

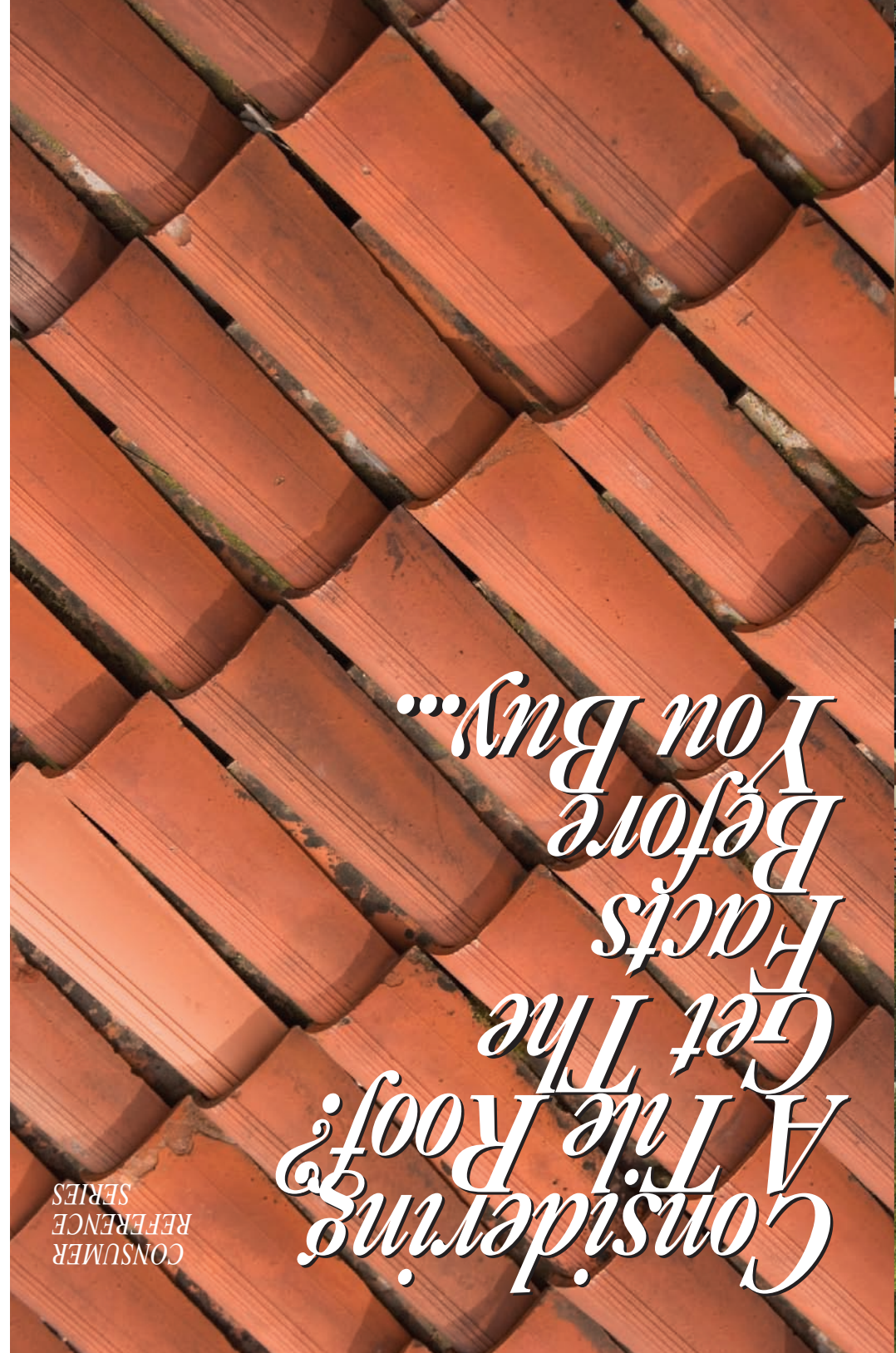
Considering A Tile Roof? Get The Facts Before You Buy...

Information Sheet

Updated: 1/07



*Quality You Can Trust Since 1886...
From North America's Largest Roofing Manufacturer™*



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CONSUMER REFERENCE SERIES

Premium Designer Asphalt Shingles: Styles & Colors To Suit Every Taste!

