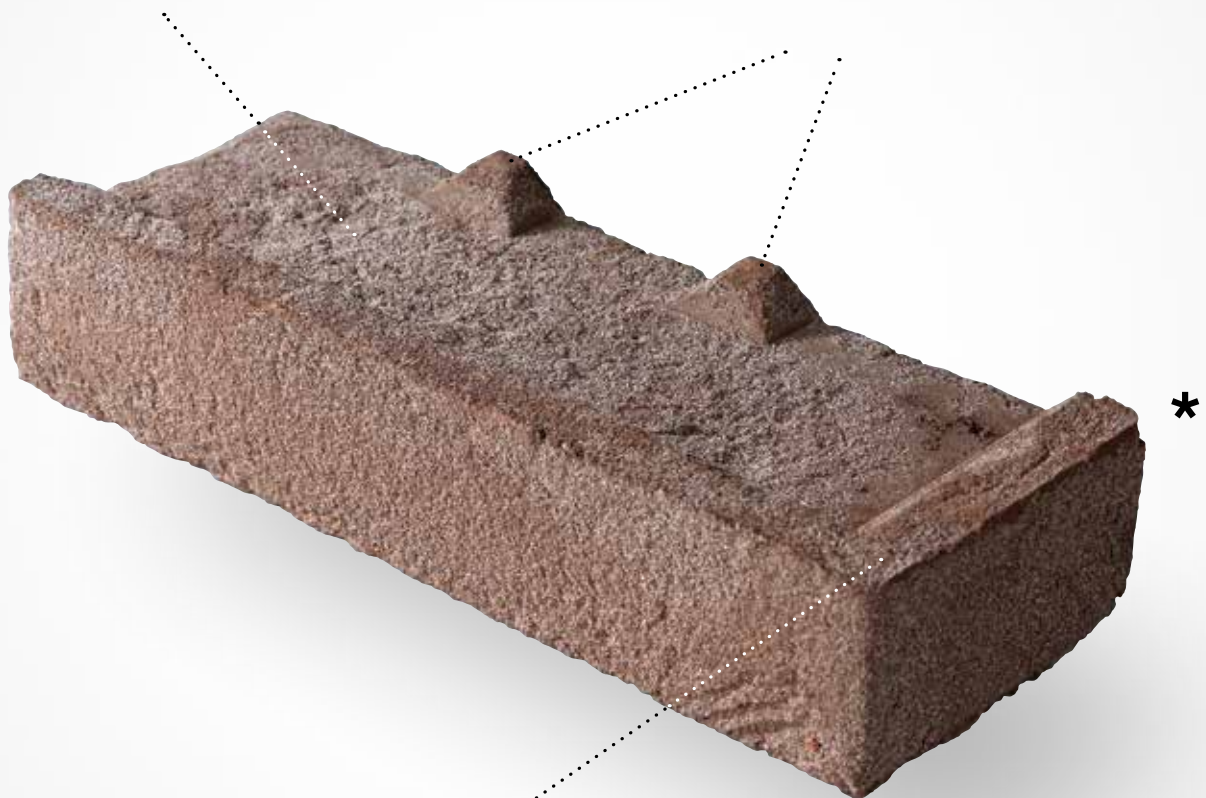


Iluzo,
laid
traditionally
but with a
glued
appearance

Due to the hollow section of the laying surface, a 12mm layer of mortar is still possible. This means bricks can be laid perfectly flat and evenly.

2 support feet offer extra support and allow excess mortar to escape.



Bricklayers can simply use the same number of left and right-hand headers to lay a corner.

* Lay the brick with the hollow side downwards

Iluzo makes thinly-jointed façades easy, affordable and stylish

—

Glued and thinly-jointed bricklaying is very popular these days. And rightly so because many advantages can be realised by reducing joint thickness from 12 mm to approx. 4 mm. The bricks give the impression of being very closely spaced, which helps to better emphasise the solid and homogenous nature of the façade. And while classic joints have a major impact on the colour of the façade, this impact is reduced significantly when thin joints are used. A glued or thinly-jointed façade also ages slower, because joints have less impact on the overall colour.

Iluzo makes it possible to easily realise all these effects. This brick looks like it has been glued, but still offers the advantages of traditional bricklaying. This means professionals can simply use traditional mortar as they are accustomed.

