

Who Can Benefit from RoofRoc?

Architects

Are you looking to distinguish your project with a stunningly realistic, eco-friendly alternative to natural slate or shake? RoofRoc's synthetic roofing products are an ideal choice for



institutional, commercial, heritage or residential projects that call for sustainable building

materials. An ingenious blend of limestone and recycled materials, RoofRoc features a Class A Fire Rating, 50-year warranty, and comes in multiple profiles for a natural, non-repeating look.

Home Owners

For home-owners with discriminating tastes, RoofRoc is a beautiful compliment to an upscale home. With RoofRoc,



you get an earth-friendly roof with the understated elegance of natural slate or shake. And,

unlike natural materials, RoofRoc needs no maintenance, resists fire, wind, rain, hail, and moss, while adding to the resale value of your home.

Developers & Builders

A green-friendly alternative to natural slate or shake, RoofRoc is perfect for upscale

resorts and developments that require durable, long-lasting roofing materials.

With RoofRoc, you get the distinctive look of a real stone or wood roof that never cracks or decays – it continues to look great year after year. In fact, our 50-year warranty assures it.



Roofing Contractors

Natural slate or shake roofs are beautiful, but can be complicated and expensive to install.

RoofRoc is a synthetic alternative that blends the best of both natural and recycled materials to produce a result that is less than half the weight of real slate, is more durable and easier to install than other roofing systems. Tiles can be easily scored, with a utility knife, have pre-marked nail holes, and can be quickly power-nailed without pre-drilling.

Bundles arrive at the jobsite pre-sorted for both colour and size, eliminating sorting complexity on site.



RoofRoc – The Sustainable Roofing Solution

RoofRoc is committed to environmental sustainability. This mandate goes beyond using recycled materials to include investing in innovative technologies and processes that minimize our collective impact on the environment. When you choose RoofRoc, you make a choice that not only benefits your home, but also one that benefits your community and the planet. Here's how:

Contains recycled materials

RoofRoc contains recycled materials from post-consumer and post-industrial plastic, resulting in less waste sent to our landfills.

Minimal production waste

RoofRoc's unique manufacturing system reuses excess material from its production process, virtually eliminating waste byproducts.

No emissions or toxic pollutants

RoofRoc does not emit ozone-depleting HFCs, VOCs or other toxic pollutants, making it a earth-friendly alternative to other types of roofing materials.

Minimal re-roofing waste

With over \$13 Billion spent annually on re-roofing in the US alone, RoofRoc's 50-plus year life span dramatically lowers roofing waste.

No harmful pesticides or herbicides

RoofRoc's unique composition makes it resistant to fungus, moss or insect damage, eliminating the need for hazardous pesticide and herbicide roof treatments.

Minimal job-site waste

Unlike other products, RoofRoc comes in multiple profiles, making it versatile and easy to reuse – even after it's been cut – significantly reducing job site waste.



Located in the Fraser Valley on the outskirts of Vancouver, British Columbia, RoofRoc is a world leader in the development and manufacturing of sustainable synthetic roofing materials.

Today RoofRoc's synthetic slate and shake tiles accentuate and protect upscale homes and buildings around the world. Featured on the Canada Place log home pavilion – one of the most popular attractions at the 2006 Winter Olympics in Torino, Italy – RoofRoc is the ideal solution for a wide range of heritage homes, government buildings, churches and resorts.

Visit us at RoofRoc.com. Find out how we're changing the face of roofing for the good of the planet.

the SUSTAINABLE roofing solution

sustainable ■ distinctive ■ durable



RoofRoc Canada Limited

19483 Fraser Way
Pitt Meadows, B.C. V3Y 2V4 Canada

telephone 604.465.5177
fax 604.465.5266
toll free 1.877.465.5177
email info@roofroc.com

roofroc.com

Printed on recycled paper. Please recycle.



Mirroring Nature

The simple idea that inspired an evolution in roofing

Mother Nature is astonishingly graceful and efficient. From old growth rainforests to majestic mountain peaks, she has a flair for designing beautiful things that last.

At RoofRoc, nature's beauty and resilience has inspired us from the start. Almost a decade ago, our founders began investigating alternatives to traditional roofing materials that were harmful to humans and the environment. They sought a solution that mirrored the beauty and durability of natural materials, while also reducing the amount of waste sent to our landfills.

After years of experimentation, they found the answer in a unique blend of limestone and recycled plastic. By combining the best of natural and man-made materials, RoofRoc has created a breakthrough roofing product that is not only indistinguishable from real slate or shake, but is also durable and friendly to the planet.

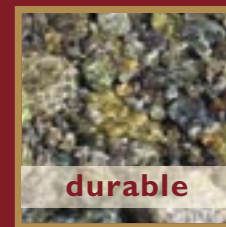
Mother Nature would be proud.



sustainable



distinctive



durable

RoofRoc Synthetic Slate

RoofRoc synthetic slate is an earth-friendly roofing material that provides the distinctive look of real slate. Available in four natural-looking colors and four profiles, RoofRoc slate accentuates and beautifies homes, while providing protection against the elements for decades to come.



Authentic Appearance

- Unique limestone composite material provides a look, thickness and texture that is indistinguishable from real slate.
- Jagged edges and surface give a stunningly realistic appearance.
- Multiple profiles emulate the natural, random-looking appearance of real slate.
- Four natural-looking colors offer a variety of choices to complement any type of home or building.

Sustainable Product

- Contains post-consumer and post-industrial plastics, reducing landfill waste.
- Closed-loop manufacturing process and recycled composition qualifies RoofRoc as a sustainable, earth-friendly building material.

Superb Durability

- Innovative blend of limestone and recycled plastic provides superior performance to all-natural or all-synthetic roofing materials.
- Tested and proven to meet or exceed rigorous safety and building code standards from around the world.
- Class A fire rating – the highest available, may qualify you for insurance premium reductions.
- Resilient against freeze-thaw cycles, wind, hail, rain, sun, and insect damage.
- Resistance to fungus, mold and moss growth.
- Backed by a 50-year warranty.

RoofRoc Synthetic Shake

RoofRoc synthetic shake combines the same natural and recycled materials as our slate line, into a distinctive, earth-friendly product that looks identical to slightly aged cedar shake. With ten different profiles, this authentic-looking shake protects and beautifies homes with the added benefit of long-life and no maintenance.



Authentic Appearance

- Unique composite material provides a look that is indistinguishable from real shake.
- Five different widths and ten different profiles, with deep, uneven surface grains give a stunning compliment to any type of home or building.

Sustainable Product

- Contains post-consumer and post-industrial plastics, reducing landfill waste.
- Closed-loop manufacturing process and recycled composition qualifies RoofRoc as a sustainable, earth-friendly building material.

Superb Durability

- Innovative blend of limestone and recycled plastic provides superior performance to all-natural or all-synthetic roofing materials.
- Tested and proven to meet or exceed rigorous safety and building code standards from around the world.
- Class A fire rating - the highest available, may qualify you for insurance premium reductions.
- Resilient against freeze-thaw cycles, wind, hail, rain, sun, and insect damage.
- Resistance to fungus, mold and moss growth.
- Last up to four times longer than natural shake.
- Backed by a 50-year warranty.