Your roof can represent up to 40% or more of the "curb appeal" of your home. Today's asphalt shingles offer homeowners dozens of styles and hundreds of colors, and are the easiest, most cost effective way to upgrade the appearance of your home.

Shingle Show: **Camelot**

Visit www.gaf.com

Quality You Can Trust
Since 1882...
Largest Roofing Manufacturer
from North America's
Good Housekeeping
Promises
Weather Stopper
The Weather Stopper Integrated Roofing System (which includes GAF Materials Corp. shingles) has earned the prestigious Good Housekeeping Seal, which means that products in this system.

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Quick Comparison: Tile vs. Premium Asphalt Shingles

Feature	Benefit To You...	Asphalt Shingles	Clay Tile	Concrete Tile
Wide range of colors and styles	Easier to coordinate with your other exterior colors	✓	✓	✓
Natural look	Emulates the look of natural materials, such as wood, stone, or slate	✓	✓	✓
Affordable	A prestigious look that can increase the value of your home (for as little as half the cost!)	✓		
Easy to maintain and repair	Won't crack when walked on, easy to replace if damaged	✓		
Easy to install	Less mess and hassle, faster installation, lower installation cost	✓		
Consistent quality	More consistent overall appearance, less maintenance needed	✓		
No efflorescence (an ugly white staining)*	Roof will look beautiful longer, avoids permanent staining	✓		
Algae protection available**	Helps protect against the growth of ugly blue-green algae	✓		
No structural reinforcements required	Less hassle for you, faster installation, lower cost	✓		
Lightweight but strong & flexible	Safer, less cracking/damage in hurricanes or earthquakes	✓		
Resists damage from pests	Less chance of damage from termites, carpenter ants, squirrels, wasps, birds	✓		

*Hanson Roof Tile (a major tile manufacturer) states "Property owners, builders, etc. must be advised of the potential problem of efflorescence." (Technical Bulletin No. 114)
 **Monitor LifeTite (a major tile manufacturer) confirms on its web site (www.monitorlife.com) that "...there is no known manufacturing procedure or job site coating that would have any long-term preventative effect on this condition [i.e., algae growth]." Monitor recommends that you hire a professional cleaner!

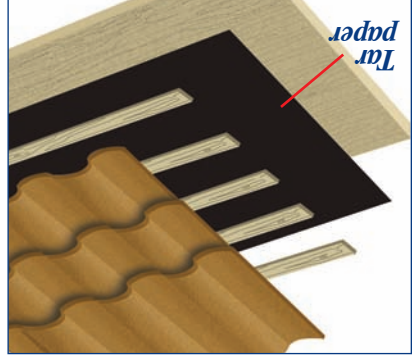
“Tile Roofs Can Be Attractive... But Will They Adequately Protect Your Home?”



Tiles Are Not Waterproof (it's the underlayment that waterproofs your home)

You probably didn't know: cement or clay roof tiles do *not* provide the main waterproofing for your home. That's right, in a tile roofing system, it's the *underlayment* that does the primary waterproofing, not the tiles! The tiles are there mainly as a decorative element. (In an asphalt shingle roof, the *shingles* provide the primary waterproofing—the underlayment is there as an extra layer of protection.)

A typical tile roof installation. Most use a thin layer of "tar paper" as the underlayment that protects your home against leakage.



¹Source: National Park Service, Preservation Briefs, #30
²Source: www.fixarroof.com

Why is that important?

- If the underlayment in your tile roof fails, you will likely experience leaks and damage to your home and property
- Incredibly, most tile roofs use only one or two layers of thin tar paper as the underlayment!²
- The roofers know that this tar paper may need to be replaced in as little as 15 years—which means

the tiles would need to be removed and reinstalled well before their advertised life span. Do you really want to deal with that aggravation?



Tar paper provides great "backup" protection under asphalt shingles—but do you really want it as the main waterproofing layer for your tile roof?

Did You Know: Tiles Are Brittle—And Can Crack

Most homeowners think that, once their roof is installed, they won't have to worry about it again until it needs to be replaced. But remember, there are many times when you or a qualified repair person might need to climb onto your roof.

- Installing/repairing cable TV
- Trimming trees or branches
- Repairing siding or skylights
- Eliminating insects/pests
- Cleaning gutters or windows
- Installing holiday decorations

Tiles are relatively brittle and are molded into shapes that lend themselves to cracking when walked on.³ Even worse, tiles harden with age, becoming even more brittle. That doesn't happen with asphalt shingles which are more flexible and lay flat to "hug" your roof.

