, tactile surface and carefully controlled production process, ensuring both design quality and long-term performance.

The range has been developed with the specification market in mind, offering unique opportunities for visual identity, context-sensitive design and material storytelling. Whether used to harmonise with local vernacular or to create bold, standout features, these products support architecture that is thoughtful, distinctive and built to last.

Behind the range stands Istock’s trusted technical support and manufacturing expertise, ensuring not only exceptional design outcomes, but also consistency, availability and guidance at every stage of the project journey.

Istock bricks are for projects where materiality matters. Where the surface of a building tells a story. Where texture, tone and tradition can be expressed with honesty, elegance and craft. It is a collection made for landmark buildings, sensitive restorations, modern masterpieces – and everything in between.

Explore the range and discover the brick that will define your next great work.

A CRAFT AND SKILL HANDED DOWN FROM PREVIOUS GENERATIONS.

In a seaside village lying snug between two headlands, like a finger and thumb, the small Dorset town of Swanage has been producing hand-thrown clay bricks since 1865.

The impetus of creating bricks here belongs to the natural geological phenomenon of Purbeck and the industrial revolution during the Victorian era that sought after the soft Wealden clay that lies beneath the Jurassic Coast. The land is rich with history, from the quarry land you can see obelisk raised to commemorate the First World War

A craft and skill handed down from previous generations. Clay is hand thrown into traditional sanded moulds. Each maker has a unique signature crease in the face of their bricks and so the hands really tell the story of the bricks. Each fired bricks is hand packed allowing us to provide a bespoke blending facility to match existing buildings or to develop a unique blend for new projects. The hand packing method ensures only the best quality bricks are selected and palletised.

[DISCUSS YOUR PROJECT >](#)



THE SWANAGE STORY

THE **SWANAGE** STORY

CONTINUING A PROUD **HERITAGE**

One of the few true hand made brickworks, Swanage has over 150 years of experience handed down throughout the generations, producing bricks with personality and integrity.

Our traditional and bespoke stock bricks have created award winning traditional and contemporary buildings.

It's genuinely an inspiring factory with a skilled and proud workforce who would like nothing more than for you to take a factory tour to see how our bricks are made. Whilst you're here, why not throw your own brick and we'll fire it for you.



Swanage bricks are hand thrown, using clay won at the on site quarry into moulds manufactured on site. Each individual bricks carries the unique characteristics of the craftsman that made it.



QUARRY & CLAY AT THE HEART OF EACH BRICK

Close to the Jurassic Coast, Swanage shares a rich, varied geology and has had extensive quarrying from before Victorian times.

Today, our clay is still dug from our own Wealden Clay beds on the Isle of Purbeck at our brickworks. The quarry seams provide many varied colours and are mixed, stacked and left to weather for several months. The clay is then moved slowly into our pan mill, reducing it to a malleable mixture, plasticized and delivered to the brick making tables perfect for throwing.



CRAFT, PEOPLE & PROCESS - UNIQUE CHARACTERISTICS

All of our brickmakers learn their craft from skills handed down from previous generations. Once the craft is perfected, it's our people who give each brick a sense of difference.

Hand thrown into traditional sanded moulds, each brick takes on the characteristics of its maker. This signature can be seen in the fine crease marks on the face of each brick, a feature that cannot be replicated by any machine.

This process not only defines the personality of each brick, but the personality of each building it adorns.

CUT & BOND, BESPOKE AND STANDARD - **EXTRA SPECIAL SHAPES**

A full range of both manufactured and cut and bonded special shaped bricks is available in British Standard and non-standard formats for all Swanage products including bespoke blends. This ensures a seamless match with the main feature brick.

Matching up with existing special shapes forms part of the service provided by Swanage, particularly on refurbishment projects where often there is a requirement for intricate ornamental designs typical of Victorian masonry architecture.

We have an extensive library of existing moulds and can make new moulds to your specifications.

Swanage manufacture moulds on site and can produce a wide range of special shaped bricks to suit a wide variety of project requirements.



75MM

73MM SEVENTY THREE

68MM SIXTY EIGHT

65MM SIXTY FIVE

63MM SIXTY THREE

50MM FIFTY



METRIC, IMPERIAL & BESPOKE- BRICK SIZES

Imperial sized bricks, often required to match up with existing Victorian brickwork, are ideal for refurbishments and restoration.

At Swanage, imperial bricks are available as standard. We produce options available in 50mm, 65mm and Imperial size formats with fine stock textures in our range of Swanage colours.



TRADITIONAL SWANAGE BRICKS

REQUEST A SAMPLE >



247 Wimbledon, London
Swanage Handmade Light Red Multi



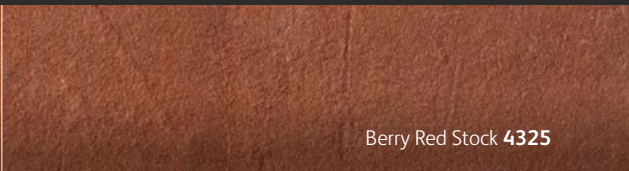
Frederick's Place, London
Bespoke Blend



247 Wimbledon, London
Swanage Handmade Light Red Multi



Berry Light Stock 4322



Berry Red Stock 4325



Berry Light Stock 4322

Also available in imperial.



Berry Red Stock 4325

Also available in imperial.

