

MAT RELEASES

Please note that ARMA makes available at no charge certain pre-approved messaging for the news media and trade journals on the benefits, technological advances and uses of asphalt roofing products. These pieces may be used without obtaining ARMA's prior written consent so long as the content is republished "as is" and not modified in any respect. **This policy does not extend to other ARMA publications on which this notice does not appear, and written permission is required if you wish to reproduce them.** Please contact Todd Costello at 212-297-2109 should you have any questions.



Decisions, Decisions: Asphalt Stacks Up Against Alternative Roofing

The choices for a roofing system can be overwhelming at times. There are a number of factors to consider and, in almost every case, asphalt shingles are the preferred choice when looking for a roof that performs and has curb appeal. Shingle roofs are cost effective, easy to maintain, and reliable, giving the homeowner a great return on investment. Asphalt shingles remain a top choice among alternative roofing materials such as metal, slate, cedar and clay.

Homeowners in the market for a new roof should consider the following: durability, versatility, sustainability and affordability. Asphalt roofing exemplifies all of these attributes while offering additional benefits that are often overlooked in the process.

Durability should be a top priority when determining the best way to protect your home. With asphalt shingles, one can avoid corrosion of incompatible materials, rapid thermal expansion, and the condensation accumulation that may come with a metal roofing system. An asphalt shingle system also provides unmatched resistance to fire and wind.

Another advantage of asphalt roofing is that it is aesthetically versatile. Coming in a wide variety of colors and styles, shingle roofing can provide a more natural appearance or match the specific look of much more expensive materials such as metal, cedar and slate. Metal panels have even been made with granules to imitate the popular asphalt look. An asphalt shingle roof can also avoid the rust and discoloration that other roofing materials can be susceptible to due to weather and wear and tear.

Comparing Shingle vs. Metal:

- With more than 80% of homes protected by asphalt shingles, they have long been the standard with homeowners and contractors.
- Shingles provide foot traction to increase walkability for future roofing projects.
- Exposed fasteners are used in some metal roofing applications. Shingles require no exposed fasteners, making them more durable.
- Maintenance and repairs for metal roofs are more complex than for shingle roofs.

The recycling of asphalt shingles is becoming much more common making them a sustainable choice. Many asphalt styles and colors meet reflectivity standards for "cool" roof systems.

Most importantly, installing an asphalt roof is a great value. With low initial and life cycle costs and reasonable installation fees, shingles are by far the most cost effective residential roofing solution available.

Asphalt performs well in these metrics, but there are less obvious factors that should be considered when choosing between a metal or asphalt shingle roof. Typically asphalt shingle production is more common place, strategically covering a wide geography—resulting in less transportation required. And since asphalt shingles are more plentiful and inexpensive, it is easier to find a supplier. Because of this, asphalt is the most accessible roofing material, making it is easy to find a qualified contractor to install or repair these cost effective systems.

The [Fast Facts](#) don't lie; asphalt is the practical solution for virtually every roof.

For more information about asphalt roofing, visit www.asphaltroofing.org.



750 National Press Building, 529 14th Street, NW
Washington, DC 20045
Tel: 202 / 207-0917 Fax: 202 / 223-9741