³Source: FEMA, Technical Fact Sheet No. 21
⁴Source: www.bobvila.com

If You Live Where There Are Hurricanes Or Earthquakes, Beware

- Because they are brittle, tiles are vulnerable to breakage from windborne debris. During a hurricane or even high winds:
 - Tile can break and act like a projectile, causing further damage to people or property (or to other tile roofs)
 - Tiles can slip out or blow off entirely due to poor fastening and cracked mortar⁴
 - It is not uncommon for broken tile pieces to break windows

The can weigh up to 400% more than asphalt shingles. On a typical home, that's like parking six SUV's on your roof! During an earthquake, tiles can become dislodged, so just hope you're not there to break their fall!

In fact, the Federal Emergency Management Agency (FEMA) says that these problems can be so severe, that they do not recommend tile for critical or essential buildings in hurricane-prone areas.⁵ Isn't your home "essential"?

A Tile Roof Will Cost You Money... BIG Money

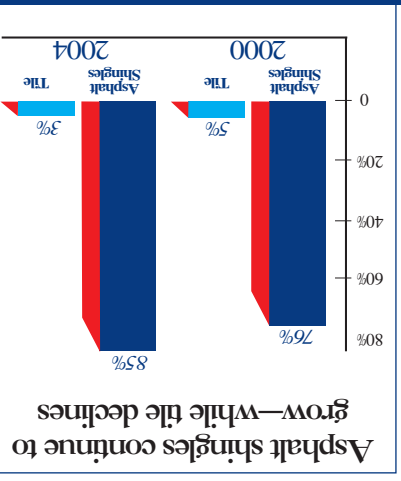
- If you haven't checked prices yet, you're in for a shock.
- Due to the excessive weight of the tile, special framing may be needed to install it on your home
- New framing can be a major expense, requiring engineering drawings and building inspection.

⁵Source: F.W. Dodge, 2006 Economic Forecast

- The tile itself requires special installation that is particularly labor-intensive
- All this adds up to a *very* expensive roof—up to 50% more than the installed cost of a premium designer asphalt roof!