TRADITIONAL SWANAGE BRICKS

Winkfield Park, Berkshire
Swanage Handmade Light Red
Multi with Glazed Headers



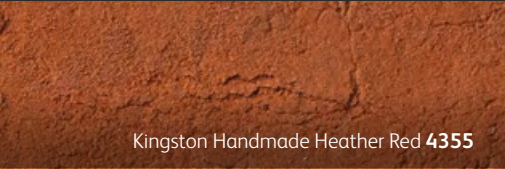
Kingston Handmade Light Red Multi
4356



Norfolk House, London
Bespoke Berry Blend



Kingston Handmade Light Red 4357



Kingston Handmade Heather Red 4355



Kingston Handmade Restoration Red 4354



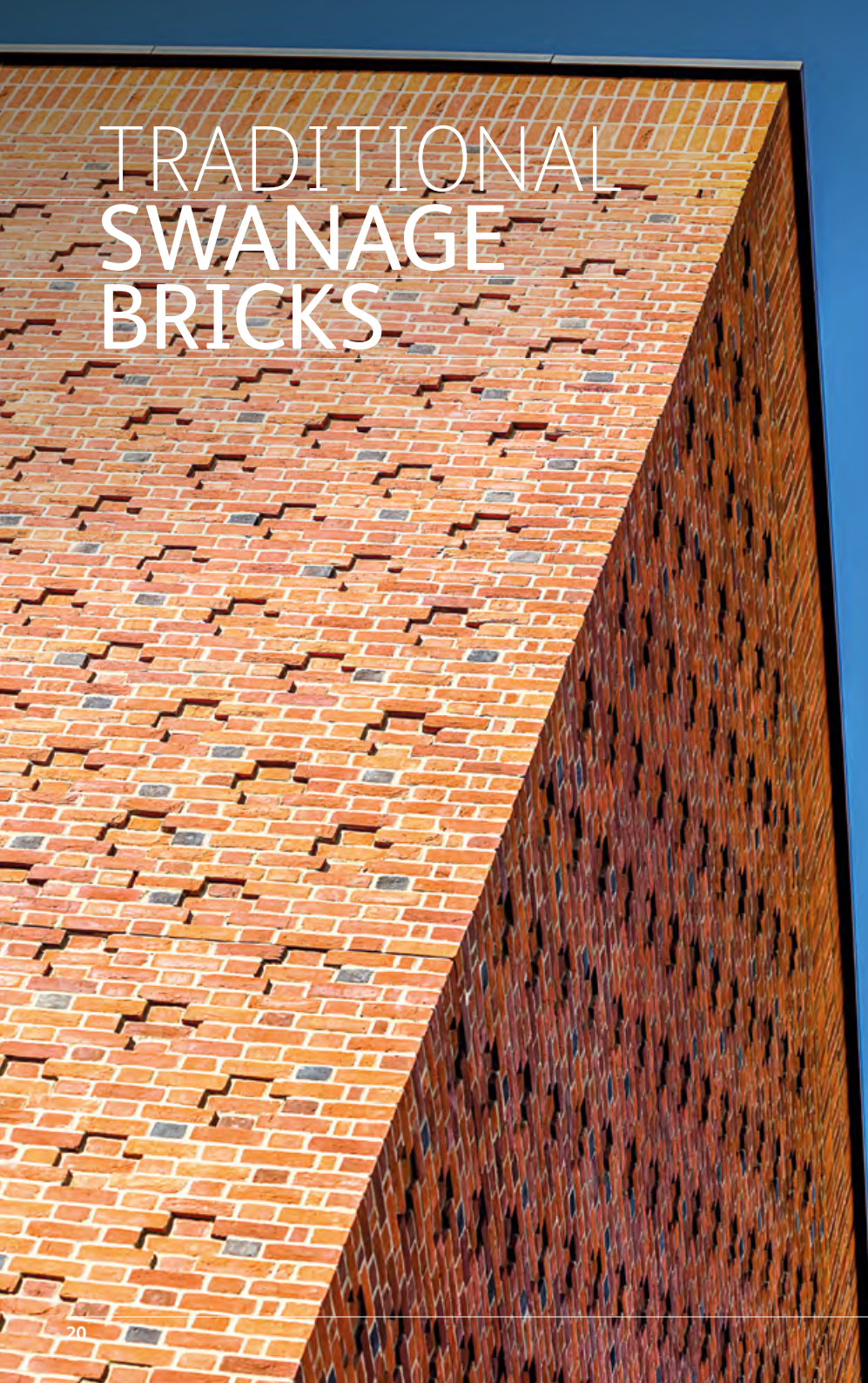
Kingston Handmade Light Red
4357



Kingston Handmade Heather Red
4355



Kingston Handmade Restoration Red
4354



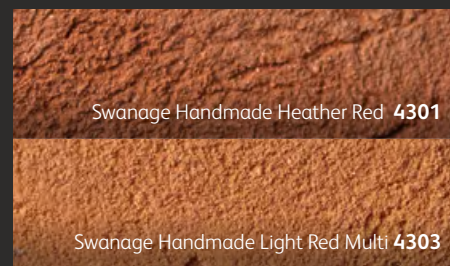
TRADITIONAL SWANAGE BRICKS



Swanage Handmade Heather Red
4301

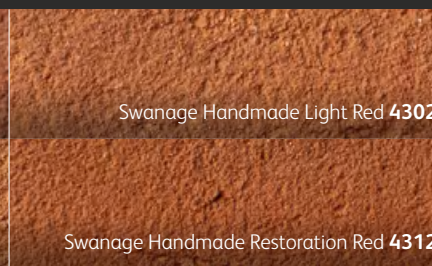


Swanage Handmade Light Red
4302



Swanage Handmade Heather Red **4301**

Swanage Handmade Light Red Multi **4303**



Swanage Handmade Light Red **4302**

Swanage Handmade Restoration Red **4312**



Swanage Handmade Light Red Multi
4303



Swanage Handmade Restoration Red
4312

A TRADITION FIRED BY TIME

Clay products have been manufactured in Chailey for over 300 years making it one of the oldest factories still in production in the UK.

Tucked in the heart of the Sussex Weald, yet within easy reach of London, Chailey has been making clay products for over 300 years. One of the oldest continuously operating brickworks in the country, Chailey still uses time-honoured methods, producing clamp-fired stock bricks with genuine character and lasting charm.

Generations of craftspeople have passed down their knowledge, creating mud bricks with our Aberson machine and firing them in traditional clamps to achieve the warm, rich tones unique to Chailey. These bricks are perfectly suited to both heritage restoration and distinctive new builds.

[DISCUSS YOUR PROJECT >](#)



CHAILEY

300 YEARS OF BRICK-MAKING HISTORY

THE CHAILEY STORY

CLAY & CRAFT IN EVERY BRICK

Chailey's bricks begin where they always have, with clay from our own quarry, dug from ancient Wealden beds. There are three different seams of clay in the quarry, all with different drying and firing characteristics. This unique blend of local clays, combined using an original recipe, is what gives our bricks their signature texture and colour.

The process is thorough, deliberate, and steeped in heritage. Each batch is carefully clamp-fired, then sorted and packed by hand to ensure only the finest bricks make it into your project.

Available in both 50mm and 65mm sizes, Chailey bricks can be supplied as standard or blended to match existing work.





CENTURIES OF TRADITIONAL CLAMP FIRING

A traditional clamp is a carefully constructed stack of bricks in a large shed. Before going to the clamp, the dried bricks are inspected for defects and stacked into piles of 780 bricks. These bricks are then laid on the floor of the clamp by hand by a setting team. Fire holes are built into the clamp before all the bricks are laid on top and the clamp is then covered in refractory insulation bricks and casing bricks, which help to insulate the clamp during the firing process. Each clamp holds between 700,000 and 820,000 bricks and takes three weeks to build.

The bricks fire at over 1000 degrees centigrade and only start to cool down when all the fuel has burnt out. The entire firing cycle takes three weeks. When the bricks have cooled sufficiently, the bricks are packed up by hand onto pallets by an eight-man team. There is a strict sorting code and the bricks are sorted according to their quality and colour, then hand-sorted into packs of 370 bricks. It takes approximately two weeks for the team to pack up a clamp. It's this Clamp Firing technique that gives Chailey's bricks their unique characteristics.

BLEND BY HAND, DESIGNED BY YOU

For something truly special, we can create a bespoke mix to suit your individual vision. With such a rich variety of colours, tones and textures, Chailey's range already covers an extraordinary spectrum, but sometimes, something truly unique is needed.

That's where our bespoke blending service comes in. Whether you're matching existing brickwork on a heritage building or creating a bold new identity for a contemporary project, we'll help craft a blend that's unmistakably yours.

Our bricks have featured on landmark sites, including a custom blend for King's College, Taunton, designed to sit effortlessly alongside traditional stonework. Each blend is trialled, refined and hand-packed to ensure perfect harmony across your build.

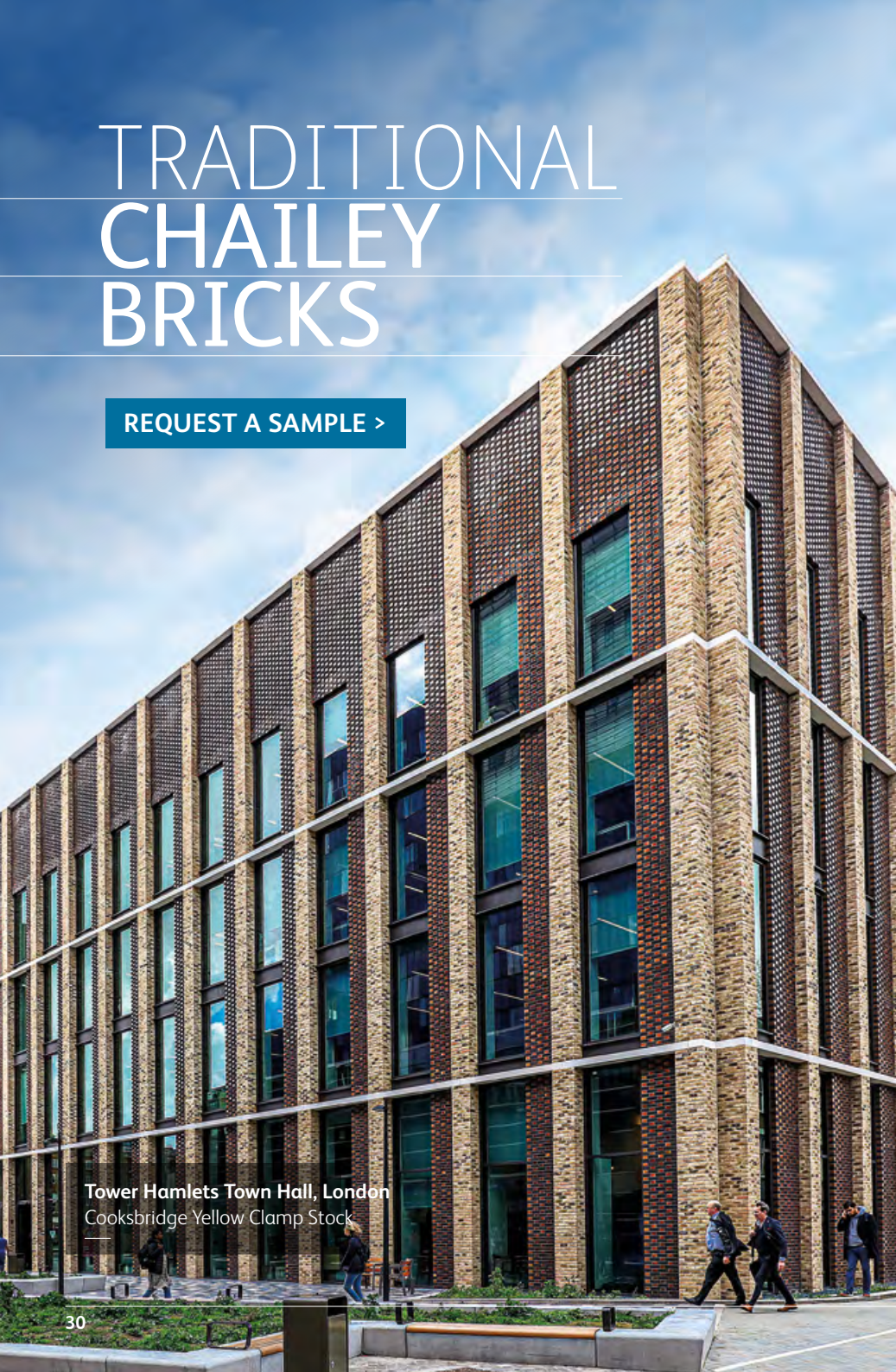
Bring us your reference, your sample, or just your idea and our team will help bring it to life, one hand-sorted brick at a time.

We'd love to welcome you to the Chailey site, where you can see the traditional clamp firing process in action. You'll understand exactly why no two Chailey bricks are ever quite the same.