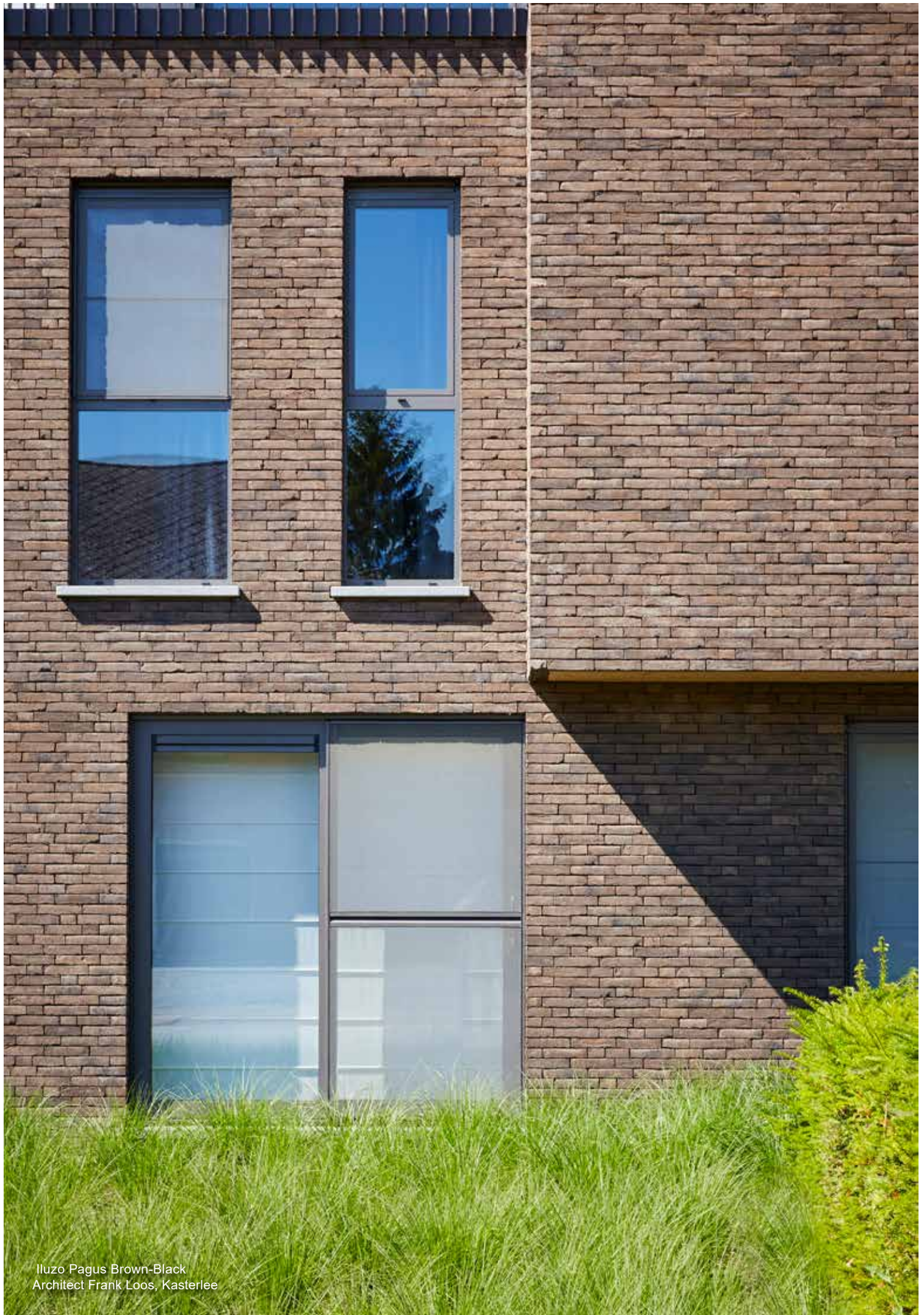
In short: Iluzo combines the stylish appearance of glued bricklaying with the benefits of traditional bricklaying. The result? Convenience combined with aesthetic appeal.



