

DECRA Roof Systems Offer Homeowners a World of Benefits

One of the most destructive weather conditions is hail. According to State Farm Insurance®, hail has played a role in eight of the company's 25 highest claim payouts. While homeowners cannot control the weather, they can protect their home – one of their largest investments – from the weather with a strong roofing system. A durable roof system offers homeowners unmatched protection, and can save them money on their homeowners insurance premiums.

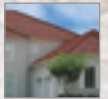
State Farm is one company that offers discounts on insurance premiums for homeowners that use Class 4 Impact Resistant roofing materials, tested in accordance with UL 2218. They offer discounts to homeowners in 21 states, plus Alberta, Canada. A full list of qualifying states is available on the State Farm website.

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Unlike their counterparts, DECRA Stone Coated Steel Tiles experienced only minimal damage during a recent, violent hailstorm. This resulted in a quick, easy fix for the homeowner instead of major repairs or replacement.

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DECRA Villa Tile literature is now available

Villa Tile is now being showcased in our Ageless Beauty brochure. Recently reprinted, our Ageless Beauty brochure includes photos and information on this exciting new barrel tile. Preliminary installation instructions and an estimating sheet are also ready for immediate use, and we have updated our product specification sheet to include the latest technical specifications for Villa Tile. News of Villa Tile is spreading quickly, and it is being well-received in the market place. Visit www.decra.com/resources to view all of our current literature.



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DECRA Product Profile

Villa Tile

Concrete tile is a roofing staple in California and other areas. Whether barrel-shaped or flat, the style and texture of the concrete works perfectly with stucco facades seen throughout the state. While it is attractive, it is heavy and requires continued maintenance. Weighing upwards of 9 pounds per square foot, the roofing trusses of a home with concrete tile are engineered to support this excessive weight. As a comparison across products: wood shakes weigh approximately 1.5 to 2 pounds per square foot; architectural asphalt shingles weigh between 2.5 to upwards of 5 pounds per square foot; and metal products weigh between 1.25 to 1.6 pounds per square foot.

As the industry leader, DECRA set about to design a profile that would replace the heavy concrete tile, without sacrificing the look of the rounded barrel-shape. Villa Tile is DECRA's newest product introduction: a barrel-shaped, interlocking tile, with virtually hidden fasteners in the field of the roof.

Like all DECRA profiles, Villa Tile is made from stone coated steel. Durable, yet lightweight, Villa Tile weighs 1.6 pounds per square foot. For example, the overall weight for a Villa Tile roof requiring 30 squares of material is 4,800 pounds. A concrete tile roof could weigh as much as 27,000 pounds – a difference of 22,200 pounds taken off the roof when using Villa Tile. This lightweight characteristic alleviates weight from the roof and structure which is beneficial in a seismically



sensitive state like California. A lighter weight roof is less likely to collapse in on the home or building during an earthquake. Additionally, unlike concrete tile, stone coated steel tile is walkable, it will not crack when walked on, nor is it slippery when wet. Low weight is also a benefit for energy efficiency. Metal has a low thermal mass and heat is dissipated quickly. Heavier products have a higher thermal mass and will continue to radiate stored heat through the roof deck into the attic space, and down into the conditioned living space below.

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Insurance companies are not the only proponents of long-lasting materials; a growing number of organizations are encouraging homeowners to use responsible, durable building materials. The Federal Alliance for Safe Homes, Inc. (FLASH) is a non-profit organization that is involved with helping people build more durable homes. “The programs are geared to weather conditions in each state,” said Ron Bacon, vice president of construction technology for FLASH in Tallahassee, FL. “We use proactive building measures that could eventually become part of a code.”

Even though a Class 4 Impact Resistant roof, like DECRA, isn't required by code in most areas, contractors across the nation agree that it is a smart choice to install a roof that can handle the most extreme conditions. Nowhere was that more apparent than during a recent hailstorm that took place in Wisconsin Rapids, WI, a state where State Farm offers discounts for durable roofing materials – including DECRA's full line of products.

The storm produced four- to five-inch hailstones over a three-mile radius, lasted approximately one half hour, and caused a significant amount of damage that could take months to repair. While official numbers have not been released, Bob Kulp, a long-time DECRA contractor and owner of Kulp's of Stratford, LLC, located in Stratford, WI, estimates that this brief summer storm created damages in the \$50 million to \$70 million range.