TRADITIONAL CHAILEY BRICKS

REQUEST A SAMPLE >



Tower Hamlets Town Hall, London
Cooksbridge Yellow Clamp Stock



New Chailey Stock 4501

Chailey Medium Multi 4528

Hamsey Mixed Stock 4517

New Chailey Rustic Stock 4514

Cooksbridge Yellow Clamp Stock 4512



New Chailey Stock 4501



Chailey Medium Multi 4528



Cooksbridge Rustic Blend 4527



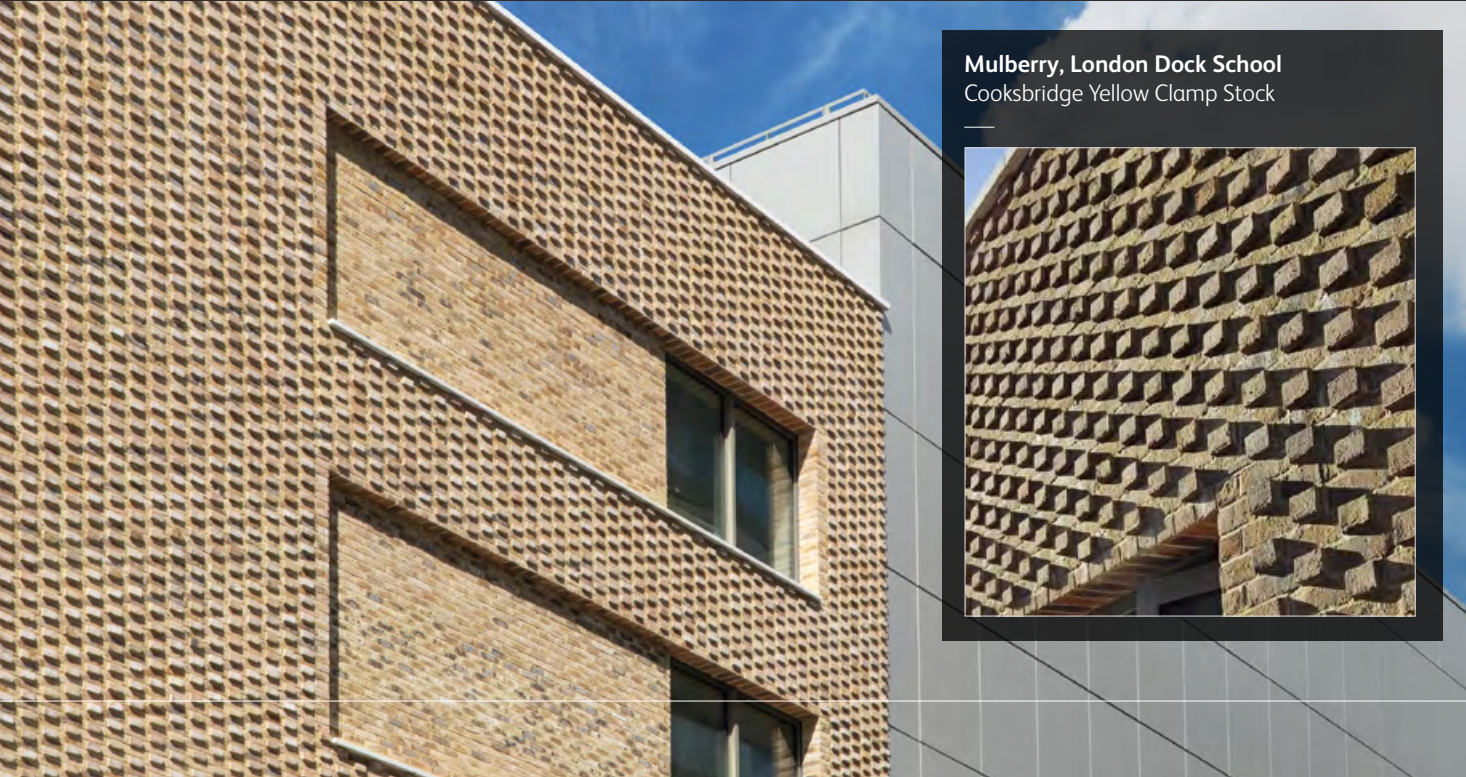
Hamsey Mixed Stock 4517



New Chailey Rustic Stock 4514



Excel Exhibition Centre, London
New Chailey Stock



Mulberry, London Dock School
Cooksbridge Yellow Clamp Stock



Cooksbridge Yellow Clamp Stock 4512

BRICKS MAKE THE BUILDING

Birtley's range of facing bricks incorporates a wealth of experience and originality combined with traditional values and character.

No better testimony can there be than the finished building that encapsulates everything that we at Ibstock have been striving to achieve in this range of distinctive and individual bricks from Birtley.

[DISCUSS YOUR PROJECT >](#)



BIRTLEY

MAKING BEAUTIFUL BRICKS FOR OVER A CENTURY

THE BIRTLEY STORY



AUTHENTIC WATERSTRUCK BRICKS, STEEPED IN HERITAGE

What sets Birtley apart is the unique way its bricks are crafted. Specialising in authentic waterstruck bricks, Birtley employs a process unlike any other Ibstock factory. Birtley also produces a wide range of ‘specials,’ stunning pre-made blends and custom blends tailored to specific needs, offering a truly comprehensive product range.

Waterstruck bricks are renowned for their distinctive finish, achieved through a unique moulding and demoulding process. Unlike the traditional soft mud method, where sand is used to prevent sticking to moulds, the waterstruck process uses water to lubricate the moulds. Wet clay is pressed into these water-lubricated moulds, resulting in bricks with a smooth, attractive surface.

This process not only gives Birtley bricks their signature finish but also introduces a degree of irregularity, lending them a rustic charm. These qualities make waterstruck bricks an ideal choice for renovation projects where achieving the perfect aesthetic tone is essential.

CRAFTED FOR CHARM, WEATHERED BY TRADITION

For those seeking a weathered charm, our rumbled bricks offer a softened, timeworn appearance.

Every product is shrink-wrapped for protection and delivered with care. Samples are readily available to help guide your selection, and our complimentary design advice ensures you're supported every step of the way. With expert technical support always within reach - and a specialist brick-matching service to ensure seamless integration - Birtley doesn't just make bricks, we help bring buildings to life.



