



Lifetime Beauty • Enduring Strength





# Afford your home a lifetime of lasting



## **The last roof your home will ever need**

Think of the investment you've made in your home. Now consider protecting it with the beauty, value and lifetime durability that an Endure Metal Roofing System provides.

## **Achieve the highest return on your investment**

The key to protecting your home and your investment is choosing a quality product. Look no further than Endure. You have our total commitment that the Endure Metal Roof you select will exceed your expectations in quality and workmanship.

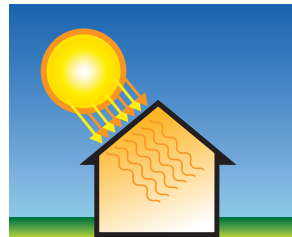
# beauty and protection

## An Endure Metal Roof is...

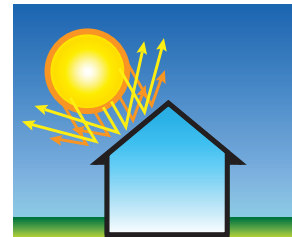
- Energy efficient, generally reducing cooling bills by at least 20%
- Virtually maintenance free
- Architecturally stylish and attractive, while maintaining a lifetime, like-new appearance
- Environmentally friendly, made from recycled materials and 100% recyclable
- Fire safe, which can result in a lower insurance premium
- Cheaper than ordinary asphalt shingles in the long run
- Designed for durability offering year-round protection from whatever weather is in store

## Save money and energy

Asphalt roofing materials absorb the summer sun's intense rays overheating the attic and living space of your home. That heat creates more work for air conditioners and drives up energy bills. Our unique paint system reflects that intense energy, keeping living spaces cooler, air conditioners more efficient and energy bills low.



Energy-Absorbing  
Asphalt Roof



Reflective and Emmisive  
Metal Roof

## The Strongest Warranty

Endure is committed to providing only the finest metal roofing products available. Our reputation is as strong as our name and we offer the strongest warranty in the industry. Our goal is to provide you with a permanent roof solution that delivers decades of worry-free satisfaction.

## Made in America

Every component of an Endure metal roof is 100% American made with the highest quality materials and newest technology—including steel, paint system, fasteners and accessories.

## Total Customer Satisfaction

You can be certain that the investment you make in your home will result in a worry-free roof with a lifetime of savings, protection and lasting beauty—and the peace of mind you deserve.



# Hand-Split Shake

Hand-Split Shake metal roofing offers the desirable aesthetics of wood shingles, distinctive colors and the lifetime strength and energy savings of steel—designed and crafted to accentuate the beauty of any home.



## Beauty and Technology

- Deep grooves give the appearance of hand-split wood
- Premium coatings preserve colors from sun and weather damage
- 30-year fade resistant warranty
- Impact resistant
- Fire resistant
- Wind resistant
- Reduces energy use year round
- Made from 30% recycled steel
- 100% recyclable



MUSTANG  
BROWN

SHAKE GRAY

MISSION RED

BEECH

MAHOGANY

MAPLE

SPRUCE

TERRA COTTA

TEAK





# Hand-Split Shake

## Mustang Brown

*"The color, texture and style really bring out the architectural features of my home. It is more than a fresh, new look. It is a total transformation."*



# Woodland Shake

Woodland Shake's unparalleled strength and symmetry work together to create worry-free roofing that lasts. Choose from a wide variety of lasting finish colors that will result in a beautiful new solution to your roofing needs.



## A Lifetime Alternative

- Worry-free roofing solutions
- Crafted for maximum curb appeal
- Superior strength and longevity
- Advanced paint system
- Impact resistant
- Fire resistant
- Wind resistant
- Summer energy savings up to 25%
- Rigorous third-party testing assures your complete satisfaction



NEW CEDAR



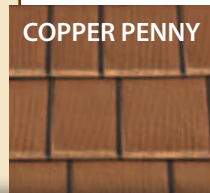
WEATHERED CEDAR



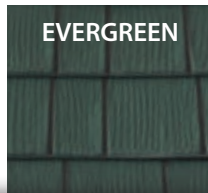
AGED CEDAR



COPPER PENNY



EVERGREEN



CHARCOAL



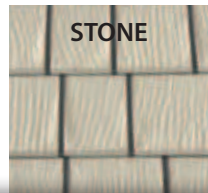
GUNMETAL



MISSION RED



STONE







## Woodland Shake Gunmetal

*"Our new roof looks as beautiful as we imagined. The quality of the product is superb and the comments we've gotten from neighbors and friends have been amazing."*