Pagus Brown-Black: Iluzo



Pagus Brown-Black: traditionally laid and jointed

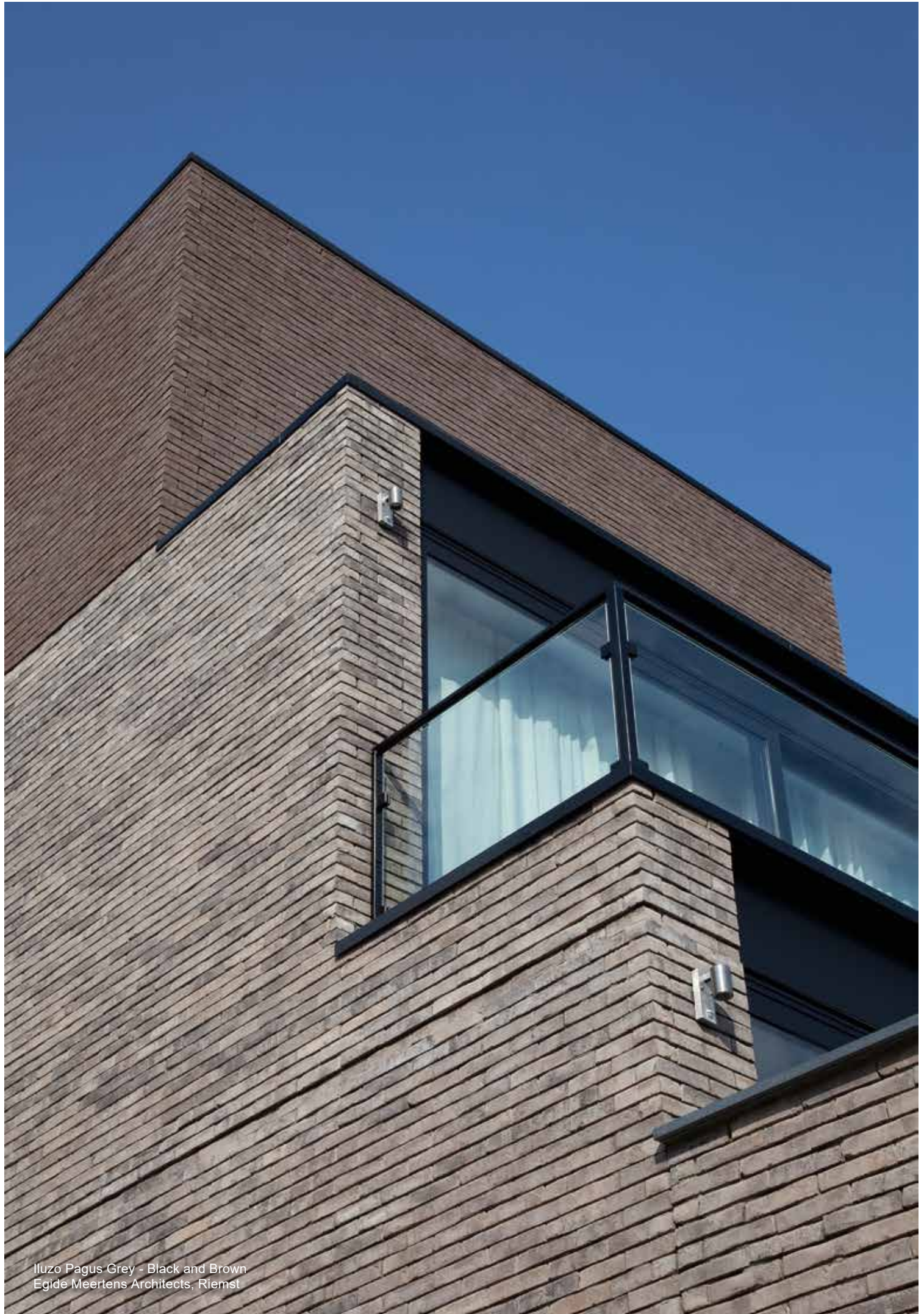


Iluzo Pagus Brown-Black
Architect Frank Loos, Kasterlee

An insight into how things work

- Iluzo features a hollow area on the laying surface of the brick. This means a regular mortar layer of 12 mm is possible and there is enough freedom to lay bricks perfectly flat and equal.
- The two support feet provide space for excess mortar to escape and offer extra support to the brick. The excess mortar that flows from the back can simply be removed using a trowel.
- The bricks are placed with the hollow section facing downwards, which means mortar can be placed simultaneously on several bricks on the laying surface, thus enabling faster bricklaying.
- No special tools are needed.
- Due to the brick's long and flat dimensions (238 x 90 x 48 mm), it is very easy to place and the format gives the façade surface a very modern look. One requires circa 80 bricks per m² if a joint of 4 mm is used.
- Because the supplied pallet contains an equal number of left-hand and right-hand headers, which can be used in the façade or in corners, bricklayers always have enough bricks to lay the corner section.
- When lintels are used, the small support feet and thin tip at the front can simply be knocked off using a trowel, thus allowing bricks to be easily modified when being placed on an L profile.
- Iluzo reduces the thickness of the joint, which allows bricks to excel in their own right.





