

# MAT RELEASES

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## Asphalt Shingles: Raising the B.A.R.

There are three reasons why asphalt shingles can be found atop more than 80 percent of American homes: Beauty, Affordability and Reliability. Asphalt products continue to raise the B.A.R. when it comes to today's roofing material choices making them the most popular choice for protecting U.S. roofs. Over the years, asphalt shingles have evolved in performance and aesthetics while maintaining its affordability. These advancements have made asphalt shingles the preferred choice among homeowners and contractors alike.

The emergence of stunning architectural shingles over the last couple decades has given asphalt roofing a visual dynamic not available in the past. Today's products are available in a multitude of colors, shapes, sizes and textures, making your roof a canvas that can be designed to complement the aesthetics of your home. Even traditional 3-tab shingles come in a variety of colors and, for a more refined look, there are custom shingles that provide deeper, enhanced shadow lines to add unique character to a home. Whatever your roofing needs may be, asphalt shingles provide an attractive solution.

Asphalt shingles are also the most cost-effective way to secure your roof. The two predominant factors that account for the affordability of asphalt shingles' are its low maintenance cost and long life cycle. Because asphalt shingles are produced in high volumes and have relatively low application costs, they are substantially less expensive than other roofing materials such as tile, wood, cedar, slate, and metal. When installed properly, shingles are highly resistant to wind damage, uplift, moisture damage, and practically any other natural disaster. Asphalt roofing also offers many systems that meet EnergyStar standards which can mean long-term efficiency, cost savings and may help meet the requirements for LEED or other green building certifications. Low maintenance costs and high durability yield a long life cycle ensuring the maximum return on your investment.

Reliability is essential when choosing a roofing system. Asphalt sets the standard with proven installation standards and codes. Asphalt shingles are put through a litany of performance and endurance tests conducted by national testing laboratories that ensure fire and wind resistance. With countless trained asphalt roofing contractors, there is no need to spend more money finding qualified roofing specialists to make assessments. Asphalt roofing products are designed to endure extreme weather conditions, in harsh climates, all year round. The maintenance that may be required on an asphalt roof is often simple enough for many do-it-yourselfers.

Beautiful, Affordable and Reliable, asphalt shingles continue to be the best option when choosing the right roof system to protect your home.

### Raising the B.A.R.

#### Beautiful

- A wide range of colors from white to black with everything in between
- Traditional (or 3-Tab) Shingles
- Architectural Shingles

#### Affordable

- Low Maintenance
- Long Life Cycle
- Long-Term Cost Savings

#### Reliable

- Fire Resistant
- Wind Resistant
- Proven Installation Standards

