PGH™
SAINT-GOBAIN

PRODUCT BULLETIN



30 Sep 2026

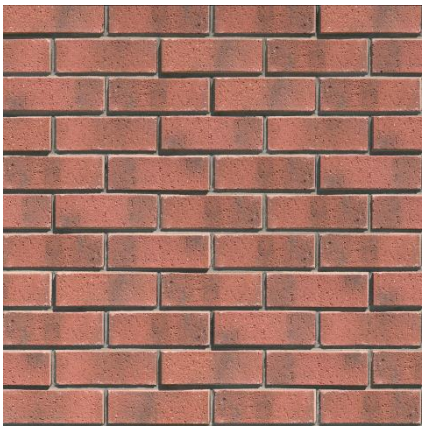
NEW ZEALAND NPD UPDATE
LAUNCH OF RUSTIC ROSE

PGH Bricks is proud to introduce **Rustic Rose**, a beautifully balanced red brick that brings warmth, character and enduring appeal to residential designs across New Zealand.

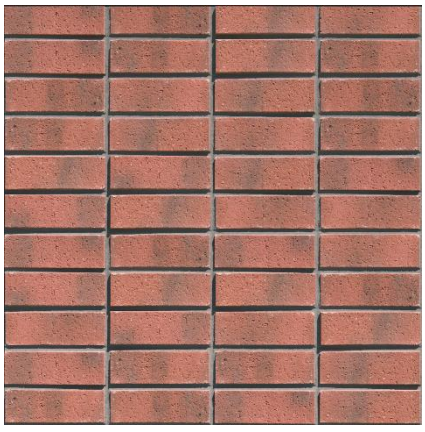
Inspired by the timeless charm of traditional clay masonry, Rustic Rose features a rich red base complemented by subtle tonal variation, delicate texture and natural patterning. The result is a brick that feels both familiar and contemporary, delivering authentic character without overpowering the overall design.

As **Gypsy Rose** reaches the end of its journey, Rustic Rose provides a natural successor, retaining the warmth and familiarity that have long resonated with New Zealand homeowners while introducing a refreshed aesthetic with subtle variation and character.

Rustic Rose carries forward the timeless appeal of traditional red brick, offering a worthy next-generation alternative to Gypsy Rose for New Zealand homes.



Stretcher bonded pattern



Stack-bonded pattern

The new Rustic Rose will be officially available for purchase in New Zealand from October 2026.

Additional Information

- **SAP Code** – 482470
- **Product Description**
  RUSTIC ROSE 70MM 1ST OX 624 EXPORT
- **Plant of Manufacture**
  PGH Oxley, NSW, AU
- **Pack Size** – 624
- **Salt Resistance Grade** – GP
- **SA Value** – 0.646 (Calculated)
- **Luminance Reflectance** – 15.3
- **Brick Void Ratio** – 31%

Face Bricks Product Technical Statement

Rustic Rose on PGH NZ Website

Rustic Rose on iDesign

Luminance Reflectance Report

If you have any questions or would like more information on the Rustic Rose, please don't hesitate to reach out to your local customer service team or your Account Manager.

Kind Regards

PGH Category Team