

Consumer  
Reference  
Series

*“Presenting  
Energy-Saving  
'Green' Roofing  
Solutions”*

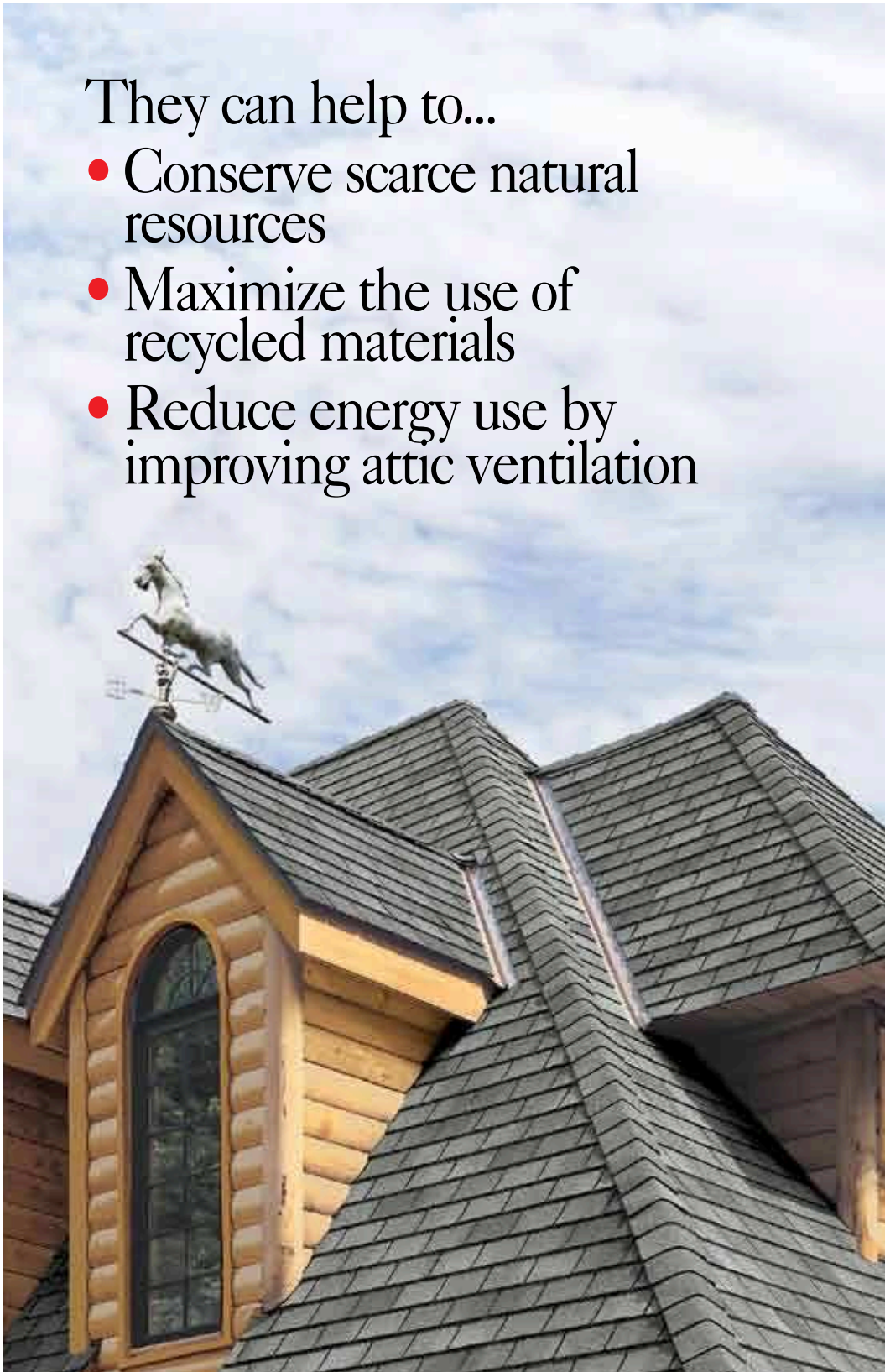


1-888-2-Herman  
[www.HBCI.ca](http://www.HBCI.ca)

St. Catharines - Port Colborne - Hamilton - London - Sarnia - Kitchener - Oakville

They can help to...

- Conserve scarce natural resources
- Maximize the use of recycled materials
- Reduce energy use by improving attic ventilation



*“Buying A New Roof?  
Make It ‘Green’ With  
These Energy-Saving  
Roofing Components”*



**N**ow, more than ever, it's easy to save energy and be environmentally responsible when making your roofing choices. That's because no one has more environmentally-friendly roofing options than GAF, North America's largest roofing manufacturer. Consider these 'green' components for your new roofing system:

### GAF-Elk Advanced Protection Shingles

GAF-Elk's Timberline® Series and Royal Sovereign® shingles have now been re-engineered to provide Advanced Protection...