TRADITIONAL BIRTLEY BRICKS

REQUEST A SAMPLE >

Bermondsey Heights, London
Beamish Blend and Birtley Olde English

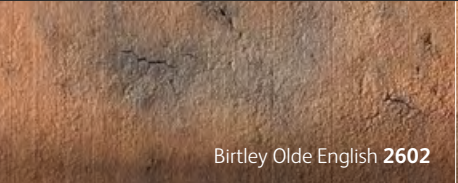
Market Pavilion, Blyth
Beamish Blend

Hudson Quarter, York
Olde English Buff

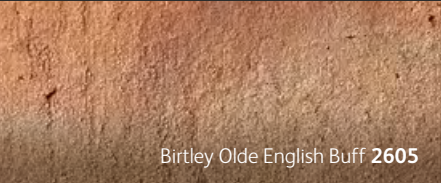
Market Pavilion, Blyth
Beamish Blend



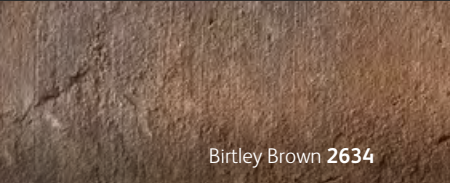
Beamish Blend
2601



Birtley Olde English 2602



Birtley Olde English Buff 2605



Birtley Brown 2634



Birtley Olde English
2602



Birtley Olde English Buff
2605



Birtley Brown
2634



Borrowdale Blend
2631

TRADITIONAL BIRTLEY BRICKS



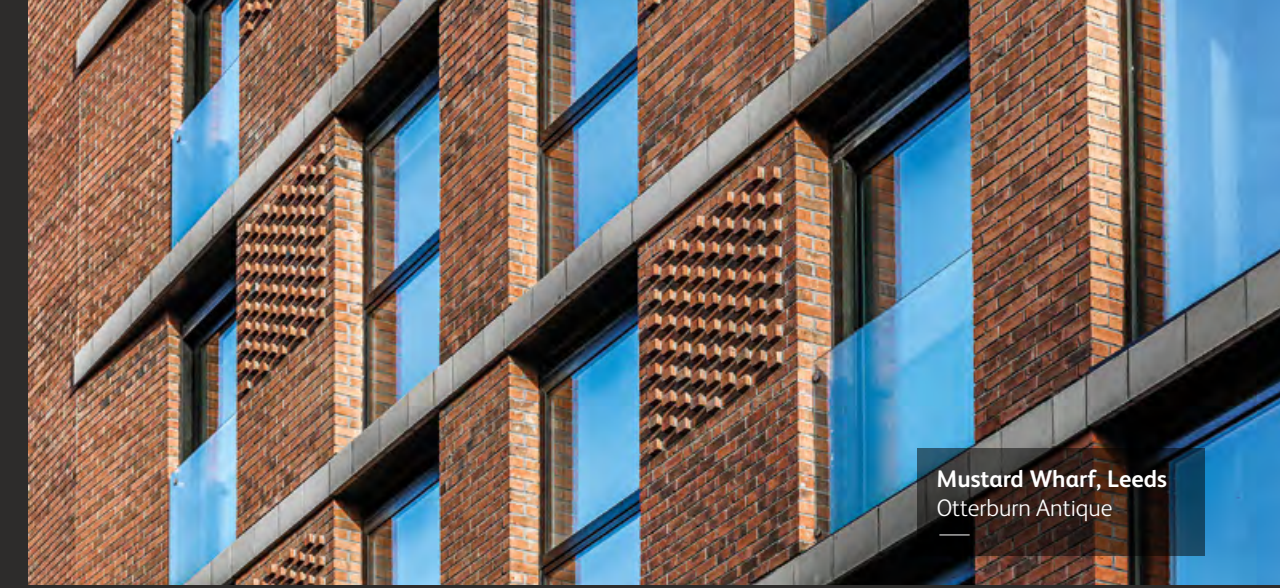
Farm Street, Mayfair
Commercial Red



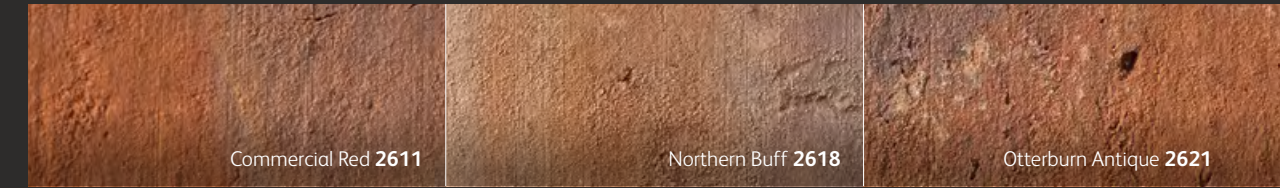
Commercial Red 2611



Bulrush Court, London
Commercial Red and
Olde English Grey



Mustard Wharf, Leeds
Otterburn Antique



Commercial Red 2611

Northern Buff 2618

Otterburn Antique 2621



Cumberland Blend 2629



Millhouse Blend 2630



Mustard Wharf, Leeds
Otterburn Antique



Northern Buff 2618

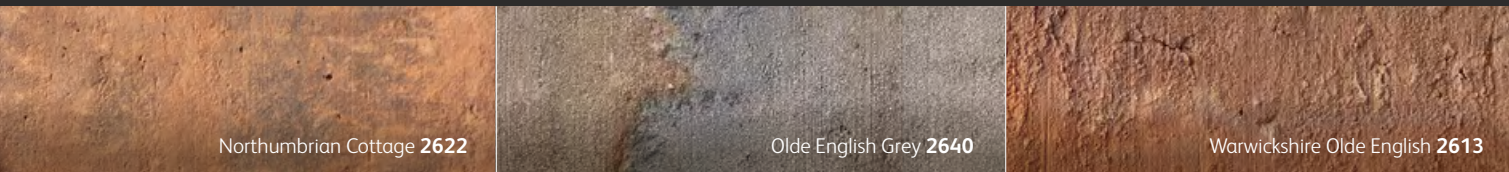


Otterburn Antique 2621



TRADITIONAL BIRTLEY BRICKS

Royal College of Art, London
Birtley Bespoke Blend



Northumbrian Cottage 2622

Olde English Grey 2640

Warwickshire Olde English 2613



Dryden Building, Nottingham
Olde English Grey



Northumbrian Cottage 2622



Riverside, Sunderland
Olde English Grey



Olde English Grey 2640



Townhouse Blend 2623



Warwickshire Olde English 2613

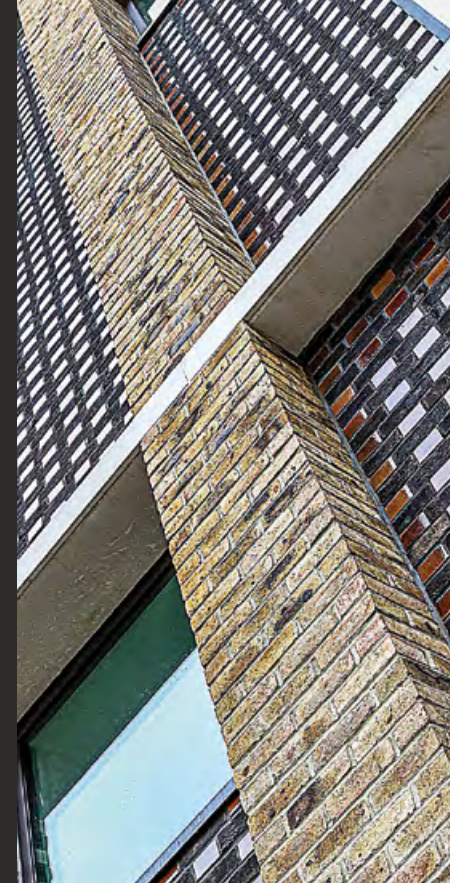
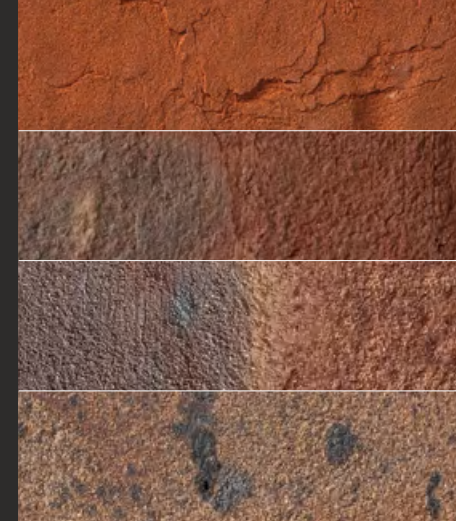


Hudson Quarter, York
Olde English Buff



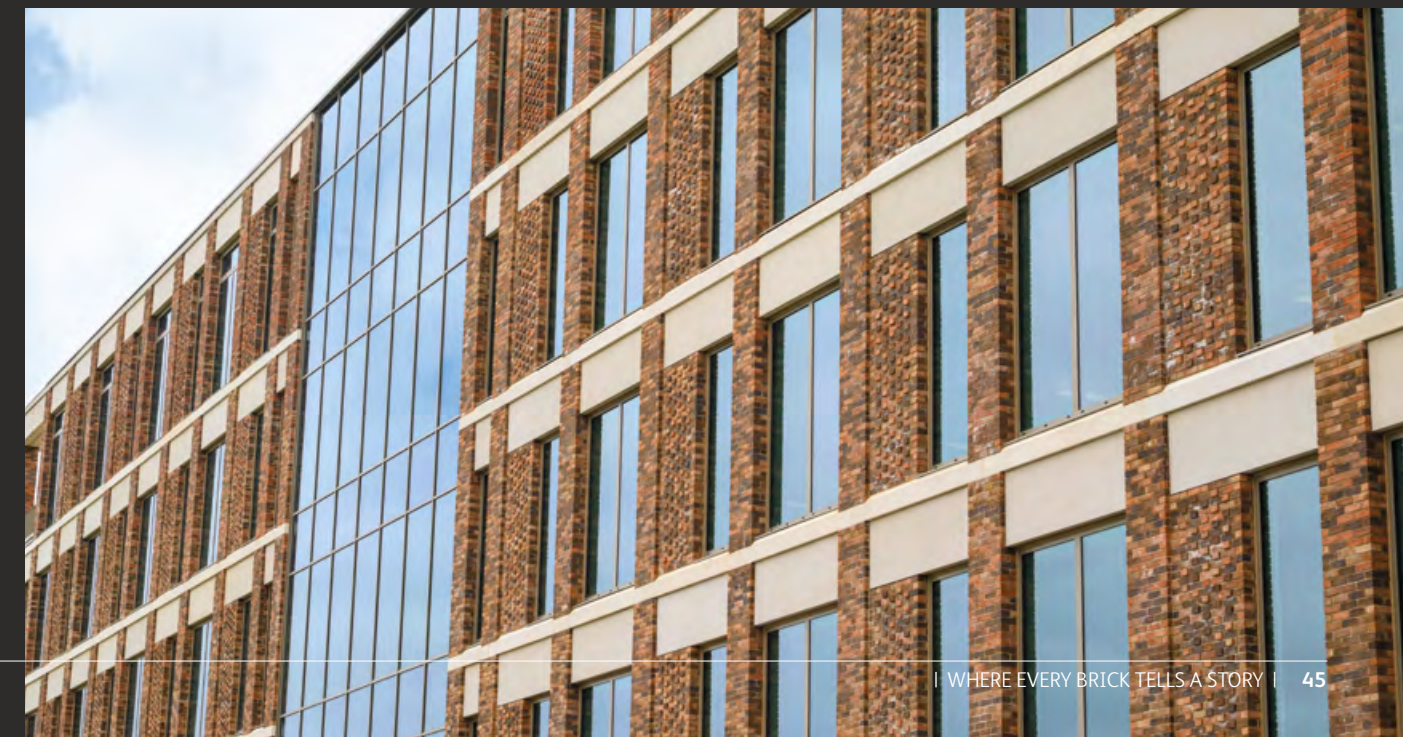
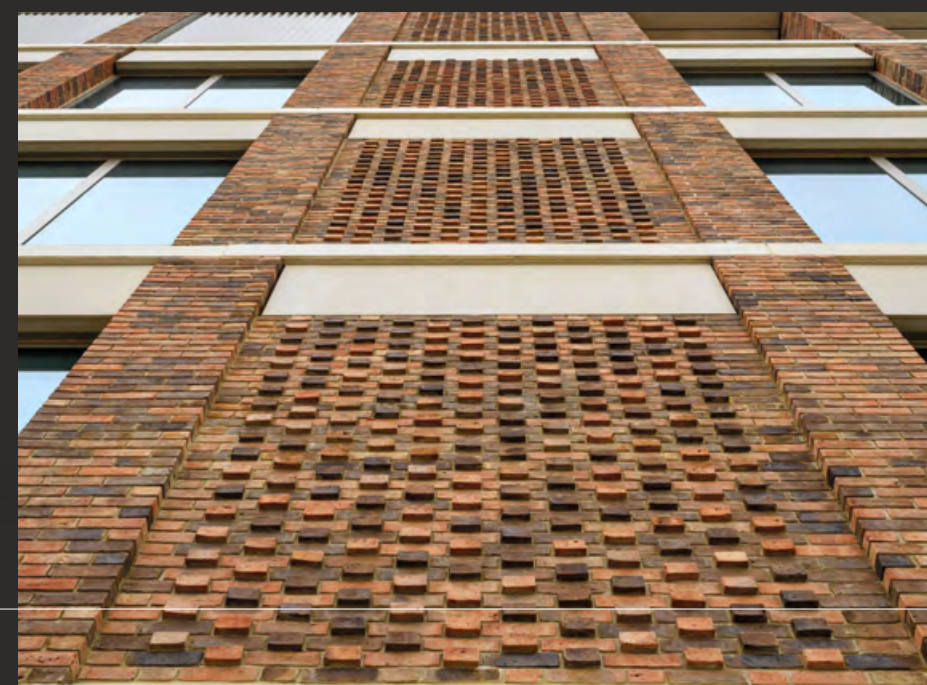
Fitzjohn Avenue, London
Olde English Grey

IBSTOCK BESPOKE BLENDS



In addition to our existing blends available, we offer two bespoke blend options.