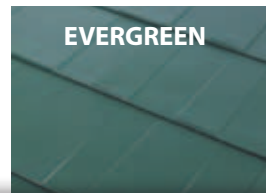
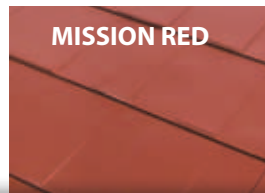
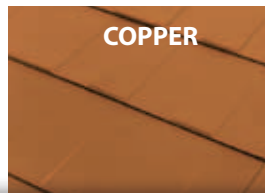
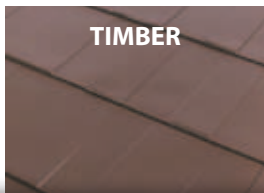
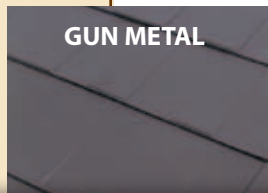
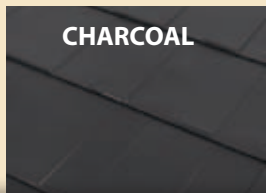
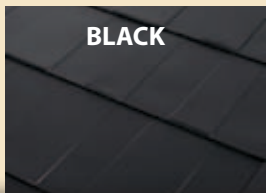
# Traditional Shingle

Traditional Shingle offers a unique paint system, colors and design to preserve, protect and add to the beauty of any home. Our durable steel shingles weigh far less than the lightest asphalt shingles, yet provide the strength of steel for a lifetime of beauty and protection.



## Superior Shingle Performance

- Won't burn
- Withstands high winds
- Sheds snow easily
- Impact resistant
- Energy efficient
- May qualify for insurance discounts
- Environmentally friendly —recyclable
- Meets building codes
- Virtually maintenance free







Traditional  
Shingle  
Evergreen

*"We were quite impressed with the wide choice of colors and styles. The end result is magnificent. We are so pleased that we chose a metal roof for our home."*



# Standing Seam

For more than a century, standing seam metal roofing panels have stood the test of time. These clean, graceful roofing panels have been a favorite among architects on both traditional and contemporary homes. The Endure Standing Seam metal roofing panel is a premium quality panel designed for a distinctive, high-end appearance that is guaranteed to please. Panels snap securely together with completely concealed fasteners for maximum wind and weather resistance.



## An Enduring Favorite

- Clean, graceful lines
- Clip & snap lock system
- Easily sheds snow
- Energy Star certified
- 100% recyclable







# Classic Rib

Endure Classic Rib roofing panels are recognized as an industry leader in strength and durability. These classic panels are available in a wide range of colors for multiple architectural applications. Designed with extra-wide ribs to increase strength and ease of handling and installation, Classic Rib is the perfect solution for the homeowner who desires to make a bold statement about lifestyle and design.



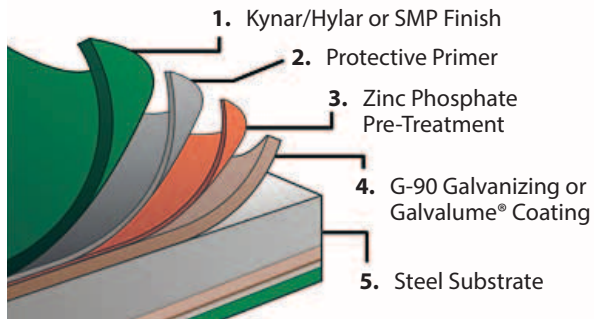
## Value and Performance

- Extra-wide ribs for strength
- High Quality SMP Finish
- Economical solution
- Energy Star certified
- 100% recyclable



# Side-by-Side Comparisons

## Layers of Protection



## Endure® Panel Products



### FEATURE

**Interlock System**

**Wind Rating**

**Hail Rating**

**Fire Resistance Rating**

**Fastener Type**

**Finish Coating**

**Steel Coating**

**Warranty**

**100% Recyclable**

### STANDING SEAM

2-Way

110 MPH

UL 2218 - Class 4

UL 790 - Class A

Concealed

Siliconized Modified Polyester

Galvalume®

40-Year Limited

Yes

### CLASSIC RIB

Panel Overlap

110 MPH

UL 2218 - Class 4

UL 790 - Class A

Exposed

Siliconized Modified Polyester

Galvalume®

40-Year Limited

Yes



# Endure® Shingle Products



## HAND-SPLIT SHAKE

4-Way

120 MPH

UL 2218 - Class 4

UL 790 - Class A

Concealed

Kynar 500®/Hylar 5000®

G-90 Galvanized

Limited Lifetime

Yes



## WOODLAND SHAKE

4-Way

120 MPH

UL 2218 - Class 4

UL 790 - Class A

Concealed

Kynar 500®/Hylar 5000®

G-90 Galvanized

Limited Lifetime

Yes



## TRADITIONAL SHINGLE

4-Way

120 MPH

UL 2218 - Class 4

UL 790 - Class A

Concealed

Kynar 500®/Hylar 5000®

G-90 Galvanized

Limited Lifetime

Yes

# Metal Roofing Myths Uncovered

Metal roofing has truly come full circle during the past century. From being a popular roofing material in the early 20th century to being replaced by cheaper materials such as asphalt shingles during the past several decades, to emerging once again as the premier roofing system for homeowners in search of a permanent roof solution. The future looks bright for metal roofing; however, here are some common myths about metal roofing.