- Provides superior durability and wind resistance, while reducing the use of scarce natural resources
- Visit [www.gaf.com/aps](http://www.gaf.com/aps) to learn how Advanced Protection Shingles are helping the environment



### Timberline® Cool Series Shingles

Cool Series Shingles are specially designed to reflect sunlight and reduce unwanted attic heat...

- Keeps your home cool in the summer
- Can reduce peak cooling energy consumption by up to 50%, depending on geography, structure, and climate
- Can qualify for up to \$1,500 back in energy rebates from the U.S. government in the form of tax credits\*.



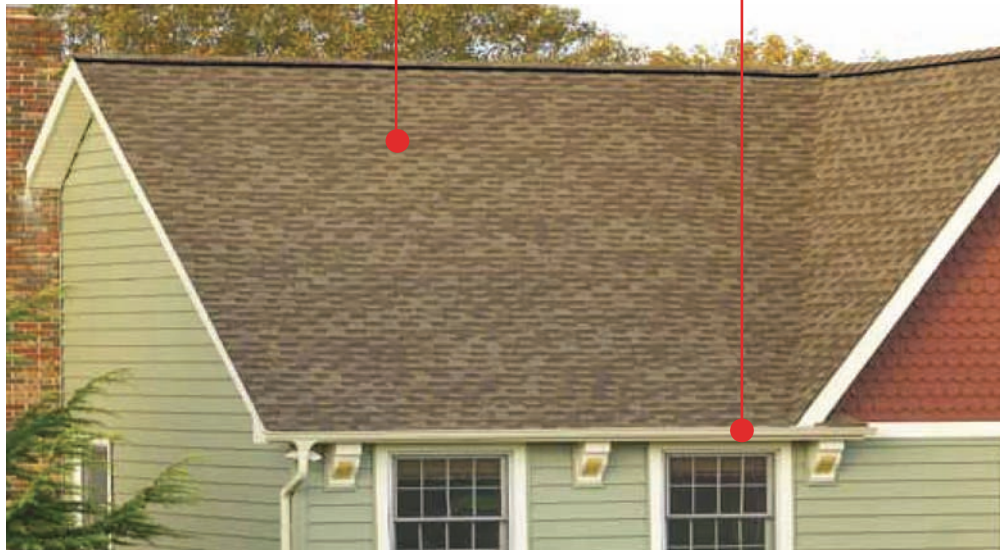
\* Some rebate programs are time limited and change often; for more information, contact your utility, governmental unit, or tax advisor.



### Cobra® FasciaFlow™ Intake Ventilation

To be energy-efficient, your attic needs ventilation...

- Most effective solution for homes with little or no room for soffit/undereave vents
- Allows for critical intake airflow for your attic ventilation system (or boosts the performance of existing soffit vents)
- Easy to install, requires no maintenance (reduces usage of paints and stains)
- Durable and long lasting





### Deck-Armor™ Roof Deck Protection

Unlike most other brands, unique design allows your roof to “breathe” for greater energy-efficiency...

- Allows unwanted heat and moisture to escape from your attic - which helps to reduce energy costs
- Exceptional protection against wind driven rain (that can soak your insulation and reduce its efficiency)

Also available:  
**ShingleMate®  
Roof Deck Protection**

- Contains up to 60% post-consumer recycled content



### Cobra® Attic Exhaust Vent

To be energy-efficient, your attic needs ventilation...

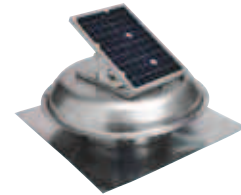
- When used with proper intake ventilation, Cobra® Exhaust Vent allows excess heat and moisture to escape from your attic
- In summer, it can help reduce the load on your AC by moving superheated air out of your attic before it builds up and causes damage
- Also reduces moisture content in your attic to help prevent roof decay
- Made of 100% recycled fiber – up to 80% of which is post-consumer material



### Green Machine™ Solar Powered Exhaust Vent

*(Also available: Green Machine™ Intake Booster Vent)*

Solar-powered attic vent designed to remove damaging heat and moisture – to help reduce your energy costs.



# Who is **GAF-ELK**?

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?*

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



For more information about GAF's commitment to green manufacturing processes and our full line of energy saving products, visit "Green Roof Central" at [www.gaf.com](http://www.gaf.com)



Printed with 100% renewable energy and soy based ink