1. Design a bespoke blend with one of our factories
 2. Design a multi-factory blend where you can draw bricks from our three southern factories; Ashdown, Chailey & Swanage.
- Please contact us to discuss further.



REDEFINING PROPORTION AND ELEGANCE

Our Linear Bricks bring a bold, contemporary aesthetic to brickwork design. Characterised by their long, slender proportions, these bricks offer architects a striking alternative to traditional formats, creating façades that are refined, elegant and unmistakably modern.

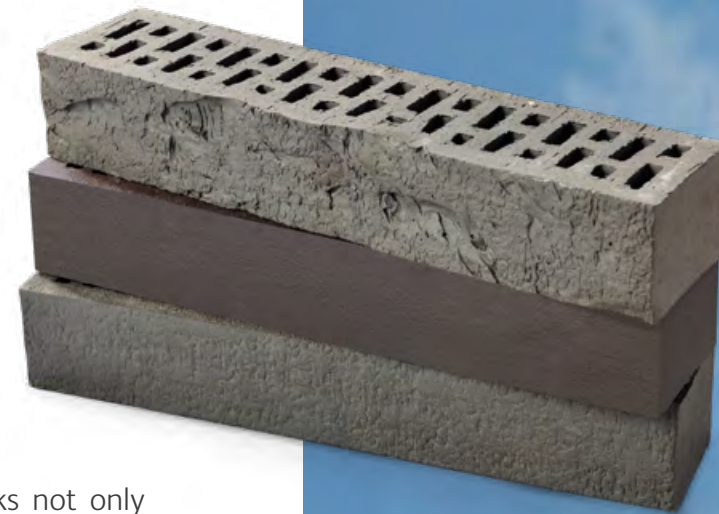
Linear Bricks are designed to elongate the lines of a building, emphasising horizontality and enhancing the perception of scale. Their slim form can be used to create sleek, continuous surfaces or to highlight architectural details with precision. The result is a sophisticated look that elevates both residential and commercial projects, from subtle accents to complete façades.

Available in a wide range of colours and finishes, the Linear collection provides design flexibility to suit different styles and contexts. From soft neutrals to deep, dramatic shades, the palette enables unique architectural expression while maintaining the durability and performance expected of Ibstock products.

The extended shape of Linear Bricks not only redefines the visual character of a building but also plays with light and shadow in distinctive ways, adding depth and texture that shift with the changing daylight.

Perfect for projects seeking a contemporary edge, Linear Bricks allow architects to experiment with rhythm, proportion and scale in new and inspiring ways. They embody the fusion of modern design ambition with the enduring quality of clay, delivering façades that are as technically robust as they are visually striking.

[DISCUSS YOUR PROJECT >](#)



THE LINEAR RANGE

THE LINEAR RANGE

School Extension, Bury St Edmunds, Suffolk
Linear Natural Cream Riven 440 x 102 x 50mm

Natural Cream

Natural Cream Lined

Natural Cream Riven

Natural Cream Textured

Natural Red

Natural Red Lined

Natural Red Riven

Natural Red Textured

Natural Cream Textured

Natural Red

Research Centre, Aston University, Birmingham
Linear Natural Red 440 x 102 x 65mm

Natural Cream

Natural Cream Lined

Natural Cream Riven

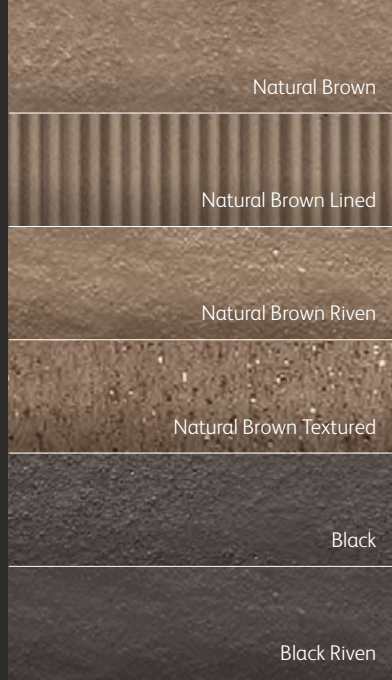
Natural Red Lined

Natural Red Riven

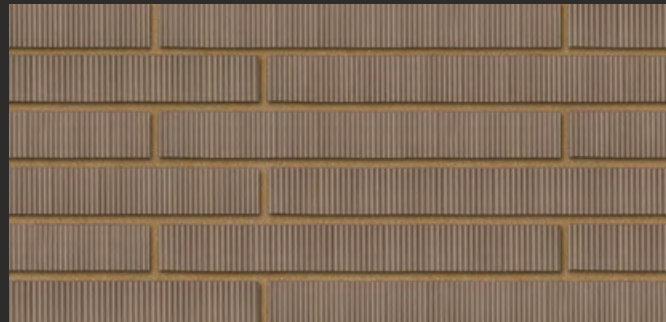
Natural Red Textured



THE LINEAR RANGE



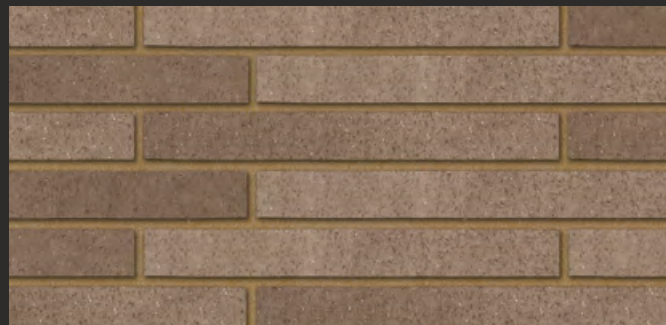
Natural Brown



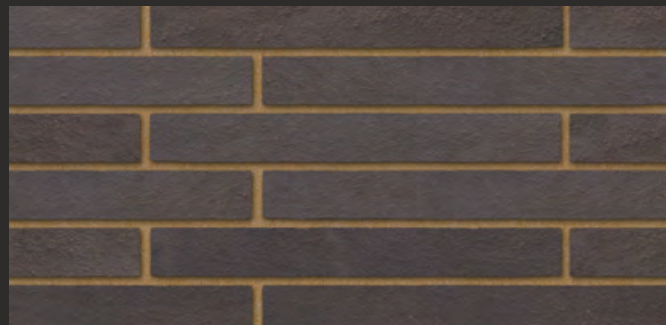
Natural Brown Lined



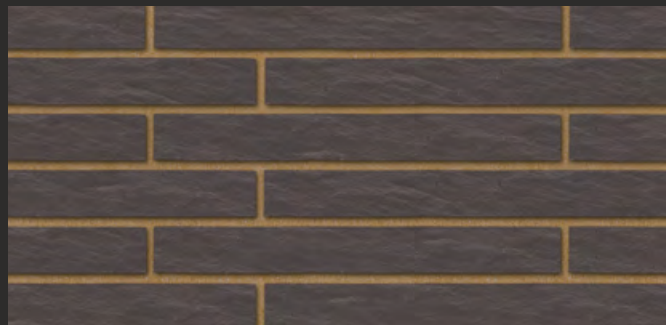
Natural Brown Riven



Natural Brown Textured



Black

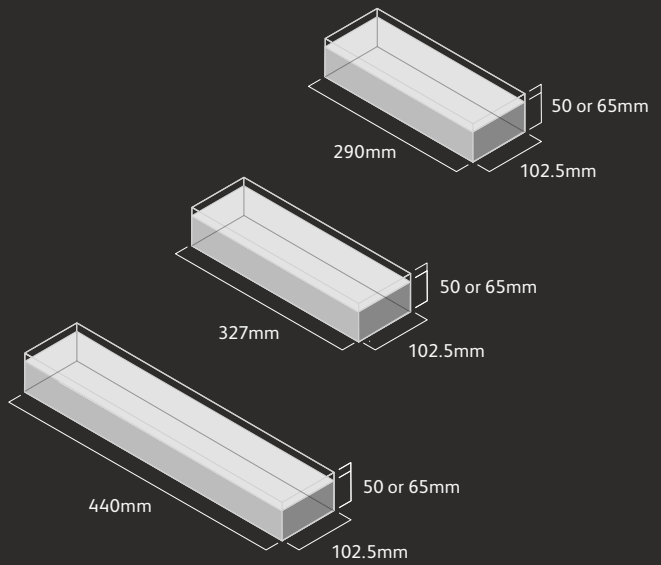


Black Riven



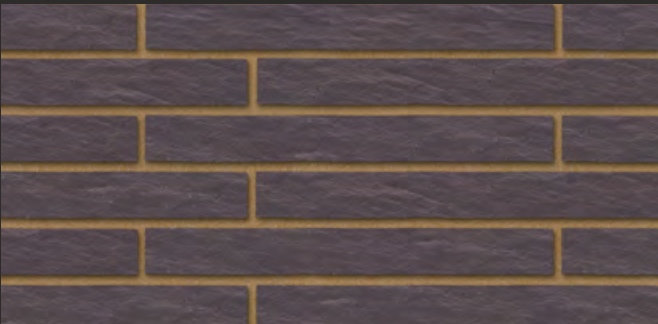
Minghella Building, University of Reading, Berkshire
Linear Staffordshire Blue Brindle Smooth 440 x 102 x 65mm