## **Myth #1: Metal roofs have a higher possibility of getting struck by lightning**

A metal roof will not increase the likelihood of lightning striking your home. However, if your home were hit by lightning, your metal roof would disperse the energy safely throughout the structure. Since Endure® metal roofing isn't combustible or flammable, it's a low-risk and desirable roofing option where severe weather is concerned, especially for lightning.

## **Myth #2: Metal roofs are noisy when it rains**

A common misconception is that a metal roof will be noisier than other types of roofing. When installed with solid sheathing, a metal roof will make no more noise than a regular asphalt roof. Often times, an Endure® metal roof will be quieter than a non-metal roof and will actually silence noise from rain, hail and bad weather, many times better than other roofing materials.

## **Myth #3: Metal roofs are susceptible to rust**

Modern metal roofs are built to last for decades. All Endure® metal roofing products have a "metallic coating" made of either premium G-90 galvanizing or an anti-corrosion aluminum/zinc coating called Galvalume®. These metallic coatings help prevent rust from forming and are bonded to the steel at the factory. A multi-layer, premium grade commercial finish is then applied over the metallic coating to provide long-lasting color and protection to your metal roof - we guarantee it!



### Myth #4: Metal roofs can dent easily

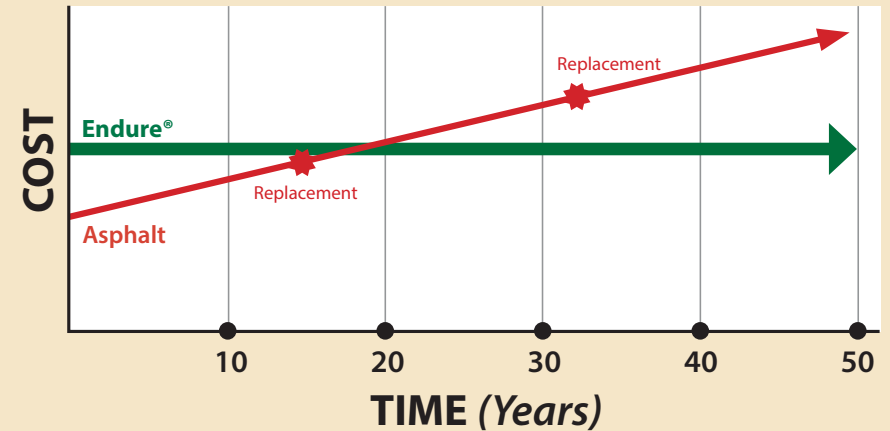
Today's metal roofs can withstand decades of abuse from extreme weather like hail, high winds, and heavy snow. As a matter of fact, all Endure® metal roofing products have passed the industry's toughest test - the Class IV UL2218 impact test. This is the highest impact resistance rating available for roofing today. In some states, insurance carriers even offer discounts for homeowners who install Class IV impact resistance roofs. Check with your homeowner insurance provider for eligibility.

### Myth #5: Metal roofs are expensive


While the initial cost for a premium metal roof is higher than most other roofing materials, you'll save money in the long run. An Endure® metal roof can last a lifetime, whereas roofing materials like asphalt require reroofing every 10 to 20 years. In addition, metal roofs can also increase the resale value of your home and reduce your summer cooling costs by as much as 40%.

## The True Cost of a Metal Roof

Few homeowners realize until after the fact, but metal roofing can actually cost as little or less than asphalt roofing due to its low life cycle cost. Since asphalt roofing needs to be replaced 2 - 4 times as often as metal roofing, you really need to multiply not only the initial cost of asphalt roofing installation but also the cost of future re-roofing expenditures to compare to the typical "once-a-lifetime" metal roofing installation.



### Lifecycle Cost Comparison

		Asphalt Roof
Initial Investment	\$	\$
Year #:		
Year #:		
Resale/Repairs		
Total Lifecycle Investment	\$	\$



**Great roofs never fail, they Endure.**

[www.EndureRoofing.com](http://www.EndureRoofing.com)