Iluzo Pagus Grey - Black and Brown
Egide Meertens Architects, Riemst

10 advantages offered by Iluzo

1. Easy to place

Because the bricks can be traditionally laid using a 12 mm layer of mortar, there is no need for bricklayers to change their normal working habits.

2. No extra tools needed

Thanks to Iluzo, all bricklayers need is a trowel and a bit of mortar. A mortar producer can help to identify the most appropriate mortar, taking into account factors such as bonding strength, water absorption, colour and brick placement.

3. Little correction work

Because mortar can easily escape from the sides and back, bricks can be easily aligned with the string without much correction work or excessive tapping.

4. High stability

Due to the two support feet at the back, the brick remains stable when being placed, while still allowing mortar to escape easily.

5. No corner bricks needed

Half of the bricks have a left-hand header while the other half have a right-hand header. This means bricklayers can work faster, while reducing loss due to abnormal corners.

6. No mortar residues

Because bricks are placed by tilting the brick backwards, no mortar is released via the front and cannot soil the façade. Mortar released via the back can be removed easily using a trowel.

7. No scaffolding necessary

Scaffolding will not be needed because there is no need to point the façade. This not only saves time and money, but also allows you to see the end result a lot sooner.

8. Façade continues to look new

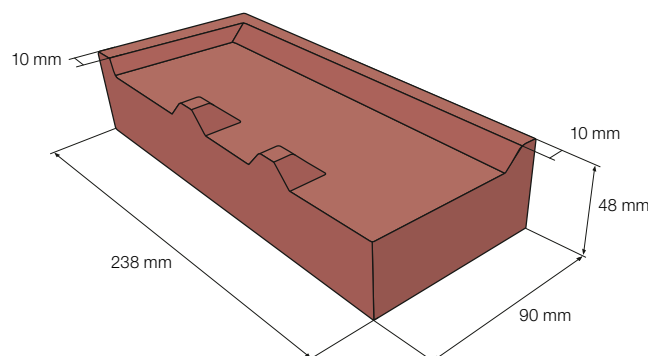
Joints are more likely to become dirty than bricks. The absence of joints means the ageing effect has less of an impact on the façade.

9. Easy vertical joints

Vertical joints will be a lot easier because one side is always closed.

10. No extra materials or requirements

Iluzo is traditionally pointed, which means special wall anchors are not needed. The shape of Iluzo bricks does not present any extra limitations with regards to butt joints. Regular façade reinforcements can still be used. And there are no specific areas of attention when placing water barriers.



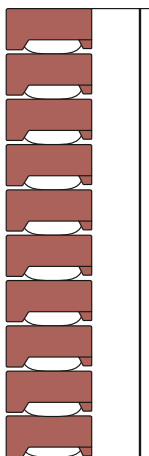
Easily laid in 6 steps

01

DETERMINE LAYER SIZE

- Take 10 Iluzo bricks from several packs. Stack the bricks on top of each other and measure the total height. Divide this by 10, which will give the average brick height. The minimum joint thickness will thus be 2 x the difference between the average brick height and the theoretical brick height of 48 mm. In any case, the nominal joint thickness used should be at least 4mm.

Example: the 10 stacked Iluzo bricks jointly measure 51 cm. The average brick height is thus 51 mm, while the theoretical brick height is 48 mm. The difference of 3 mm x 2 = 6 mm is the joint thickness that should be used. The layer size is calculated as follows: 10 x brick height + 9 x joint thickness / 10. This should be repeated 3 times. The average result will be the layer size that you should use.



