



ROOFERS EXCHANGE



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ArmorLite Roofing Has Created Breakthrough Technology Geared to Save Contractors Time and Money

New polymer roofing material weighs just 70 pounds per 100 square feet, lowering costs on shipping, worker's comp insurance and injuries.

SANTA ANA, CALIF. – For the last half century, roofing contractors have longed for the day when they can install roofs quicker, reduce the number of injuries to their employees, decrease shipping and handling costs, install roofs more easily, have less breakage and be able to easily walk on roofs.

Simply, contractors have been waiting to get the weight off roofs.

That day has finally arrived.



ArmorLite Roofing Technology, LLC, a Santa Ana, California based company, has created an amazing new breakthrough technology with General Electric, its development partner, that has revolutionized the roofing industry and made life a lot more easier, profitable and productive for roofing contractors.

"It's an awesome product – the best I've ever seen," says Bernie Reed of Skycraft Roofing in Buena Park, Calif. "All my guys love it too. It takes much less time to install, it's simple to install, it's lighter to move around, you don't get so dirty, there's no breakage. It's really cool. It's by far the cleanest product we've ever worked with."

The product is so innovative, lightweight, safe, durable and architecturally beautiful that even one of the industry's most well-known people, Roofers Exchange

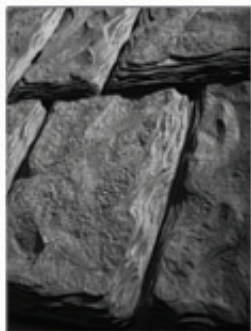
Publications President Vickie Sharples, is installing ArmorLite Roofing at her Brea, California home August 8-9, 2007.

"When someone like Vickie Sharples chooses ArmorLite over all the other products in the industry, that is quite a resounding and ringing endorsement of our product," says Frank Lane, President of ArmorLite Roofing Technology.

"It's an amazing product," says Sharples, who has been in the roofing industry for 30 years. "I've never seen anything like it in all my years in this industry – and I've seen it all. There are so many great benefits to ArmorLite that it really made my choice quite easy, since I needed to go lightweight because of structural constraints. From an aesthetic standpoint, I needed a product that had a thick profile since I have a low pitch on my home. ArmorLite worked perfectly because it has so much dimension, is so beautiful and has so many great color choices.

"I couldn't get just any roof," she adds. "I have to have a great roof because all I do is look at roofs. My roof represents me and who I am." It also represents a major shift, a major change, in the landscape of the industry. A new era, so to speak.

"Finally, someone has taken the weight off the roof with an environmentally-friendly, safer product that you can drive over it or jump on it and it won't break," says Rob Keene, President of Pacific Supply Co. in Orange, California.



Speaking of hammers, Randy Ramsey, President of Ramsey Roofing in San Juan Capistrano, did just that. "I drove and stepped on it and it didn't nick, scratch or dent," he says. "I can't tell you how many times I've had to go out to home to change broken tiles, slate and shake. With ArmorLite, I don't have to do that anymore. It's the most durable product ever made. It's a lifetime product. Homeowners won't ever have to get another roof when they get ArmorLite."



This is one of the many characteristics of ArmorLite that prompted Lawrence Penner, one of the industry's most well-respected and knowledgeable experts, to give up his executive position at Ridglass Manufacturing after 12 years to come to ArmorLite as Vice President.

"The first time I saw it on a roof, I thought, 'Wow, this is absolutely dynamite looking material that people will really want on their roofs,'" says Penner, who has been in the roofing industry for 30 years. "At that very moment, I decided to come to ArmorLite – and that was before I ever knew about all the benefits like its light weight, safety features, ease of installation, the fact it's panelized, and the variety of colors and designs.

"This is by far and away the most unique product I've ever seen in the industry," he says. "Someone has finally done what we've been trying to do as an industry for decades. ArmorLite's technology represents moving the industry out of a totally asphalt-based material for the first time."

This means, Penner says, that when it comes to breakthrough roofing technology, ArmorLite's innovation sits at the very top of the list. "This technology will change the roofing industry forever."

ArmorLite would not exist today without Lane and founder Joe Sciarra. "Our first major breakthrough came when Frank became our CEO and brought in GE as our development partner," Sciarra says. "That's when we knew we had the product we all envisioned to make life easier for contractors and change the industry for good."

Says Bill Venn of Legacy Roofing in Seattle: "We absolutely love the product. Once it's on, it's on for a generation. Nothing's ever been made with such quality and beauty. It's one of a kind. We can't say enough about it from its light weight, color options, the fact that it doesn't flip up like all other roofing after 15-20 years, it is easier to ship. I can go on and on about the benefits. The bottom line is that there's nothing like it in the marketplace today. Every roofing contractor needs to use this, not only to benefit themselves, but their employees and their customers, period."

Because of the weight of archaic roofing materials like concrete, tile, metal and asphalt, roofing applicators have the highest workman's comp rate of any industry. But ArmorLite changes all that, reducing injuries, workman comp claims and insurance rates.

"I had a tough time keep good roofing applicators because they were always getting injured," Ramsey says. "But that's not the case anymore, thanks to ArmorLite."

"They want to comeback and install ArmorLite because it's so light and easy to install," he says. "My guys actually look forward to working when they know we're installing ArmorLite."



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The ArmorLite Advantages

- More durable and an artistic masterpiece**
 - ArmorLite Roofing is made with advanced GE materials for the greatest weatherability and high heat reflectivity.
 - It is designed by artists to be a true masterpiece of beauty, elegance, and distinction like no other roofing material.
 - It is engineered to withstand earth's most extreme climatic conditions – high wind, fire and earthquake.
 - Resistant to rotting, mold, and mildew.
 - Unlimited design possibilities, such as a seashell pattern.
- Fastest roofing material to install**
 - ArmorLite's lightest weight roofing material guarantees easier and less costly shipping and handling.
 - Its interlocking panelized system (2' x 4' panels) allows for less nailing and holes in roof.
 - You have the ability to walk on panels, providing easier access to hard to reach places.
- Safest roofing product on the market today**
 - Less weight handled on installs dramatically reduces the risk of injury to installers.
 - ArmorLite Roofing system is 3,500 lbs. as opposed to our competitors' average of 30,000 lbs.;
 - The lightweight durability of ArmorLite is safest in high winds, earthquakes and fires;
 - Interlocking panel design increases worker's safety.
- Most cost effective roofing product on the market today**
 - Least expensive to ship – up to 300% savings.
 - Installs 50% faster;
 - Virtually no breakage;
 - Greater profit margins for contractor;
 - No extra roofing support or reinforcements needed (see local building codes);
 - Up to 50% less nails to install;
 - Re-roof directly over asphalt shingles with one layer of 30 felt paper (see local building codes);
 - Lifetime warranty (decreasing environmental impacts in manufacturing, shipping, installation and disposal).
- Most environmentally-friendly product on the market** (an important purchasing factor for homeowners)
 - Least amount of earth's resources used in any roofing product;
 - Reflects heat back into atmosphere, reducing cooling costs;
 - Provides insulation to reduce heating and cooling costs;
 - 100% recyclable;
 - 0% waste in manufacturing, meaning no landfill waste;
 - Consumes least amount of energy to ship and manufacture;
 - Energy Star & Cool Roof Compliant;
 - 85% of roofing materials break down over time, washing toxic material into waterways, rivers and oceans – but not with ArmorLite;
 - 85% of the material is recycled;
 - Increases home value.

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