

Topic Focus:

**DURA-LOC & GERARD:  
BIG NEWS!**



**GERARD ROOFING TECHNOLOGIES TAKES IT TO THE  
EXTREME ON EXTREME MAKEOVER: HOME EDITION**



**Pictured: An AFTER shot of the completely re-built Tate family home. The roof featured on the home is Gerard Roofing Technologies' new Barrel Vault tile in "Cyprus" which was donated by Gerard.**

Gerard Roofing Technologies was featured on the March 4th 2007 episode of ABC's Extreme Makeover: Home Edition as the roofing product chosen to enhance the architectural appearance of the design plan for a new remodel of the Tate Family home in Tampa Florida.

The Tate Family experienced a devastating loss last summer when the family home was struck by a plane. The site has been transformed into a two story custom home put together in one week by the precision coordinating efforts of WCI Communities Inc., show production staff, designers as well as contracting and installation crews.

The new Tate family home now features a stone coated steel roofing system manufactured by Gerard Roofing Technologies. Gerard Roofing Technologies donated 55 squares of their Barrel Vault product. Barrel Vault reflects the look of Spanish mission design, a popular choice among coastal residents who enjoy the appearance of clay tile but want the safety and lightweight features stone-coated steel roofing provides.



**BEFORE shot:  
Forty roofers  
were on the roof  
at once.**



**BEFORE shot:  
Roofing crews  
begin laying  
the Barrel Vault  
panels.**

**ROOF TOP NEWS CONTINUED ON OTHER SIDE...**



# ROOF TOP NEWS

The Gerard Roofing Technologies and  
Dura-Loc Roofing Systems News Publication



Topic Focus:

## DURA-LOC & GERARD: BIG NEWS!



Metals USA launches Customized Visualization Software designed by RenoWorks Software Inc. From left: Bryce Davies, Marco Hunstad of Renoworks, Chad Fife, Preston Ewing, and Kevin Martin showcase new software at the International Roofing Expo in Las Vegas.

### Metals USA and RenoWorks Announce Launch of Customized Visualization Software

Metals USA and RenoWorks Software Inc., a leading provider of digital visualization software for the home construction and home remodeling industry, today announced the launch of new visualization software to Metals USA Building Products' stone-coated steel roofing division.

"The ability to visualize the actual product on their own home makes a huge difference in the buying process. Being able to see what the finished job will look like gives customers the confidence to buy" says Marco Hunstad, Director of Sales for RenoWorks. "This software will build brand awareness for stone-coated steel roofing and provide Metals USA with a proven sales tool that delivers results. It is a true differentiator in the market."



Pictured from left: Hugh Gray, Chad Fife, Marco Hunstad, and Preston Ewing.

"We are pleased to work with RenoWorks to create a powerful tool for our dealers and sales people. We produce attractive, high quality roofing materials and this software will allow us to actually show homeowners what their home can look like with stone-coated steel roofing" said Lourenço Gonçalves, Chairman, President and CEO of Metals USA. "We expect our roofing companies - Gerard Roofing and Dura-Loc - to benefit from the use of the software and to translate our investment into excited homeowners and more sales".

### Dura-Loc Roofing Systems' Energy Star® Qualified Products Soar to An All Time High

COURTLAND, ON. - MARCH 2007

Dura-Loc Roofing Systems has submitted their 2006 Energy Star® Unit Shipment data to ICF Consulting. In the past four years Dura-Loc's production of Energy Star products has soared to all time highs. At one time the granular coated metal roofing manufacturer once sold 7% of their entire United States sales in Energy Star® qualified products. Today, a whopping 41% of all Dura-Loc metal roofing systems sold in the United States are products which have earned the Energy Star®.

"The bulk of our business is residential and many homeowners choose a roof replacement that will save them money on their cooling bills as well as provide them with government incentives in various states. As well many new home builders and architects are building with energy efficiency in mind. I believe the 34% increase in Energy Star® sales reflects that." Says Ron Anderson, Dura-Loc's Director of Sales.

Dura-Loc Roofing Systems manufacturers granular coated metal roofing systems in profiles which replicate tile, wood shakes and slates. Dura-Loc has been an Energy Star® partner since 2000 and currently offers the largest variety of Energy Star® qualified stone finishes in colors such as Autumn Gold, Autumn Leaf and Driftwood.

### Gerard Technical Bulletin

BULLETIN # 070307-1

Gerard Shingle Products may not be installed on roof slopes less than 18.50 degrees (4:12 pitch). This includes Guardian, Granite Ridge, and Diplomat.