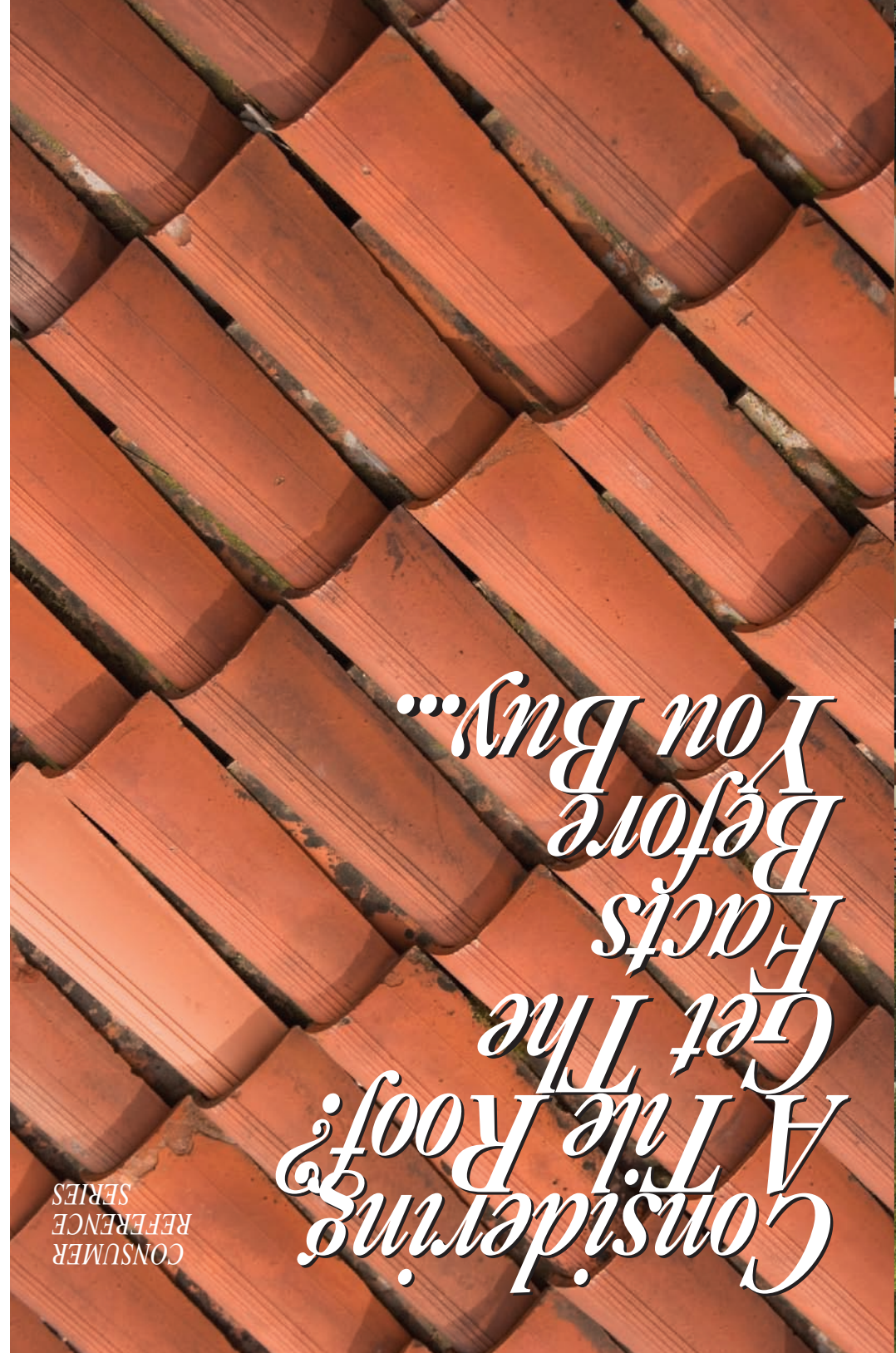
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Given all of the drawbacks of tile roofing (and the advantages of asphalt shingles), it's little wonder that asphalt shingles dominate the roofing market. Since 2000, asphalt shingles have grown from 76% of the market to 85%—while tile has fallen from 5% to just 3%!⁷



Clearly, consumers have spoken—and their choice is asphalt shingles

Clearly, as savvy consumers have become more knowledgeable about the risks associated with tile roofing, they have turned to asphalt shingles as the best and safest choice for protecting their biggest investment—their homes.