“Most of the damage that has been noticed is roof damage,” commented Kulp. “We were out examining rooftops shortly after the storm subsided, and there are literally hundreds of rooftops in need of complete replacement.”

One roof which survived the hail storm is on the home of Dr. Roy and Angela Brandell. The Brandell's selected a DECRA Tile roof system over traditional roofing materials, and they could not be happier with their decision. “We first heard about DECRA's products when we were remodeling our house nearly two years ago,” commented Mrs. Brandell. “The style was a perfect fit for our house, which is nearly 100



This DECRA roof still looks great after the recent hailstorm.

years old, and when we found out about the product's durability and long-term warranty, we were sold. Looking around town after this storm really validates our decision to go with DECRA.”

Meanwhile, other roofing materials were not as fortunate. Cement asbestos tiles, what Kulp describes as a common roofing material in Wisconsin Rapids, were absolutely destroyed by the storm. Kulp said most of the homes with these roof systems were left with gaping holes, and

he also noted that asphalt shingle, clay tile and cedar shake roofing products were severely damaged and possibly unfixable, as well.

So what kept the DECRA roof system from being destroyed? In Kulp's opinion, it was the innovative stone coating, which provides an added layer of protection that makes all the difference when a violent storm arises.

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The difference is noteworthy. Kulp has been solicited to install DECRA roofing systems on a number of the damaged rooftops in town. “Like they always say, actions speak louder than words, and the performance of DECRA during this storm spoke loud and clear about the product's durability compared to other materials,” commented Kulp.

Hail photos courtesy of Bob Kulp.

World of Benefits continued

Continuing Education

DECRA is excited to announce that the continuing education course developed for online use has been reformatted into a face-to-face version. In May, DECRA was approved as a provider for continuing education by the AIA. The course has been submitted for registration with the University of Oklahoma and is available for box lunch presentations. The course covers stone coated steel roofing and is an objective look at the benefits, profiles, installation methods, and testing and standards necessary to evaluate a reliable product.

2007 DECRA Trade Show Schedule

Trade Show	Location	Dates
Farm Progress Show	Decatur, IL	August 28 - 30, 2007
West Coast Green	Bill Graham Civic Auditorium in San Francisco, CA	September 20 - 22, 2007
AIA New York	Grand Hyatt New York in New York, NY	October 5, 2007
Metalcon 2007	Las Vegas, NV	October 3 - 5, 2007
JLC Live - Pacific NW	Washington State Convention & Trade Center in Seattle, WA	November 1 - 2, 2007
Greenbuild	McCormic Place Convention Center in Chicago, IL	November 6 - 8, 2007

Metal is also eco-friendly. DECRA products are made from 25 – 30% recycled steel and are recyclable at the end of its life. The durability of metal also lends itself to a long life. By combining a metal substrate with the protective properties of stone granules, DECRA products have been made and used for the last 50 years – in over 60 countries. The longer the product life the less often it will have to be replaced. And, DECRA products do not require on-going maintenance, thus easing a maintenance burden on the home or building owner.

The style of the barrel tile adds to the energy efficiency of the product. The 3-7/8" air space between the deck and the top of the barrel allows for increased airflow across the roof. The increased airflow aids in pulling heat away from the attic, and thus the conditioned space. Testing with regards to increased airflow between a roofing material and the deck has been done out of Oak Ridge National



Labs in Tennessee. They have found that above-the-deck ventilation is just as important as reflectivity in reducing the transmission of heated air entering the attic and conditioned spaces.

Homeowners have reported lower heating and cooling bills since installing a metal roof. One customer, an engineer in Canada, conducted a test of his attic temperature. In June of 2005, he decided it was time to replace his black asphalt shingles; he chose DECRA Shingle in Vintage Slate.

Before installation, he took a measurement of his attic temperature on June 27, 2005; ambient temperature that day was 86.6°F, the temperature in his attic was 150.8°F. After the installation of his DECRA Shingles he performed the same test on an equally hot day, July 21, 2005; ambient temperature that day was 86°F, his attic temperature was 123.8°F – a difference of 27°. While this test was not performed with regards to meeting ASTM standards for testing, nor was it done in a scientific lab, it is an interesting look at attic temperature and metal roofing.



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tile

shake

shingle

shingle plus