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THE ROYAL TREATMENT

IKO'S Royal Victorian Designer Shingle Tops Off One-Of-A-Kind Home In Quebec

Designer asphalt shingles grace the roofs of some of the most majestic homes in Canada and in the United States. For one delighted homeowner, Eric Hebert, his home has become known as the "Canadian Royal Vic-House," and for those who have seen this residence, it is an image that will long remain with them.



In the late 1990s, contractor Franco DiMartineau, known for his creativity and attention to detail, envisioned a unique residential housing development located in Laval, Que. His goal was to create a community where each of the houses had a custom feel, yet still retained a similar look – except for the Canadian Royal Vic-House. Mr. DiMartineau built this 2100 sq. foot home, on a premium lot, for his personal use in 1999. He then sold it to Hebert in 2000. With multi-level rooflines, and dramatic angles and shapes, he even needed a special building permit from the city in order to begin the construction process.

ANGLING FOR ATTENTION

The Canadian Royal Vic-House, like the Victorian homes its name derives from, owes much of its splendour to an eye-catching roofline. The variety of levels and dimension of Victorian roofs create an impression of depth and complexity, which the contractor cleverly highlighted by specifying IKO's Tile Red Royal Victorian designer asphalt shingle. The shingles' rich colour and texture is a dramatic contrast to the home's stark elevation, which is a gray-and-taupe stone siding, and stands out in marked relief against the blue sky.

Roofing contractors, designers, builders and architects are re-discovering designer asphalt shingles; textured, high-end architectural shingles designed to replicate the look of other roofing materials, such as metal, tile, wood and slate. Available in a variety of colours, these asphalt shingles create unique looks and are popular today with more discriminating homeowners.

The industry's trade association, Asphalt Roofing Manufacturers Association (ARMA), is conducting a major communications campaign designed to increase awareness of the benefits and range of use for asphalt roofing shingles within the trade. One advertisement features IKO's Tile Red Royal Victorian Scalloped Edge Designer Shingle on a turreted roof and depicts a man who climbed on stilts to admire the stylish asphalt roof more closely.

The wide spectrum of colours and the selection of styles offered by asphalt shingles are a couple of reasons that high-end architectural shingles now account for more than 50 per cent of asphalt shingle sales in Canada and the United States. Homeowners typically opt for a roof colour complementary to the exterior hue of their home. In the case of the Canadian Royal Vic House, however, the goal was to showcase the roof and have it make a design statement, a bold and innovative move for this creative contractor.



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INSTALLATION CHALLENGES

Thanks to asphalt designer shingles, it's now easier than ever to make a bold design statement on the roof. No special installation skills are needed and it's a routine job for most contractors.

For the Canadian Royal Vic-House, however, the roofing contractor did have a few unusual challenges to overcome. The variety of roof angles, parallel and converging ridges, and steep pitch, required attention to detail and the use of scaffolding and tie-offs for ease of installation. The same attention to detail was required for the low slope areas and the numerous valleys and intersections as these are the prime areas for potential roof leaks. The cone shaped turrets, traditionally a difficult shape to roof, were designed in several flat panels alleviating the difficulties of roofing the more challenging pure cone shape.

GREAT LOOKS AND SUPERIOR FUNCTIONALITY

The use of Tile Red Royal Victorian designer asphalt shingles gave the home a distinctive old-world feel as well as made the roof "pop" in contrast to the other homes in the development. From the soaring turret, steep rooflines and gentle overhangs, asphalt designer shingles add not only elegance and style, but provide superior performance and functionality. Although designed to look like metal, clay, slate or wood shake counterparts, asphalt shingles offer the same aesthetic appeal without the expense and difficulty of installation.

During the past year, one of IKO's goals, as an ARMA member-company, was to educate the trade regarding the benefits of both steep-slope and low-slope asphalt shingles. In a survey conducted by ARMA, we discovered that people are most familiar with the three-tab asphalt shingles, and not as familiar with laminates and high-end architectural designer shingles. IKO's designer asphalt shingles feature limited warranty periods of 50 or 25 years, and include Regency, Royal Victorian, Renaissance XL, Cathedral XL, Skyline 25 and the interlock designs. IKO's laminated architectural shingles feature limited warranty periods of lifetime, 50, 40, 35 or 30 years and include the state-of-the-art Dynasty, Cambridge series and Chateau styles.