Total height = 10 x brick height + 9 x joint height
 $\frac{\text{total height}}{10} = \text{layer size}$

10

02

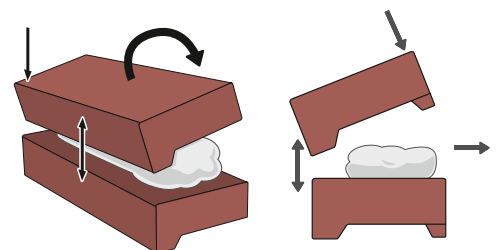
LAY OUT THE BRICKS

- Take 10 Iluzo bricks from several packs. Place these bricks next to each other and measure the total length of the row of bricks. Divide the total length by 10. This will give you the average brick length

03

TILT THE BRICKS WHEN LAYING THEM

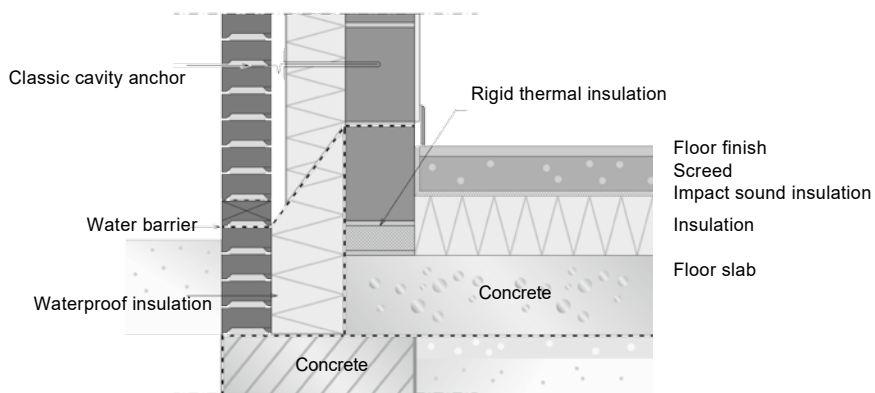
- Place the top brick on the bottom brick by first pressing down the front section. Then carefully tilt the brick backwards and compress the mortar. It is best to place the mortar slightly off-centre, towards the back. Use enough mortar so the bricks do not remain in direct contact with each other.



04

START LAYING THE BRICKS

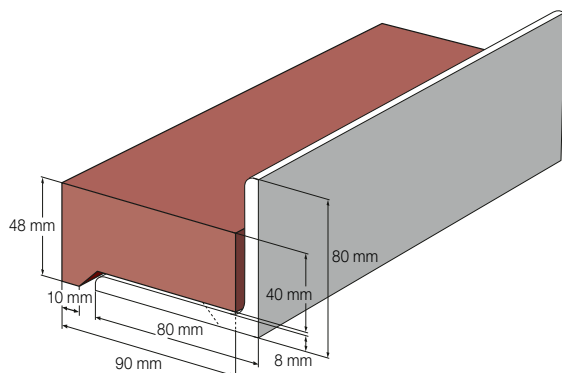
- Just like traditional masonry, one can start below the water barrier. Due to the flat top section of the brick, it is easy to place the water barrier between the bricks.



05

USE TRADITIONAL APPROACH TO PLACE LINTELS OR FAÇADE SUPPORTS

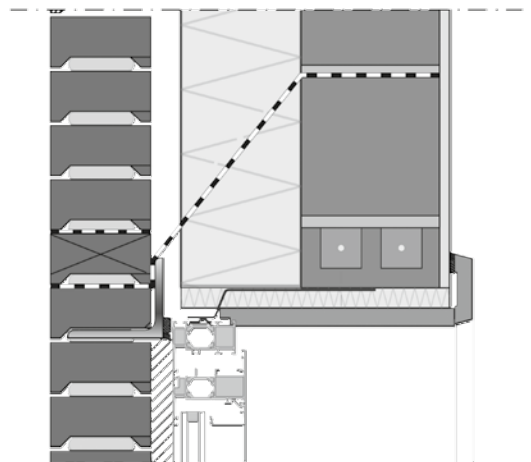
- The tip at the end should only be partly removed if the dimensions of lintels or façade supports are wider than the joint. This is quite easy to do by tapping the support feet and side returns with a trowel.



06

PLACE THE WATER BARRIER FROM INSIDE THE INNER CAVITY, NEXT TO THE L PROFILE

- The waterproof film is placed from inside the inner cavity, level with the L profile in the façade brickwork.



