

Palmetto Brick Company

Over 100 Years Of Professionalism & Integrity

by Sara Sobota

Palmetto Brick Company has a century's worth of knowledge, experience, and expertise in brickwork. With deep roots in the area, connections with manufacturers in 16 states, and a keen interest in the future, Palmetto Brick offers quality and style as well as perspective on the landscape of the industry.

A family-owned and operated company in every sense of the term, **Palmetto Brick** has been in the Anderson family since 1919, when J.L. Anderson, who was already owner of a successful sawmill and 8,400 acres of timber land, purchased it along with Irby Brick and several other businesses including a veneer mill, cotton gin, and a theatre. Anderson and his wife, Margaret (Maggie) Flowers, lived in Cheraw, S.C., and had four children: David Rae Anderson, Alice Anderson, William Glenn Anderson, and Margaret Anderson. Over time, several of the children married and moved away. However, in 1939, Anderson called his family together



General Manager, Chad Redwine (left) & outside sales representatives, Jonathon Dean (middle) & Derek Beaber (right), in front of the local branch located @ 305 Greenleaf Circle in Myrtle Beach across from the Tanger Outlets on Hwy. 501 (Turn towards Chic-fil-A @ traffic light).

again and, due to illness, assigned one business to each of his sons and sons-in-law. Anderson passed away in 1940, but not before organizing a partnership among himself and his four children. Today, Palmetto Brick and associated companies are operated by the fourth generation of Anderson family members.

In 2020, Palmetto Brick is fresh from a yearlong celebration of both its 100th anniversary and its status as a 50-year, charter member of the Horry County Home Builders Association (HGBA). Throughout 2019, the company held festivities at each of its branches in Monroe and Hampstead in



Palmetto Brick has been around for over 100 years & Chad Redwine takes great pride in the long standing employee relationships that have been established, especially with two of the current delivery drivers shown above. Darrell Gandy (left photo) has been with Palmetto Brick for over 42 years & Charles Lucas (right photo) has been with Palmetto Brick for over 30 years.



North Carolina; Florence and Myrtle Beach in South Carolina; and its manufacturing facility in Cheraw, S.C. – which included a tour of the plant that produces its bricks – for owners, board members, family members, vendors, and a number of South Carolina state representatives.

Chad Redwine, general manager of Palmetto Brick in Myrtle Beach who's been with the company 14 years, has noticed numerous trends in the field over the past year or two.

"Everyone's into these white, modern farmhouses with the black windows and the authentic tumbled or authentic rumbled brick, for the accents, the foundations, and the fireplaces," said Redwine. "That's a real big push right now, so a lot of us manufacturers are coming up with rusticated brick and antique tumbled brick for these purposes."

Often, it's not the bricks themselves but their characteristics and treatment that makes a trend in this industry.

"It's all about the style," said Redwine. "There is nothing that's changing the dynamic of the wall structure. You can't really improve the brick wall system. The designers, the architects, and the general contractors are just altering its aesthetic appearance."

Brick color and mortar joint style are factors that come into stylistic play.

"Mainly the neutral colors are in demand right now," said Redwine. "Whites, taupes,



Chad Redwine reviews an existing order with forklift supervisor, Dwayne Simmons, in the brick yard.

cream, beiges, blends, lighter shades of brick – that's what people are favoring."

Being creative with mortar is another way to offer updated looks.

"A lot of people are using a process in the installation brick called a flush joint, which is just a brushed-on joint – there's no tool to strike it," said Redwine. "They're also using a weeping joint, which literally makes the excess mortar weep forward onto the face of the brick. Some people like to describe it as the mortar is oozing out of the wall; that's what it looks like. And then some bigger custom home projects are using a wider joint. Instead of the standard 3/8 of an inch, they're going to half an inch or even three-quarters. It just gives it a whole different look." Thin brick for interior design is another popular trend.

"For almost every custom home that we put brick veneer on the exterior, we're putting a thin brick on the interior," said Redwine. "Thin brick has turned into accents in the kitchen, library, study, bars, walk in entrances, laundry rooms, and mudrooms. People are incorporating bricks more so on the inside as well."

Palmetto Brick Company also designs and builds outdoor living spaces, which continue to be in demand.

"We do outdoor kitchens, bars, pools, bricks, pavers -- everyone wants to be outside, especially in the Grand Strand," said Redwine.

So, what's the secret to Palmetto Brick Company's 100 years of success? Redwine says the formula is simple.

"A quality product and exceptional customer service."

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