

Roof vs. Wind... Beating Mother Nature

Brochure

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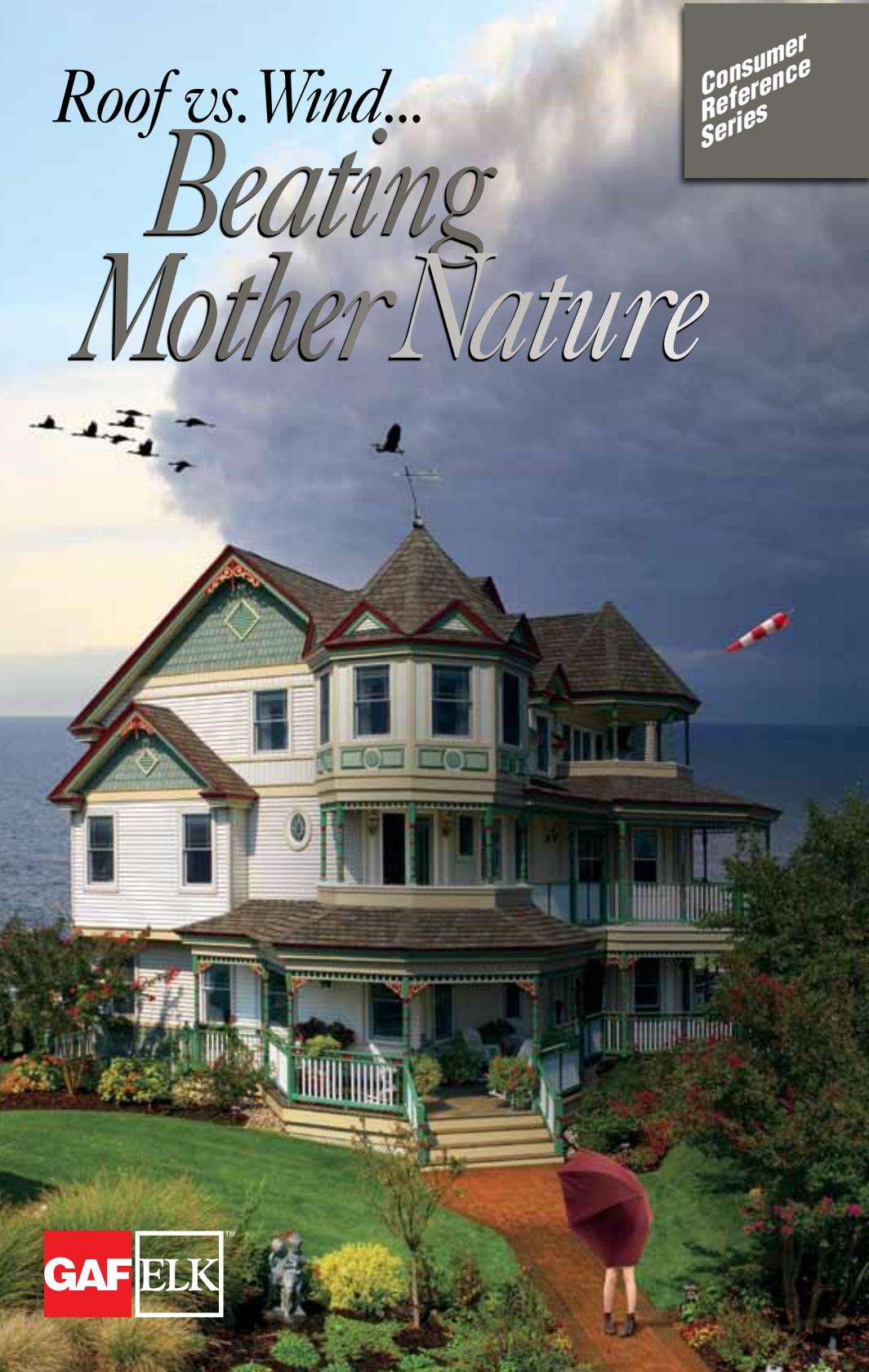


*Quality You Can Trust Since 1886...
From North America's Largest
Roofing Manufacturer™*

Roof vs. Wind...

*Beating
Mother Nature*

Consumer
Reference
Series



GAF ELK™

FACT:

More than 60% of all homes in the US are vulnerable to damage from high winds generated by storms and heavy rains.

Source: The Institute for Business & Home Safety



- *Is your home at risk?*



BEFORE YOU CHOOSE YOUR NEW ROOF: Be sure to check the wind rating of the shingles you'll be installing...

Did You Know...

