Our brick is more expensive," says Burkhart, "and people who are affluent and have discriminating tastes just as when they're building a house, or renovating a house. They want something a little bit different. They want something that's a cut above the ordinary. So not surprisingly, what was once primarily a regional business now operates for a nationwide market. "In the beginning, it was the South and the Southeast," says Burkhart, "That was our bread and butter for many years. But we have a lot of influx from the North and the Midwest; people come to the South for vacations, and they are impressed by the Low Country homes around Hilton Head and Buford, SC, Greenwich, CT, is also a hotbed for us." We did a job that we're doing right now are custom," says Burkhart. "They'll say, 'Well, I like this Savannah Grey brick that you have, but can you make it less white?' or 'Can you make this brick a little darker?' We try to accommodate the customers and tweak it for whatever they want.

The appropriate mortar tends to be a regional consideration, according to Burkhart. "I'm a Savannah, for example, they like to use white mortar, because originally they would grind up seashells, and the mortar was almost refrigerator white," he says. "When you get to Charleston, it becomes sort of an ivory buff -- more like an antique white color. Then, when you get up to Virginia, it becomes a straw color. Today, most mortars are pre-mixed and come in bags, and you have an array of colors. The Lafarge Group of Herndon, VA, makes over 200 colors of mortar. With most of our brick, people use a lighter color mortar as was used years ago, and so when our bricks are laid up, they look like they've been there 50 or 100 years."

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The aesthetic satisfaction of handmade brick has been well worth the expense for Old Carolina's clients. "Our brick is more expensive," says Burkhart, "and people who are affluent and have discriminating tastes want something a little bit different. They want something that's a cut above the ordinary. Just as when they hire an architect because they want their homes to fit in with the landscape. That's a lot of our clientele.
probably about 75 percent. The CEO and founder of a ladies' clothing company had searched all over the

country until he finally found us, and when he flew down to Salisbury, NC, he said, 'This is the brick I want

because it will give that soft patina and soft tones.' We had one person say, 'Your brick is the Rolls-Royce of
the brick industry.'"

The firm's handmade brick is of course synonymous with restoration projects, with such clients as Colonial
Williamsburg and Mount Vernon. But the boom in newly constructed houses built in traditional styles has
been essential to the firm's growth. For a recently constructed new house in Charleston, SC, for example,
Old Carolina's Savannah Grey brick was used. "It's made to look like the old ballast brick in Savannah, GA, which came over on ships," says
Burkhart. "We tried for years to come up with a brick that looked like the old brick in Savannah, and once we finally succeeded, it became our best
seller in the Savannah, Hilton Head and Charleston markets."

In Lexington, NC, a house was constructed using the Tryon, a burgundy-red brick that was also used for the original governor's mansion at Tryon
Palace in New Bern, NC. "We had done the restoration work there, and that brick had more of a burgundy cast," says Burkhart. "We use it frequently
in Williamsburg and other restorations, as well as in large homes. But we've also provided some of that up on the Hudson River in New York and in
Greenwich, CT.

"For a house in New Albany, OH, which is right outside of Columbus, the owner wanted the Williamstowne brick with special accents. Our
Williamstowne brick is a medium, go-to red brick for places like Williamsburg and Mount Vernon. We classify it as a tannish red. For the fill brick, they
used a red brick with a little range to it; but they wanted some accent, so they chose a lighter color brick for the accents around windows, arches and
doors."

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