

Enviroshake®

Quality Engineered Roofing

Rethinking Home Investment Choices

The recent knock to our economy has not only taught us to be more fiscally responsible but has also reminded us that wise investments offer both personal and global rewards. In today's economy, buying a new home may not be the best investment. After real estate commissions, legal fees, land transfer taxes, and moving expenses, did we really get the value we had hoped for?

Instead, many of us are opting to stay put and maximize the appeal, performance, and resale values of our existing homes. The home improvement choices we make must work hard for us—they have to both beautify our living spaces today and offer long-term durability and a return on investment through reduced maintenance costs, energy bills, or insurance premiums tomorrow.

Finding Value through Environmental Design

The roofing industry has undergone a composite revolution in the last 20 years as a result of longstanding frustration with roofs wearing out before their stated lifetimes, exorbitant maintenance costs, and the inability of traditional products to withstand what Mother Nature dishes out. Rising concern about the use of combustible roofing materials and the ban of cedar shakes and shingles in some fire-prone regions have also contributed.

An Investment That Will Last A Lifetime

A long-lasting composite product, Enviroshake® is designed to authentically replicate the timeless beauty of naturally weathered taper-sawn cedar shakes. Performance engineered using 95% post-industrial recycled material, it is guaranteed to last a lifetime. And the best part—its installation cost is about the same as cedar, but its lifetime cost is substantially less as Enviroshake is maintenance free and designed to last a lifetime.

Enviroshake Fast Facts

- Offers a limited lifetime, transferable warranty
- Resistant to severe weather, hail, and fire
- Will not cup, crack, or rot
- Wind resistant to 180 mph (290 km/h)
- Unrestricted Class A ASTM E 108 fire rated product available
- Requires no maintenance, or pre-treatments
- Improve the value of your home
- Residential property owners may be able to obtain a significant reduction (up to 20%) on their residential insurance premiums due to Enviroshake's impact resistance
- Recycled content offers global rewards



Enviroshake Withstands Hurricanes—Just Imagine It On Your Home!

Hurricanes can't even shake Enviroshake. After Hurricane Tomas tore through St Lucia, almost all the island's roofs were in need of repair if not complete re-roofing except those with Enviroshake. Monetary losses related to Tomas have been estimated at over \$572 million USD, mainly in St. Lucia.

If investing their money wisely tops your audience's list of interests, Enviroshake would like to work with you to address how particular home improvement options offer a lifetime of personal and global rewards.

For the consideration of integration opportunities, Enviroshake can offer

- 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.