**Basic Wind Speeds In The Continental U.S.
Are 85 mph And Higher** (see map)

- Yet, many “bargain-priced” shingles are only rated for 60 mph winds
- Even some pricey “architectural” shingles are rated only up to 60 mph

Wind Damage Is Common... And Your Home May Be At Risk!

- Wind from hurricanes and tornados alone cause more than \$6 billion in damage *every* year in the U.S. (Source: EPA)
- Coastal areas are particularly susceptible to damage from hurricanes and other tropical storms—but even many inland areas have pockets of high wind, especially on or near mountaintops or ridges
- Blown-off shingles can leave your home and its contents vulnerable to water damage, mildew, and mold—which can even affect your family’s health
- Even worse, local building inspectors can require you to *tear off your new roof if the shingles do not meet the appropriate local code requirements!*

What You Should Do To Protect Your Home...

- Don’t assume that all roofing contractors know about the code requirements with regard to wind speed (many don’t)
- Use the table (below the map) to determine the ASTM* wind classification(s) that GAF-Elk recommends for your area
- Ask your contractor for proof that the shingles he or she is installing meets the GAF-Elk recommendation for your area

*ASTM is the American Society For Testing And Materials



Why take chances?
 Make sure that the
 shingles you install meet
 these ASTM classification(s):

Wind speed:	85mph+	90mph+	100mph+	110mph+
Recommended ASTM wind classification(s) for your shingles:	Class F	Class F	Class F	Class F and H*

BASIC WIND SPEEDS IN THE CONTINENTAL USA

SOURCE: AMERICAN SOCIETY OF CIVIL ENGINEERS



120 mph+

130 mph+

140 mph+

150 mph+

Special Area

Class F and H*

Class F and H*

Class F and H*

Class F and H*

Consult your local
Building Code Official

*For maximum protection, be sure that your shingles meet both ratings.

As North America's Largest Roofing Manufacturer, We're Taking The Lead To Ensure Your Protection...

Beginning January 1st, 2010, every GAF-Elk shingle will pass ASTM's highest wind requirements!*

- *The Toughest Shingles Around...*
Our shingles pass the tough ASTM Class F 110 mph wind test—for a full two hours.
- *Maximum Peace Of Mind...*
GAF-Elk's special DuraGrip® adhesive seals our shingles so tightly, they even pass the ASTM Class H wind test—*which means our shingles are classified as wind resistant up to 150 mph!*
- *Install With Confidence...*
You can install any GAF-Elk shingle in any part of the U.S. because they all pass the 110 mph *and* 150 mph ASTM wind tests.**
- *Your Safest Choice...* Don't risk wind damage to your most valuable investment—your home.

*All GAF-Elk shingles produced starting 1/1/10 meet ASTM D3161 Class F 110 mph and ASTM D7158 Class H 150 mph.

**See ltd. warranty for limitations and restrictions on coverage for high winds.



Blown-off shingles can expose your home to structural damage, mold, and mildew.



GAF ELK

GAF-Elk shingles with Class F *and* Class H wind ratings are the safest choice for protecting your home.

Who is ?

Founded in 1886, GAF-Elk is—by far—North America's largest manufacturer of residential and commercial roofing products (approaching \$3 billion in sales). Professional installers have long preferred the rugged, dependable performance that only a GAF-Elk roof can offer, and have made it the #1 brand in North America.



Here are just some of the reasons why GAF-Elk is your best and safest choice!

- Manufacturing locations across North America—to serve you better
- Inventors of the Timberline® shingle — the #1-selling architectural shingle in North America
- Rated #1 in shingle quality by home builders (2009 study)
- Winner of the Builder's Choice award
- GAF-Elk Cobra® ridge vents rated #1 in quality by home builders (2008 study)
- Rated #1 in shingle quality by custom home builders (2005 study)
- Featured regularly in leading home and garden publications and on home improvement networks such as HGTV
- Named most-used brand of shingles by remodeling contractors (2005 study)
- Named #1 in innovation for shingles and ridge ventilation by home builders (2004 study)
- Named most-recommended brand by upscale remodelers (2005 study)
- First to produce an energy-efficient asphalt shingle available in rich colors, called the Cool Color Series



The bottom line is: More than 1 out of every 3 property owners chooses GAF-Elk for their roofing project—why trust your most valuable asset to anyone else?



GAF-Elk is a
U.S.-Owned Corporation



The GAF-Elk Smart Choice® Roof System Solution has earned the prestigious Good Housekeeping Seal, which means that Good Housekeeping stands behind the products in this system. (Refer to Good Housekeeping Magazine for its consumer protection policy.)

“Your Best And Safest Choice... Quality You Can Trust Since 1886™!”

For more information, visit us at
www.gaf.com



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