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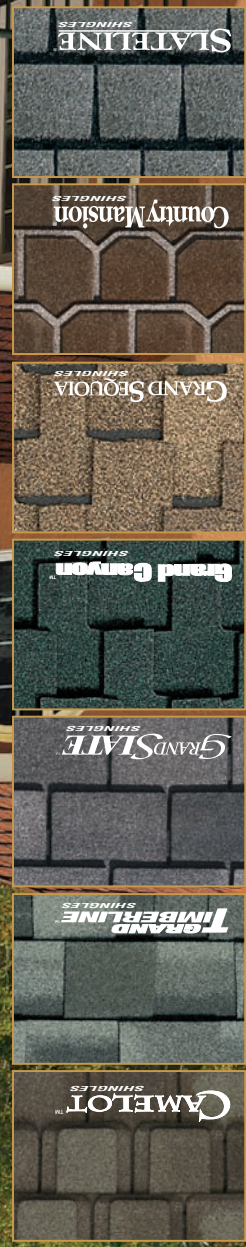
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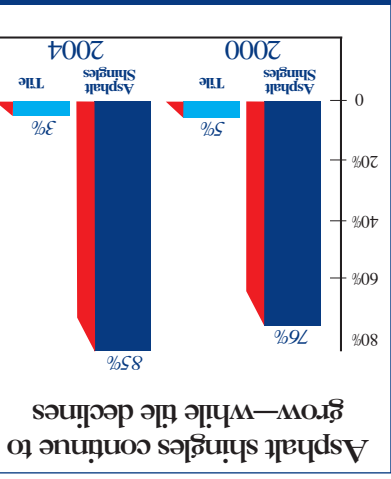
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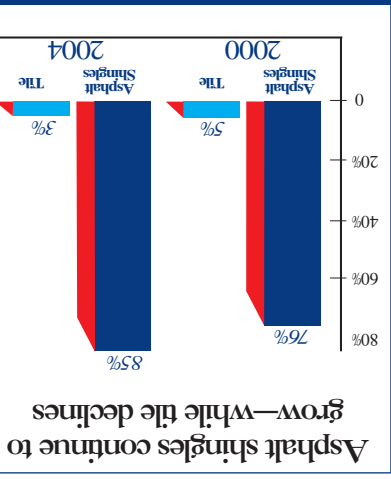
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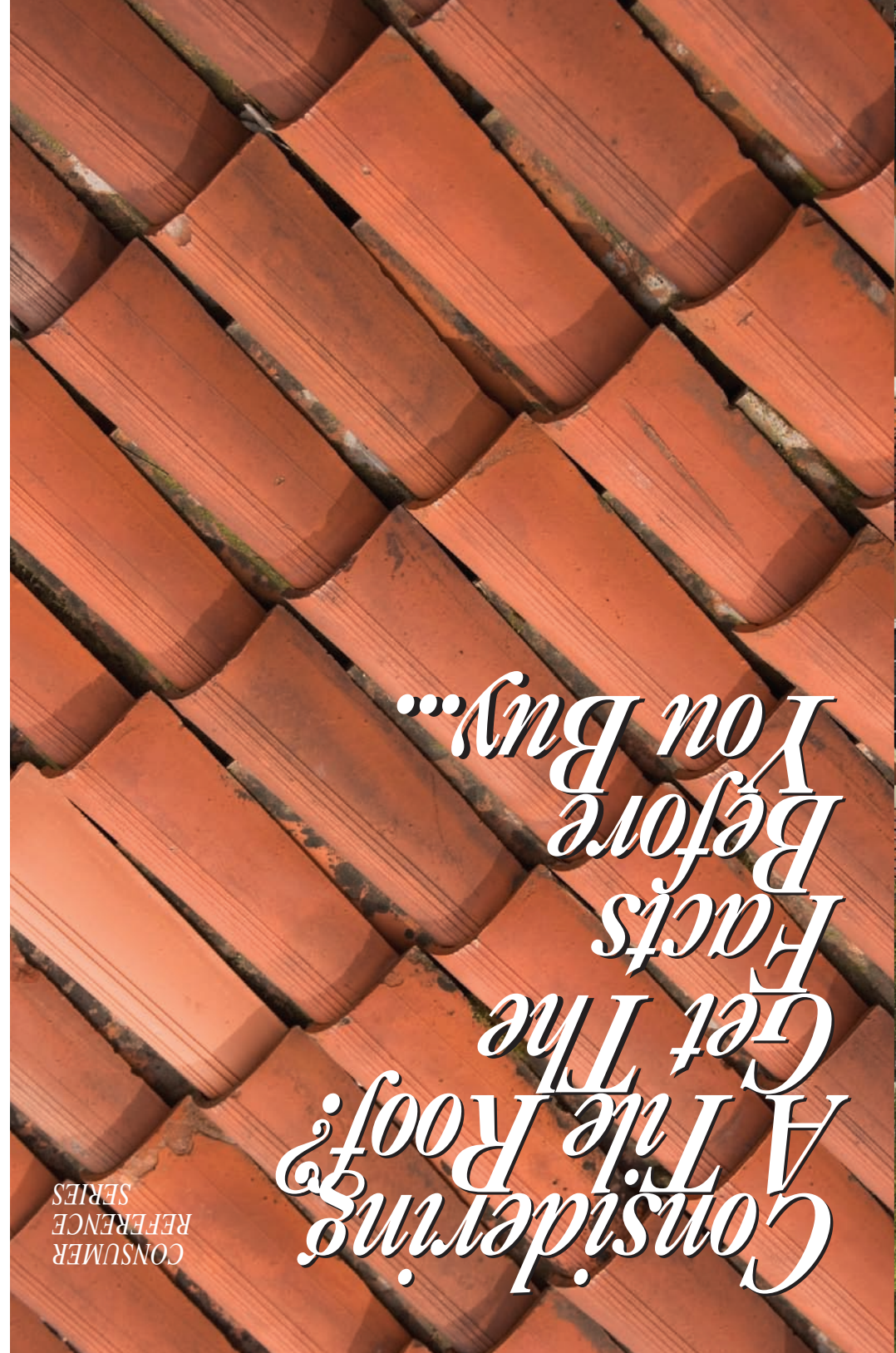
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