LINEAR SIZE GUIDE





Oak Farm Extension, Allerton, Liverpool
Linear Natural Blue 440 x 102 x 50mm



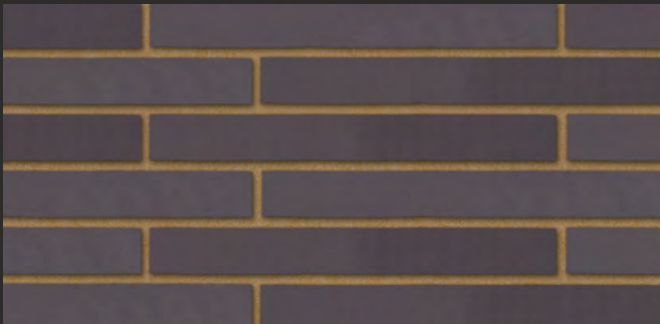
Natural Blue River



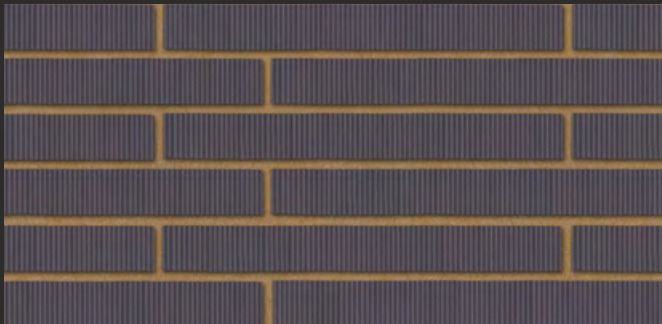
Natural Blue Textured



Natural Grey



Natural Blue



Natural Blue Lined



Natural Grey Lined



Natural Grey River

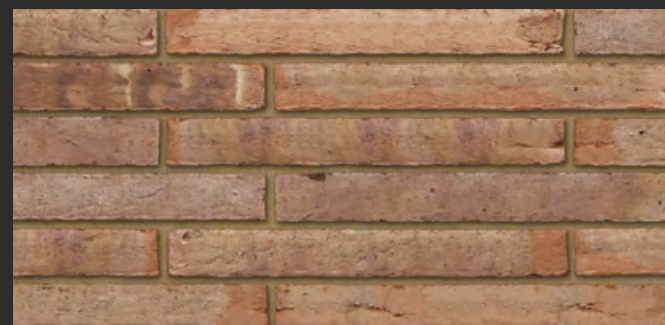
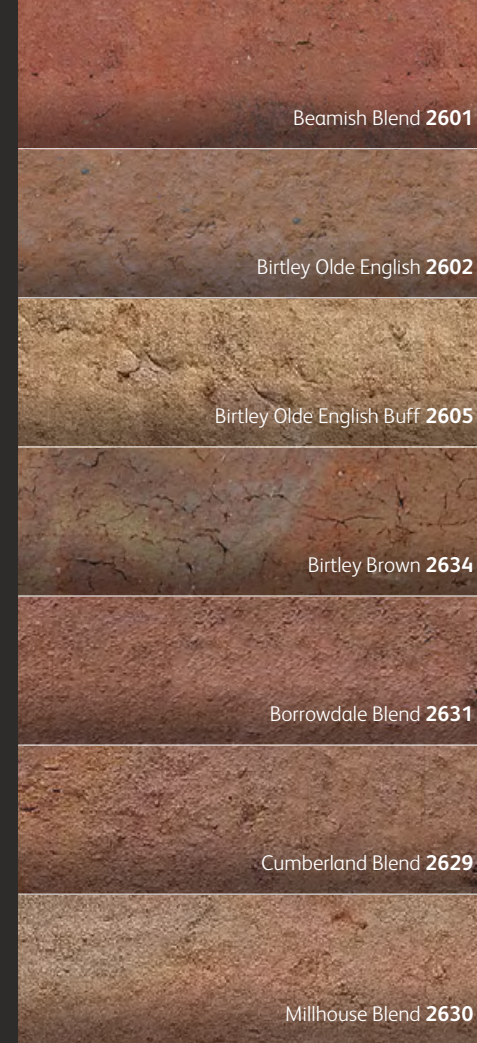
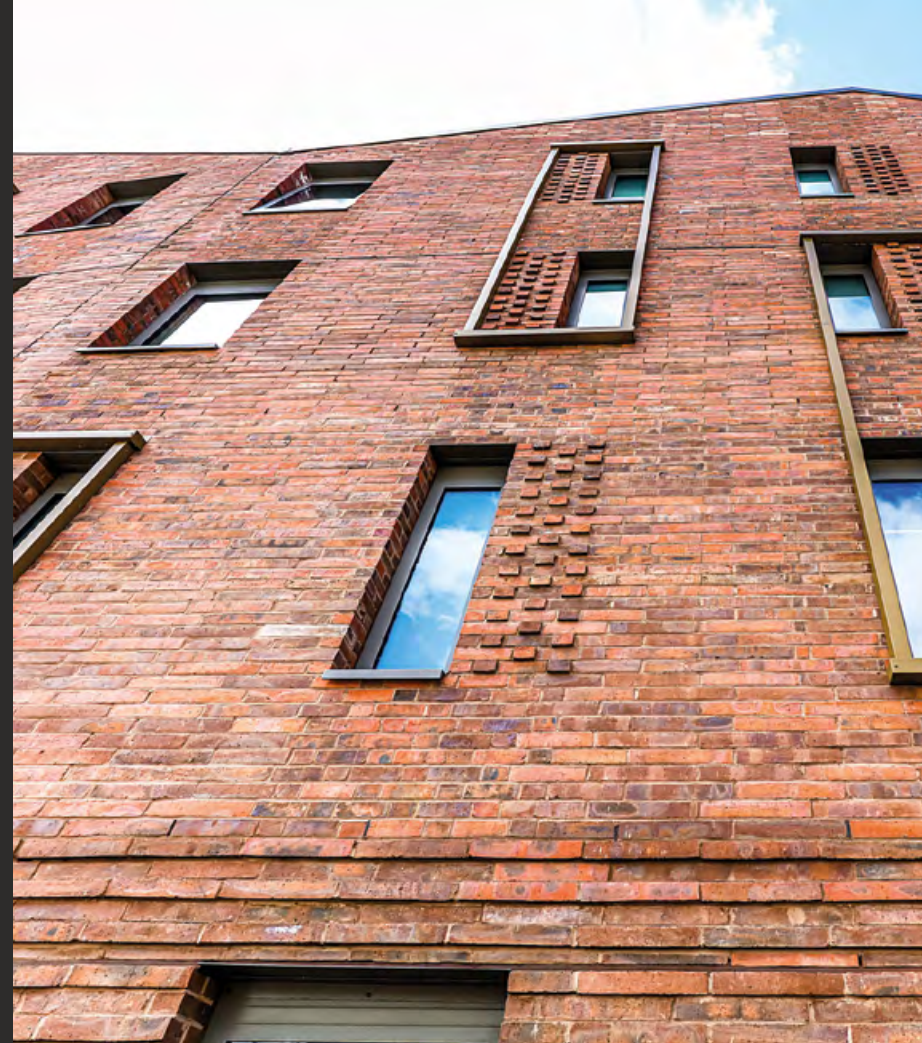


