



Press Release

Klay launches KlayConcept – a new clay product range that mirrors the magic of nature

Cape Town, 02 August 2024 – Leading brick manufacturer Claytile has introduced a new offering to the South African building materials market. Rebranding as Klay, the company is on a mission to transform the local architecture and interior design landscape through their two distinct brands: KlayBrick and KlayConcept.

“Claytile has established a reputation over the decades as one of South Africa’s leading clay brick manufacturers. We are now evolving into a new offering under the umbrella Klay – KlayBrick, which will continue to manufacture the clay bricks on which the business’ foundation was built; and KlayConcept, which is focussed on more innovative, design-led products that expand our offering, catering to modern architectural and interior design needs,” explains Justin de la Hunt, General Manager of Klay.

Based in the Cape Winelands, Klay has a rich legacy spanning 54 years, built on generations of experience in brick manufacturing. At the heart of this family-run business is a deep love for clay and the satisfaction derived from transforming this remarkable material into beautiful, durable and sustainable building solutions. Sourcing various types of clay from both on-site and neighbouring quarries, this proudly South African producer showcases the versatility of clay as a largely underrated material.

Julian de la Hunt explains that the new KlayConcept products are created through a more hand-crafted manufacturing approach than that of KlayBrick, which is a large, automated plant.

“Once our products are extruded, they are placed by hand in a single layer on the dryer car or trolley. This ensures an even drying process, which improves quality. It is a quick-drying process that is possible through the use of a tunnel system that uses recovered heat from the push bat kiln. After the drying process, the dried products are again placed by hand on ceramic bats, which allow air to circulate evenly around the pieces during the firing process,” he explains.

“This hand-crafted process allows us to develop a wide range of products at a consistent quality. It also means that we are creating jobs and upskilling our team in traditional clay-firing techniques.”

A new era in special building and design materials

The building and construction sector is by far the largest emitter of greenhouse gasses, accounting for a staggering 37% of global emissions. As a manufacturer, Klay is committed to refining and improving their production processes to minimise the environmental impact.

“Inspiration from global design trends and our enthusiasm for clay led us to develop a range of locally produced special clay products to meet the needs of the construction and architectural industries,” says Aidan de la Hunt, who leads design and creative innovation at KlayConcept. “Our products are inspired by the principles of biomimicry, drawing inspiration from nature’s dynamic designs, such as the honeycomb pattern of our wine racks. Products like our screen blocks can perform dual functions, both dividing and allowing ventilation in spaces.”

Klay offers a variety of creative choices and practical applications for clients from architects, large construction companies, interior designers to individual homeowners. “We enjoy engaging with our customers to find out what designs may work best for them. We have an array of screen block patterns that can be used in very different ways. It’s fascinating to see how designers and architects innovate with these products,” Aidan says.

“We hope to pave the way for a greener, more resilient future in the building and architecture industry, but one where creativity and innovation can shine. The possibilities with clay are endless, and we’re excited to explore them together,” he concludes.



Hercules Pilaar Divisional Road, Muldersvlei, Western Cape, South Africa
PO Box 137, Koelenhof, 7605, Western Cape, South Africa

Direct Sales: +27 87 997 1200 | T: +27 21 884 4589 | F: +27 86 514 8258 | E: info@klay.co.za | klay.co.za
Claytile (Pty) Ltd, Reg No. 1991/002864/07 | Vat No. 4050138355 | Director: JRG de la Hunt (Managing Director)

Former Claytile - THE NATURAL CHOICE SINCE 1970



About Klay

The de la Hunt family has been making clay bricks near Stellenbosch in the Western Cape for over 54 years. Pioneered by Garnet de la Hunt, Joostenberg Brick began supplying the local building industry with quality clay bricks in 1970. His son Julian came on board in 1987 to establish a second factory at a site nearby, which not only produced clay bricks, but various other clay masonry products such as quarry tiles. Until now the predominant focus has been clay brick production.

In more recent years two of Julian's sons have joined the business and helped drive further expansion in the existing catalogue, as well as the development of a whole new range of products. To reflect their expanded vision and offering of specialised clay products, the company has decided to rebrand as Klay, which includes both the building brick division as KlayBrick and the new specialised clay products as KlayConcept.

Media contact:

Lerato Motloung

lerato@thefridaystreetclub.co.za

081 765 4120



The Family Behind Klay

Bio: Julian de la Hunt | Designation: CEO of Klay | LinkedIn:

Julian comes from a family that has been involved in the clay brick industry since 1966. As a child he was fascinated by clay in all its forms from the heavy clay brick industry to fine ceramic works. He spent many of his school holidays working at the brick factory where he became familiar with all the production processes. In 1987 while completing a degree at UCT he joined his father in establishing a new clay brick factory on the Bottelary road that manufactured both a range of clay bricks and quarry tiles.

He and his father worked closely together to develop new innovations and adopt worldwide technologies to modernise the traditional process of brick manufacturing in South Africa. In 2008 they invested a substantial capital sum to develop a new modernised brick plant on the consolidated site of Joostenberg Brick.

The current plant consists of a rapid dryer and tunnel kiln that has a capacity of 8 million bricks per month. It is the largest single installation of its kind in South Africa and in December 2016 the plant was awarded a 4 star Ecostandard rating.

In 2009 he commissioned an even more efficient factory and installed the first scrubber in the South African brick industry on the exhaust stack.

Julian is passionate about not only supplying a superb product to the building industry, but is committed to the principles of environmental sustainability.

Much of the research and development in the plant is aimed solely at greater efficiency and continual improvement in the utilisation of scarce resources and minimising of environmental impact. He regularly visits Ceramic trade shows and factories all over the world to remain up to date with new technologies and developments in the industry.

Julian is married with three boys and resides in Paarl. In his spare time he enjoys hiking, reading and researching new technologies in the brick industry. As he says : " Clay is my hobby!"



Hercules Pilaar Divisional Road, Muldersvlei, Western Cape, South Africa
PO Box 137, Koelenhof, 7605, Western Cape, South Africa

Direct Sales: +27 87 997 1200 | T: +27 21 884 4589 | F: +27 86 514 8258 | E: info@klay.co.za | klay.co.za
Claytile (Pty) Ltd, Reg No. 1991/002864/07 | Vat No. 4050138355 | Director: JRG de la Hunt (Managing Director)

Former Claytile - THE NATURAL CHOICE SINCE 1970



The Family Behind Klay

Bio: Justin de la Hunt | Designation: General Manager of Klay | LinkedIn:

Justin's journey began with a background in economics and business, which he later applied to the natural stone industry for three years. This experience proved invaluable when he transitioned into the world of natural clay products. Justin's love for data and analytics shines through in his work, where he utilizes his skills to develop sales, marketing, and general management strategies. While he is dedicated to the business, Justin's creative side finds expression through his passion for playing electric guitar.

Bio: Aiden de la Hunt | Designation: General Manager of Klay | LinkedIn:

Aidan is a passionate advocate for clay products, with a strong technical background and analytical problem-solving skills. He is deeply involved in the research and development of new products for the Klay Concept range, constantly pushing the boundaries of innovation. Aidan's creative mind and keen eye for design enable him to envision how products can seamlessly integrate into architectural and interior spaces. When not immersed in his work, Aidan enjoys the company of his three beloved dogs and the thrill of motorbike riding on the factory site.

Media contact:

Lerato Motloung
lerato@thefridaystreetclub.co.za
081 765 4120