

Media Kit Page

Location:

650 Riverview Dr. Unit 1 Chatham Ontario N7M 0N2

(Approx. 1 hour north of Detroit, MI)

Contact Information:

1-519-380-9265

customerservice@enviroshake.com

Website:

www.enviroshake.com

Media Contact:

Ashley Smith, Vice President of Marketing & Sales

Phone: 226-779-5265

Email: ashley.smith@enviroshake.com

Company Overview:

A pioneer in the composite roofing industry since 1998, Enviroshake is the leading designer and manufacturer of premium engineered composite roofing tiles that truly capture the classic beauty of natural cedar shake and slate. Enviroshake products are used in residential, historical, and commercial applications. The thousands Enviroshake projects worldwide attest to Enviroshake's success in creating a traditionally appealing tile that outperforms nature—every time.

Key Product: *Enviroshake*[®]

Introduced in 1998, *Enviroshake*[®] tiles are modeled from the 3D images of natural cedar shakes in 8 different profiles, ensuring an authentic cedar appearance, and custom ridge caps are prepared for each project. Its unique patented composition of 95% recycled material—including elastomers, polymers, and cellulosic fibres—is engineered to provide the unmatched durability, longevity, and performance *Enviroshake* is known for. With its coarse surface and natural-looking grains, the discerning homeowner can achieve an authentic and virtually maintenance-free cedar shake look complemented by a non-prorated and fully transferable lifetime warranty*. *Enviroshake* is available in two standard colour options, Aged Cedar and Silvered Cedar, which capture the

classic aesthetic of a hand-sorted natural cedar shake roof. A wide assortment of custom colours are also available.

*Fully transferable within the first 50 years.

Key Product Attributes:

- 🌿 Limited Lifetime warranty that is fully transferable and non-prorated
- 🌿 Captures the classical appeal of #1 grade taper-split cedar, perfection cedar shingles and natural slate
- 🌿 Will not rot, blister, peel, or crack
- 🌿 Maintenance- and worry-free
- 🌿 Mold-, mildew-, and insect-resistant
- 🌿 Unconditional Class A fire rating available
- 🌿 Unbeatable hail resistance with a Level 4 impact certification (UL 2218)
- 🌿 Requires no pretreatments or preservatives
- 🌿 Can be walked upon
- 🌿 Installs with less waste than natural cedar
- 🌿 Made from 95% recycled materials
- 🌿 Retains its value over time, giving the homeowner a 70-80% ROI
- 🌿 ***The only roof that gets better looking with age!***

Testing Data:

- Fire: ASTM E108, Class A
- Wind: Miami-Dade County NOA No. 19-0807.04
- High Velocity Hurricane Zone: TAS 125, up to 180 MPH
- Impact: UL 2218, Class 4
- CCMC 13105-R
- Florida Building Code FL16037-R3
- CRRC Product ID 1278-0001
- California Building Materials Listing No. 4175-2114:0100
- Texas Department of Insurance RC-534
- Dynamic Pressure Water Infiltration Resistance
- Building Materials Evaluation Commission
- Toxicology
- LEED & NGBS Contribution

Enviroshake has undergone accelerated weather exposure testing and meets the durability standard required by CCMC

Product Donations:

Enviroshake welcomes the opportunity to work with television shows on projects related to product donations. Our policy is to review all product donation requests in writing to determine how our products would make an impact on the overall project.

For television projects, Enviroshake has several on-air spokespeople who can assist with technical information and are available to address viewers on the features and benefits of **Enviroshake**[®].

If you have a project that you would like Enviroshake to consider being involved with, please contact Ashley Smith at (226) 779-5265 or ashley.smith@enviroshake.com.