Natural Grey Textured



THE LINEAR RANGE

Aquila Court, Bath
Birtley Linear - various colours

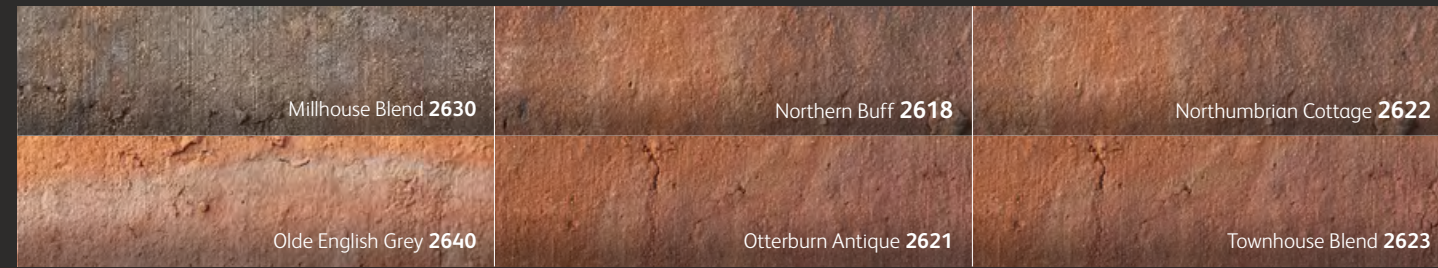




THE LINEAR RANGE



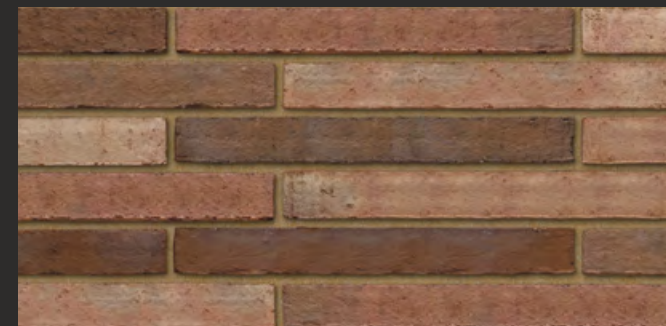
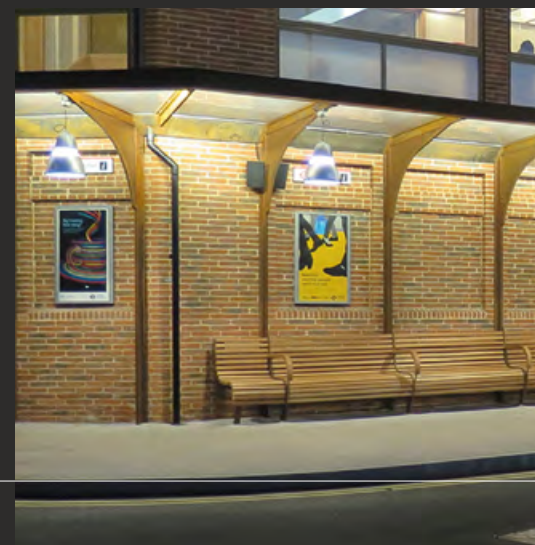
Croydon Bus Station, Croydon
Birtley Olde English Linear



Olde English Grey 2640



Otterburn Antique 2621



Millhouse Blend 2630



Northern Buff 2618



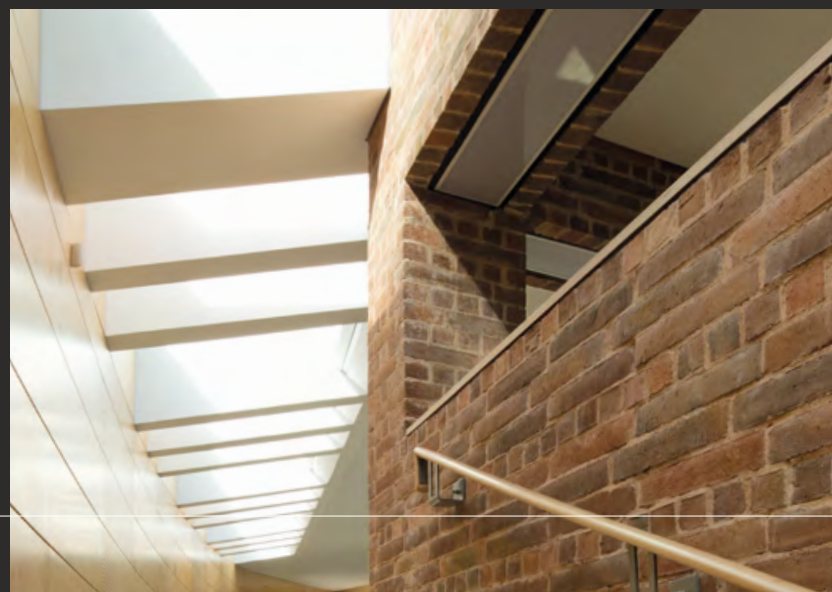
Northumbrian Cottage 2622



Townhouse Blend 2623

THE LINEAR RANGE

Swanage Linear Range



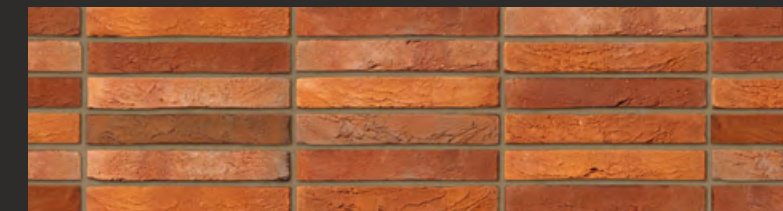
Kings Boathouse, Worcester
Linear Bespoke Blend

BRICK BONDING PATTERNS WHERE CRAFT MEETS STRENGTH

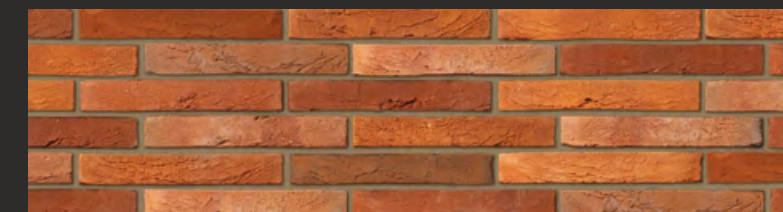
Brick bonding 'Linear' is more than construction; it's the art of combining strength and durability with texture, rhythm, and bold visual impact.



Stretcher Bond



Stack Bond



Offset Bond

CREATING INNOVATIVE & CONTEMPORARY ARCHITECTURE

An extruded durable clay unit with clever profiled edges and a tile-shaped front face which replicates a tile-hung wall elevation when mortared together. Tile-hung elevations are frequently chosen between first floor level and eaves to create a decorative alternative to brickwork.

Tilebrick™ is increasingly now being used in contemporary architecture to give a new dimension to facades in strong base colours, enhancing the design elements of the building whilst retaining the benefits of structural masonry.

[DISCUSS YOUR PROJECT >](#)



