

The World's Oldest Waterproofing Agent is Also the Most Versatile.

Low-slope asphalt roofing has moved into the 21st century in style. Moving and improving. Manufacturers across North America have taken asphalt – nature's oldest waterproofing agent – and have made it better and more versatile.

Thanks especially to the addition of polymers that add stretch and flexibility, the beauty of asphalt roofing today is that a roof can be applied by a variety of application methods: hot asphalt, cold adhesive, torch welded, or self-adhered, to meet every individual project's needs. In some cases, low-fuming formulations are available. Today's asphalt roofing isn't simply a better product. It's safer to install. And more versatile.

**Quality
BUR
Still the Best**
(Built-Up Roofing)

A Council of ARMA

QARC Members

CertainTeed Corporation
Continental Materials, Inc.
Design Containers, Inc.
ELK Corporation
GAF Materials Corporation
Johns Manville Corporation
Mid-States Asphalt & Cant Strip, Inc.
Owens Corning/Trumbull Asphalt
Rock-Tenn Company
Siplast Incorporated
Speciality Products, Inc.
United Asphalts, Inc.

Asphalt Roofing Manufacturers Association
1156 - 15th Street, NW • Suite 900
Washington, DC 20005
Telephone: 202-207-0917 • Fax: 202-223-9741
www.qualityasphaltroofing.org



Quality Asphalt Roofing Council

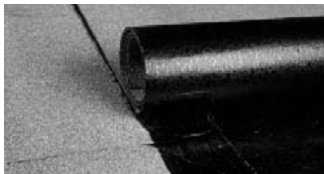
The Quality Asphalt Roofing Council is an innovative promotion initiative for Built-Up Roofing (BUR) and Modified Bitumen Roofing Products under the direction of the Asphalt Roofing Manufacturers Association.

www.qualityasphaltroofing.org

Safer. Cleaner. More Flexible.

Before plastic, before fiberglass, before polyester, there was asphalt. Nature's supreme building material, revered for its unbeaten strength and durability, asphalt has been with us for over 5,000 years, and has, in fact, been the leading roofing material in North America for almost 150 years.

So, what, if anything, is new about asphalt roofing? Plenty. You already know that asphalt-based systems are the continent's most widely used and reliable roofing material. You already know asphalt roof systems offer excellent value, long life, proven durability, and flexibility. You already know asphalt systems are easy to re-roof, and that they're extremely popular with building owners, specifiers and contractors. But are you ready for the next generation? Are you ready for the latest high-tech breakthroughs in the world of low-slope asphalt roofing?



You Know You're Onto a Good Thing With Asphalt Roofing.

Price:

- Cost-effective over entire life cycle
- Best "bang for the buck"
- Versatile options – choose the right system for your budget

Availability:

- Widely available product
- Versatile products and systems

Maintenance:

- Ease of repair
- Low maintenance



Performance:

Whatever performance specifications the job calls for, you'll find that asphalt roofing has the right stuff:

- Long life
- Reliable
- Durable
- Suitable for all types of roof decks
- Successful track record of almost 150 years in North America
- Redundancy of layers reduces chance of leaks
- Tensile strength
- Withstands roof traffic (walk pads and other precautionary measures are recommended)
- Strong and tough, today's formulas resist weathering
- Insulated systems achieve high thermal value
- Adaptable to meet any penetration or flashing detail configuration