

Enviroshake®

Quality Engineered Roofing

Renovate Responsibly

As the economy has slowed, many of us are choosing to stay put and renovate rather than purchase a new home. Others are considering renovation simply to enhance the beauty and value of their existing homes. But in today's environmentally conscious society, we seek out products that beautify and protect our properties while also researching the most environmentally sound options available. But do we really need to sacrifice one to have the other?

Move Over Mother Nature—This Is the New Cedar

Keep the old-world beauty of cedar with a high-performance, new-world twist. Enviroshake®, a performance-engineered composite product made using 95% post-industrial recycled material, graces your home with the classic appeal of naturally weathered, hand-sawn cedar shakes while reducing your impact on our natural resources and landfills.

Enviroshake Environmental Fast Facts

A typical 40-square (4000 sq ft) Enviroshake roof

- saves approximately three one-ton cedar trees from being cut down
- is made primarily from post industrial recycled materials
- is non-toxic and its runoff potable
- lasts up to three times longer than natural cedar
- installs with less waste than natural cedar

Where Beauty Meets Green Responsibility

Enviroshake's benefits don't end with classic beauty, high performance, and eco-friendliness—major insurance companies also support and incentivize moving away from natural cedar and towards better-performing, composite alternatives by offering decreased insurance premiums.



“This product is absolutely beautiful and gets better-looking each day. People driving by have stopped and asked me the name of the material.”
Not one cedar tree must be sacrificed for an Enviroshake® roof.

Audience Engagement

If environmental responsibility tops your audience's list of interests, Enviroshake would like to work with you to address existing renovation options that do not force homeowners to sacrifice beauty for performance or their commitment to making eco-conscious choices.

For the consideration of integration opportunities, Enviroshake can provide

- product
- installation
- technical expertise
- visually engaging demonstrations: side-by-side "dare to compare" examinations of our various products and their natural counterparts as well as fire retardancy and impact resistance demonstrations
- consumer roofing tips and web content
- access to knowledge insiders who are shaping today's green economy through advances in agricultural waste and reclaimed plastics technology
- a behind-the-scenes "how it's made" video
- trained media spokespeople

To discuss a possible integration with your show, please contact Ashley Smith, Enviroshake's Vice President of Marketing and Sales, at (226) 779-5265 or ashley.smith@enviroshake.com.

About Enviroshake

A pioneer in the composite roofing industry since 1998, Enviroshake develops durable, attractive, and premium-quality roofing products using a superior proprietary composite formulation. The company's signature product, Enviroshake®, is a long-lasting and sustainable eco-friendly alternative to natural cedar shakes that captures their appeal while vastly outperforming the natural material. Even Enviroshake's manufacturing process is environmentally responsible—all scrap materials are recycled back into the system, and the finished product itself is recyclable.

Enviroshake has been featured in numerous high-profile new construction and renovation projects, such as the Henry David Thoreau home, and highlighted on a variety of television shows. Available internationally, Enviroshake is installed exclusively through Factory Trained Enviroshake Installers to ensure the highest installation quality.

Enviroshake® is a registered trademark of Enviroshake.