Iluzo Pagus: overview of range

Format \pm 238x90x48 mm



Iluzo Pagus Grey

Porosity: \leq 19%

IW4 - high absorption



Iluzo Pagus Grey-Black

Porosity: \leq 19%

IW4 - high absorption



Iluzo Pagus Brown

Porosity: \leq 15%

IW4 - high absorption



Iluzo Pagus Brown-Black

Porosity: \leq 15%

IW4 - high absorption



Iluzo Pagus Purple

Porosity: $\leq 15\%$

IW4 - high absorption



Iluzo Pagus Black

Porosity: $\leq 15\%$

IW4 - high absorption



Iluzo Pagus Red-Brown

Porosity: $\leq 15\%$

IW4 - high absorption

Iluzo Imperium: overview of range

Format ± 238x90x48 mm



Iluzo Imperium Albius

Porosity: ≤ 15%

IW2 - low absorption



Iluzo Imperium Flavius

Porosity: ≤ 15%

IW2 - low absorption



Iluzo Imperium Notus

Porosity: ≤ 15%

IW2 - low absorption



Iluzo Imperium Nerus

Porosity: ≤ 15%

IW2 - low absorption



Façade: Iluzo Pagus Grey / Roof: Bellus Slate Engobe

Bureau d'Architectes Courcelles, Moeskroen/Mouscron





Iluzo Pagus Brown-Black



Bontinck Architecture and Engineering, Gent

"More comfortable, easier and faster..."





Iluzo Pagus Purple

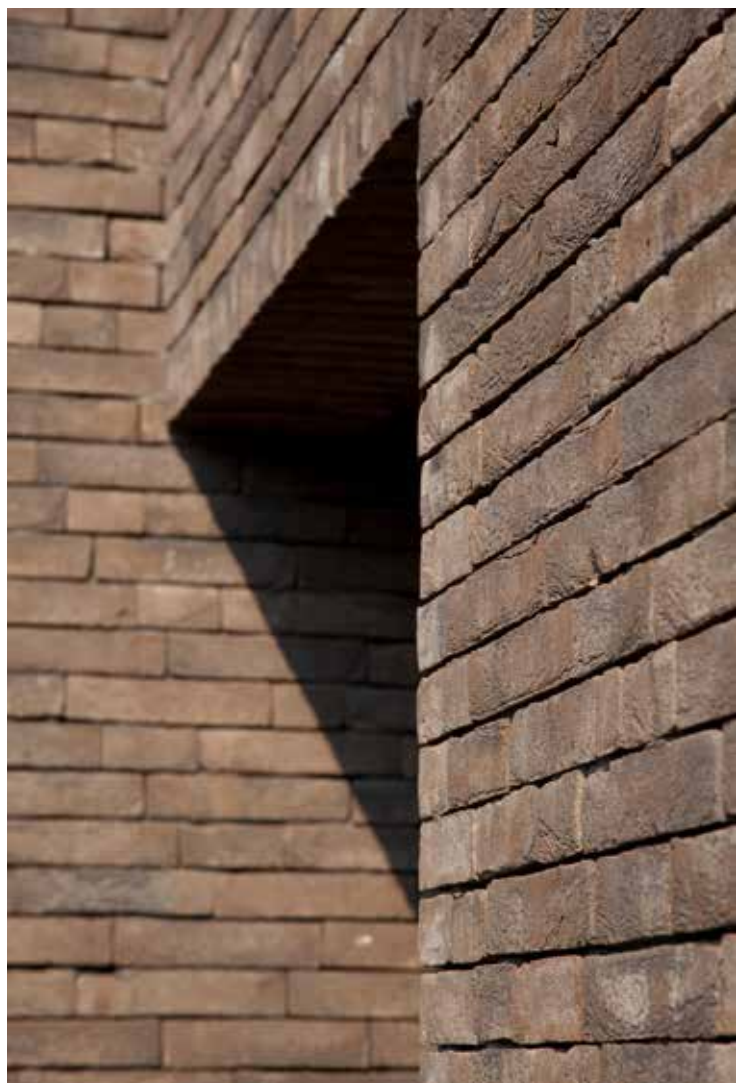


Architektuurburo Dirk Hulpia, Evergem

*“No loss, no need to point the facade,
less likely to become dirty...”*



Iluzo Pagus Brown-Black





Geels Architectenbureau, Geel





*“Traditionally laid,
but with a glued appearance –
the choice of experts”*



Iluzo Pagus Grey



PVL|architectenbureau, Koksijde

*“The façade ages
in a unique manner,
without joints
becoming
discolored.”*





Iluzo Pagus Red-Brown

Arch. Frédéric Vander Laenen, Westerlo



*“A façade
that looks both
natural and
robust”*



Iluzo Pagus Grey-Black

HASA Architecten, Muizen





Iluzo Pagus Grey-Black



OR Architecten, Gent

*“Elegance that
stands out in a
crowd”*

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