THE TILEBRICK RANGE

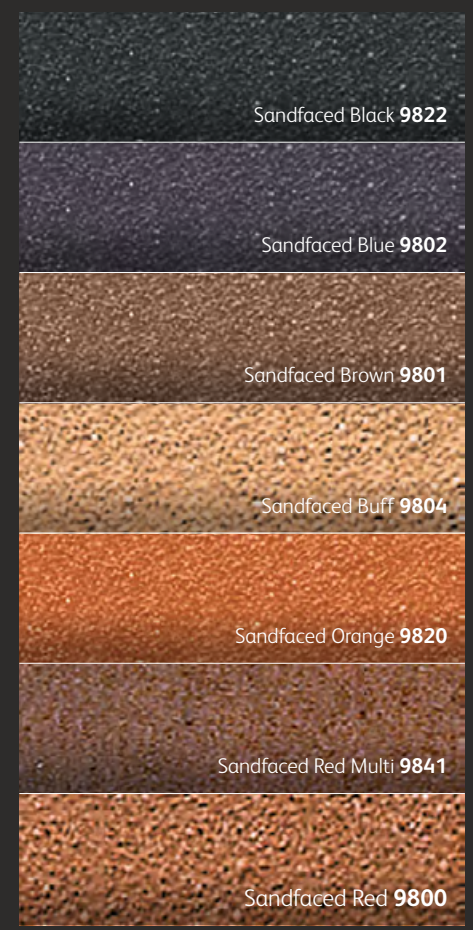


THE TILEBRICK™ RANGE

Private House, London
Tilebrick™ Smooth Blue



Housing, London
Tilebrick™ Smooth Blue



Sandfaced Black 9822

Sandfaced Blue 9802

Sandfaced Brown 9801

Sandfaced Buff 9804

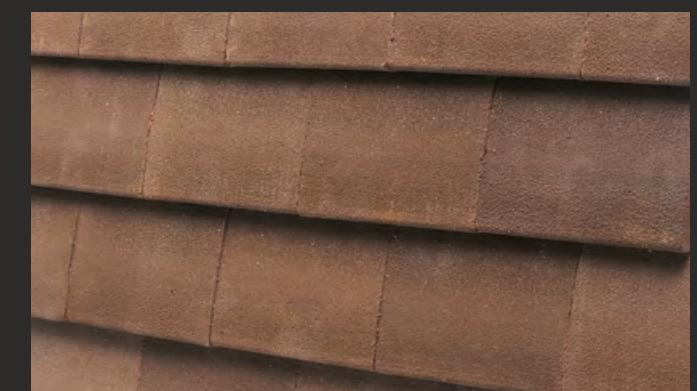
Sandfaced Orange 9820

Sandfaced Red Multi 9841

Sandfaced Red 9800



Sandfaced Blue
9802



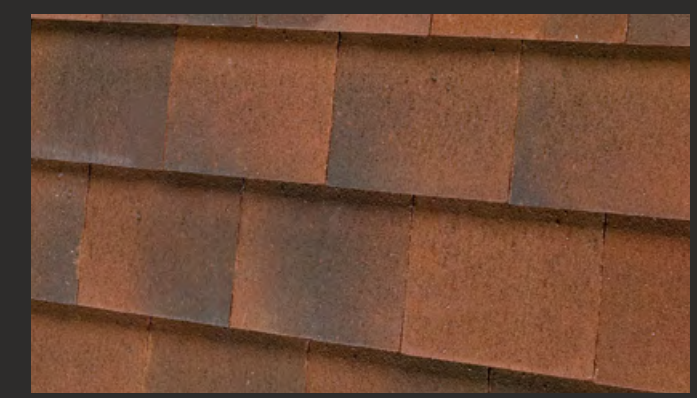
Sandfaced Brown
9801



Sandfaced Buff
9804



Sandfaced Orange
9820



Sandfaced Red Multi
9841



Sandfaced Red
9800



Sandfaced Black
9822

THE TILEBRICK™ RANGE

Housing, Barrow Hall
Tilebrick™ Smooth Blue



Smooth Blue
9860



Smooth Blue 9860



Smooth Buff 9803



Smooth Red 9840



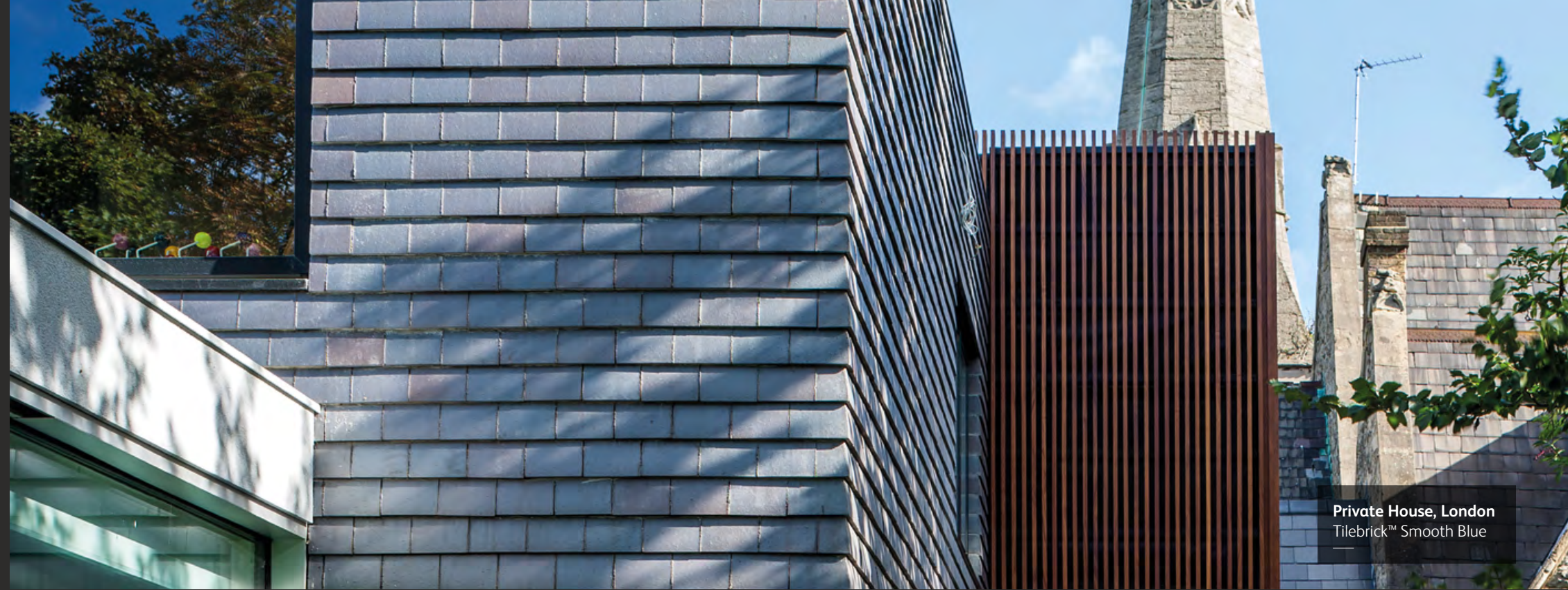
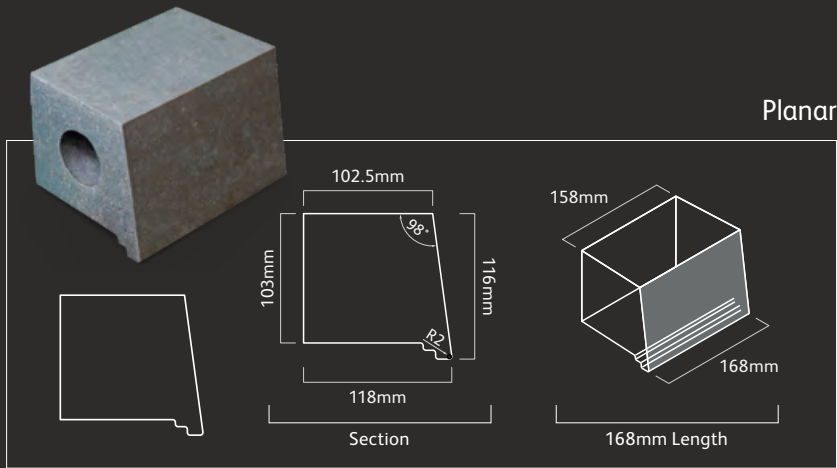
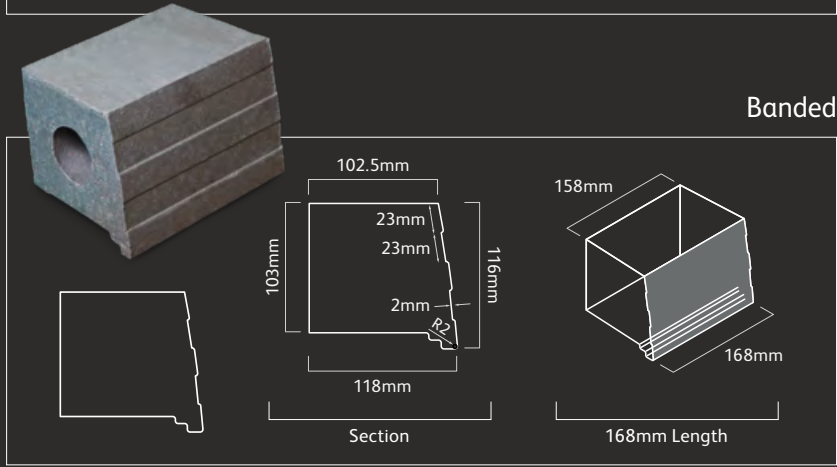
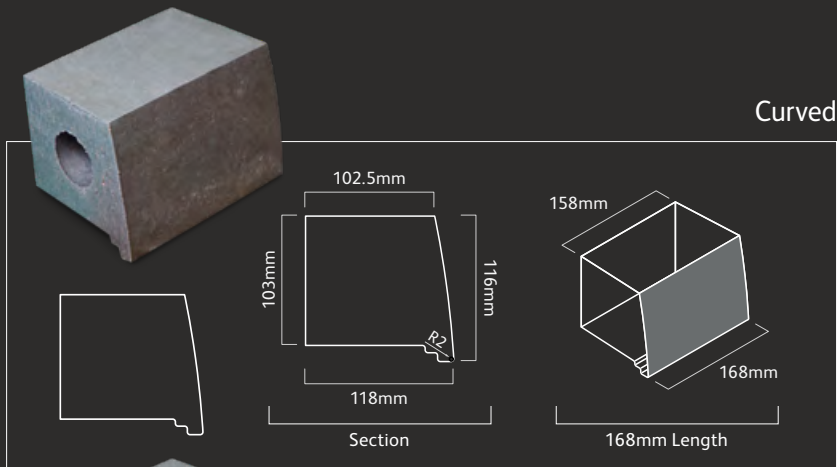
Smooth Buff
9803



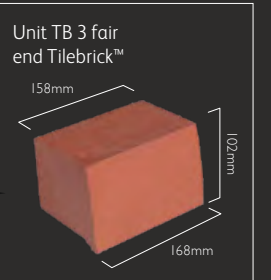
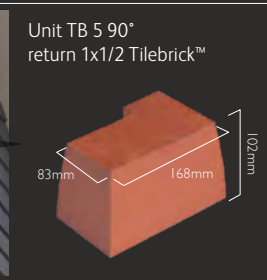
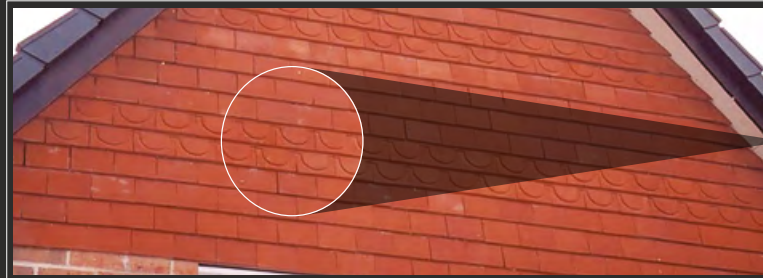
Smooth Red
9840

TILEBRICK™ PROFILES & ACCESSORIES

Private House, Almondsbury
Tilebrick™ Smooth Blue



Private House, London
Tilebrick™ Smooth Blue



Further accessories are available - for more information please contact your local Design Advisor on 0844 800 4576



Ibstock
At the heart of building

Ibstock plc
Leicester Road, Ibstock,
Leicestershire, LE67 6HS
www.ibstock.co.uk

T: 03332 343 434

Birtley
Station Lane, Chester-Le-Street,
County Durham, DH2 1AJ

T: 0191 410 2555

Chailey
Caveridge Lane, South Chailey Lewes,
East Sussex BN8 4BA

T: 01273 400212

Swanage
Godlingston,
Dorset, BH19 3DH

T: 01929 422257