

Detroit Brick Co. Launches Comprehensive Digital Platform, Reinforcing Commitment to Detroit's Architectural Heritage

Detroit Brick Co. unveils new website and brand identity, showcasing expert masonry services across Metro Detroit.

MACOMB & OAKLAND COUNTY, MI,
UNITED STATES, December 11, 2024
/EINPresswire.com/ -- Detroit Brick Co.,
a premier masonry restoration

company serving Macomb and Oakland counties since 2010, today announced the launch of its newly redesigned website (detroitbrickcollc.com) and brand identity, marking a significant milestone in the company's evolution while deepening its commitment to preserving Metro Detroit's architectural legacy.



Detroit Brick Co Logo

“

We're still the same company that started with a passion for masonry and a dedication to our community. The new website simply allows us to better serve and communicate with our clients.”

Louis Pickner

The comprehensive digital transformation reflects the company's growth from its humble beginnings to its current position as a leading masonry restoration specialist. Founded by Louis Pickner, who began with a vision of providing affordable, high-quality repairs to the local community, Detroit Brick Co. has evolved into one of the region's most trusted names in residential masonry services.

"This digital evolution represents more than just a new website—it embodies our journey from a small local

operation to a comprehensive masonry solutions provider," said Louis Pickner, founder of Detroit Brick Co. "The new platform serves as a resource hub for homeowners while showcasing our dedication to preserving the architectural integrity of Metro Detroit's homes."

Digital Platform Features and Educational Resources

The newly launched website features an extensive educational section, including detailed information about common masonry issues such as spalling brick, tuckpointing necessities, and

foundation repair. The platform addresses frequently asked questions about masonry maintenance, providing valuable insights for homeowners across the region.

"We've incorporated our years of expertise into the new website, making it a valuable resource for homeowners seeking to understand and maintain their property's masonry," Pickner explained. "From explaining the causes of brick deterioration to detailing our restoration processes, we're making professional masonry knowledge more accessible to our community."

Expanded Service Documentation

The digital platform meticulously documents Detroit Brick Co.'s complete service offerings, including:

- Fireplace and chimney repair
- Professional brick tuckpointing
- Wall and column restoration
- Porch and step reconstruction
- Comprehensive foundation repair
- Specialized cap and crown repair
- Stone restoration services
- Advanced masonry cleaning and sealing
- Technical Expertise and Quality Assurance

The website highlights the company's technical proficiency, detailing their use of type N mortar for tuckpointing and siloxane-based weather guard for brick sealing. This transparency in materials and methods demonstrates Detroit Brick Co.'s commitment to quality and durability in every project.

"Our new digital presence allows us to better communicate our technical expertise and quality standards," said Pickner. "We want our clients to understand not just what we do, but why and how we do it, ensuring they make informed decisions about their masonry needs."



Chimney Services in Macomb



Steps Repair Services

Community Commitment and Service Area

Operating from their Clinton Township headquarters at 16944 Penrod Dr, Detroit Brick Co. maintains an extensive service area throughout Macomb and Oakland counties, including:

Warren
Southfield
Rochester Hills
Farmington Hills
Troy

The company's extended operating hours (Monday through Saturday, 7:30 AM to 6:30 PM) reflect their commitment to accessibility and customer service.

Quality Assurance and Customer Protection

Detroit Brick Co. continues to uphold its commitment to customer protection through:

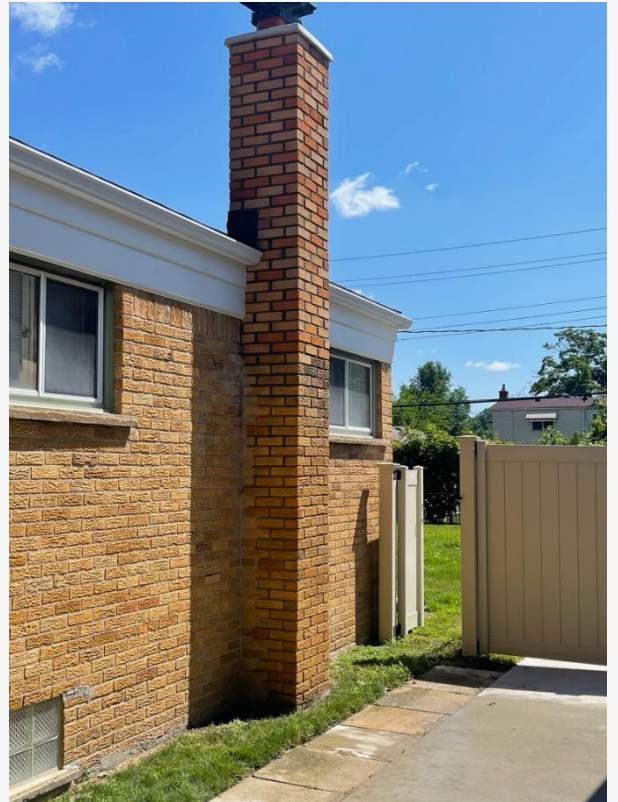
100% satisfaction guarantee
Full licensing and insurance
Complimentary, no-obligation consultations and quotes
Transparent pricing and project planning
Detailed documentation of all restoration processes
Future Outlook

As Detroit Brick Co. embraces this digital transformation, the company remains focused on its core mission of preserving and enhancing the region's architectural heritage. The new website serves as a foundation for future growth while maintaining the personal touch that has characterized the company since its inception.

"While we're excited about our digital evolution, our fundamental commitment remains unchanged," Pickner emphasized. "We're still the same company that started with a passion for masonry and a dedication to our community. The new website simply allows us to better serve and communicate with our clients."

About Detroit Brick Co.

Founded in 2010 by Louis Pickner, Detroit Brick Co. has established itself as a leading provider of residential masonry repair and restoration services in the Metro Detroit area. The company



Chimney Services in Oakland

specializes in comprehensive masonry solutions, from minor repairs to major restoration projects, serving homeowners throughout Macomb and Oakland counties. With a focus on quality craftsmanship, customer satisfaction, and technical expertise, Detroit Brick Co. continues to play a vital role in preserving and enhancing the region's architectural heritage.

For more information about Detroit Brick Co.'s services or to schedule a consultation, visit detroitbrickcollc.com or call (586) 787-2999.

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