

# Biggest UK brickmaker Istock takes 75% share in fireproof cladding maker Generix Facades

Brick maker Istock has taken a 75 per cent share in fireproof cladding manufacturer Generix Facades.

The move will help Leicestershire-based Istock extend its construction portfolio and the range of façade systems offered by [Istock Futures](#) – a subsidiary set up to target fast-growing areas of the UK market.

It will also help it meet growing demand from construction firms for lower carbon, non-combustible forms of cladding for use in the mid-high rise and modular market segments.

Istock – [Britain's biggest brick maker](#) – recently announced a big jump in revenues and profits despite industry-wide inflation and supply chain challenges.

It has benefited from strong demand in the new build housing market as well as from customers carrying out repairs, maintenance and improvement work, and infrastructure contracts. At the same time the business said it was maintaining a tight focus on costs.

Istock said sales were up 28 per cent in the first half of the year at £259 million, and pre-tax profits were up almost a third at £51 million. The group said its medium term [plan is to annual hit sales of £600 million-plus by 2026](#).

A spokesman said: “The acquisition of Generix aligns closely with the strategy for Istock Futures to become a market leader in façade products and solutions that combine the

aesthetic appeal of traditional materials with higher productivity and a lower environmental footprint.

“The cost of the investment in Generix is small, at circa £1m, but the board believes that the business has the potential to grow significantly within the Istock platform.”

Generix, which was formed in 2013 in Bloxwich, Walsall, and makes three types of façade systems – Generix-Lite (natural stone panels), Infinity (ceramic panels), and Genbrix (mechanically fixed brick-slip cladding.)

Co-founder and managing director John Nolan will remain in his role and retain the minority shareholding in Generix.

Jeremie Rombaut, managing director of Istock Futures said: “Generix represents an important strategic step for Istock Futures, with a new systems offering into the fast-growing sectors of the UK facades market.

“Through this acquisition, we have a great opportunity to expand our customer offering in new market segments.

“I welcome John and his team to Istock and look forward to scaling the business together in the years to come.”

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