The IKO Regency designer shingle creates the classic look of a rugged slate tile roof without the weight, expense and intensive labour costs. These shingles have a double layer construction for deeper shadow lines. That, and the random-cut profiles, enhances the texture and appearance to achieve the look of natural slate.

The Royal Victorian shingle can emulate the vibrant look of Dutch clay tiles or the refined appearance of natural slate. With their six-tab beaver-tail or scalloped design, these premium asphalt shingles add individuality, grace and charm to a variety of home styles. High-contrast colour blends, dramatic shadow lines and slate-like appearance combine to make the Renaissance XL designer shingle one of IKO's most popular. With a vibrant colour pattern, these technologically-advanced premium fibreglass shingles are incredibly durable, as well as beautiful.

The Cathedral XL is the shingle of choice for the homeowner who desires the rich, dimensional rooftop appearance of a premium laminated shingle without paying a premium price. Finally, the IKO Skyline 25 features a unique "step" profile that creates a staggered, horizontal pattern – a textured weave or thatched appearance – that is truly distinctive. The unique design of these heavyweight shingles also provides for high tear-strength values and exceptional double coverage for added protection against the elements.



Dynasty, as the name implies, is the cornerstone of IKO's product offering and is backed by one of the most aggressive warranty programs in the industry – a limited lifetime warranty. A spectacular appearance combines shadow lines and unique colour blending. Manufactured with IKO's unique APP modified asphalt, these shingles are engineered for superior tear-resistance and high tensile strength. Their structural integrity comes from its fibreglass base, IKOFlex plasticizers and ceramic-coated copper granules.

The Cambridge series laminated asphalt shingles achieve the high-definition shake look. Constructed of a heavy-duty fiberglass mat and featuring a tough modified sealant, the Cambridge series shingles provide superior durability and wind resistance.

The durability of IKO's Chateau shingles comes from its double layer of heavy-duty organic mat. Deep shadow bands, IKO's own colour granules and a state-of-the-art blending system provide one of the industry's sharpest colour blend offerings for the much sought-after wood shake appearance.

Because of applications like the Canadian Royal Vic-House, and the numerous design choices available, more than 70 per cent of all residential homes currently use asphalt-roofing systems. Over the years, contractors have noticed that asphalt designer shingles are growing more and more popular, especially as homeowners discover the limitations and expense of metal, clay, tile or wood roofing. Metal can be hot; tile and slate, heavy; and wood a potential fire trap, just to name a few of the limitations. Asphalt shingles provide safety and durability as well as individuality in the variety of architectural and designer looks that are available. In the case of the Canadian Royal Vic-House, the royal treatment obviously began with the roof.



IKO is built on innovation. Ever since opening the first plant over 50 years ago, the emphasis has been on three key ingredients: superior quality roofing materials and systems, breakthrough technologies, and state-of-the-art production facilities. While some companies manufacture a variety of homebuilding materials, IKO makes roofing products and only roofing products. For more information, contact www.iko.com.

Today, IKO is a global leader in the manufacture and supply of asphaltic and bituminous waterproofing products, with over 20 strategically located production facilities throughout North America and Europe.

The Asphalt Roofing Manufacturers Association (ARMA) is the North American trade association that represents the majority of the asphalt roofing industry's manufacturing companies and their raw material suppliers. Together these companies produce a variety of bituminous-based residential and commercial roofing systems, including asphalt shingles, roll roofing, built-up roofing systems and modified bitumen roofing systems. ARMA is committed to serving the asphalt roofing industry and its consumers by facilitating the dissemination of the latest general and technical information on roofing materials, practices and issues, facilitating the industry's voice in contributing technical data and information to building and code officials, regulatory agencies and allied trade groups. For more information, visit www.asphaltroofing.org.

- Carol Perkins is director of marketing for IKO Industries.

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