

CertainTeed Roofing

Product Support Catalog

Product Literature and Promotional Support Materials



index

This catalog contains information on product literature and promotional support materials that are available to help you sell CertainTeed Roofing products. Shown are pictures of the support materials offered as well as general information about these items, which include:

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- Printed Sample Folders
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- Commercial Samples

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- Symphony Display
- Floor Display
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- Web Tools

If you have any questions on any of the items listed in this brochure, or need additional information on how to order, please contact your local CertainTeed Territory Manager.

www.certainteed.com

Sales Support Group: 800.233.8990

samples

A. Traditional Sample Boards

The traditional tool for selling roofing shingles. CertainTeed offers sample boards for each of the product lines.

B. HDi SwatchBoards™ — NEW

Heavy, messy shingle sample boards have been a necessary promotional tool since the beginning of the roofing industry. Until now. Using new and innovative High Definition imaging technology, CertainTeed roofing now offers photo-realistic shingle samples with superior consistency and clarity. Contact your Territory Manager for more information.

C. Sample Folders

These handy folders are offered as two versions:

- Using actual color chips along with full-color photography of the product.
- Printed entirely with NEW and innovative high definition imaging for a photo-realistic look.

Sample folders vary according to plant. Contact your territory manager for more information on the printed sample folders available in your area.

D. Sample Sleeves

Sample sleeves are a clean way of showing all the colors available in a particular product line. Sample sleeves vary according to plant. Contact your CertainTeed Territory Manager for the sample sleeves available in your area.

E. Commercial Samples

CertainTeed Commercial Roofing samples can be ordered in both small (swatch) and large (8" x 10-1/2") sizes for project submittals. (Select products may be available in one size only.) Flintlastic® Modified Bitumen samples are available in handy plastic sleeves and in folders that open book-style for easy display; both feature actual color chips. Additionally, a variety of FlintBoard™ roof insulation and FlintFast® fastener samples are available. Flintlastic SA sample boards are also now available.



displays/signs/presentation ma

A. Wire Rack Displays

These wire racks are an excellent way of displaying a collection of CertainTeed sample boards. No showroom or trade show should be without one. (Sample boards and literature not included.)

A1. One- or two-sided displays — The one-sided display holds as many as three sample boards, while the two-sided version holds up to six sample boards. Each has two side pockets for product brochures.

A2. Sample board/literature combo rack — Holds up to 42 sample boards and has 11 large (8-1/2" x 11") pockets and two small (4" x 9") pockets for literature. The rack is on wheels to make moving easy.

B. Rotating Literature Display

Our four-tier rotating literature display is a novel way to organize product literature for both showrooms and trade shows. The display has 16 pockets, holds both 8-1/2" x 11" and 4" x 9" roofing literature, and comes with a CertainTeed header. Minimal assembly required. (Literature not included.)

C. Cardboard Rack Display

Yet another option for displaying shingle sample boards is CertainTeed's cardboard rack display. This lightweight, portable display allows up to five shingle sample boards to be shown at one time. Ideal display for trade shows or contractor nights. (Sample boards not included.)

D. Pocket Waterfall Display

This new rack has five different slots to hold sample boards and 12 literature pockets for holding literature. Made with a sturdy tubular frame and heavy-duty wire pockets, this display will stand up to years of hard use. The permanently attached, two-sided signage makes it easy for contractors and customers to find CertainTeed materials. Casters allow for display to be moved to new locations for maximum marketing impact and easier floor cleaning.

E. Symphony™ Display — NEW

To really appreciate Symphony's synthetic slate design, you have to see it up close. This new display incorporates a generous 35-5/8" x 40" mini-roof that provides a realistic sense of how well Symphony evokes the beauty of natural slate. The header features a dramatic glamour shot, and there are two pockets at the bottom for product literature.

F. Floor Display — NEW

This new rack packs a lot of information in a compact space. Slots for ten sample boards are arrayed in a "flipbook" format that enables customers to page through a selection of CertainTeed shingles and examine their multi-layer construction and subtle color variations. The base of the display features additional information about our roofing products, and the header is graced with two eye-catching beauty shots.

G. Wall-Mounted Display — NEW

When space is really tight, this wall-mounted version of our floor display fits right in. With slots for ten sample boards and an attractive header with glamour shots.

A1.



B.



A2.



C.



D.



E.



F.



G.



Materials

H. Tabletop Display

Our four-panel tabletop display has drawn a very favorable response from both roofing contractors and distributors. Features include an easy-to-carry box, eight full-color laminated photos of CertainTeed residential or commercial roofing products, and a CertainTeed header. The display is easy to assemble — just unfold!

I. Clear Plastic Counter Displays

Our clear plastic counter displays are ideal for presenting roofing product literature or special brochures. Available in either 8-1/2" x 11" or 4" x 9" size.

J. Shingle Name Signs — NEW

Our shingle name signs are the professional way to identify shingle product displays in the showroom. Contact your local CertainTeed Territory Manager for more information.

K. Banners — NEW

We offer several polyvinyl banners that can be used both indoors and outdoors. The banners measure 5' x 2'.5" (or 2'.6") and come with 8' ropes sewn in for easy hanging.

L. Posters — NEW

Posters are a great way to liven up your showroom — and the new designs we've created will do just that. Three posters are currently available: Solaris™ solar reflective shingles, CoolStar™ commercial products and a general message that highlights the ability of CertainTeed shingles to withstand the elements. Each poster is (NOTE: Need dimensions) and printed on high quality paper.

M. Presentation Folders — NEW

These 9-1/2" x 11" residential and commercial folders have two or three large-capacity inside pockets for a neat, professional literature presentation — perfect for trade shows or in-home meetings with potential customers.

H.



J.



I.



K.



L.



M.



general product support

A. Product Brochures and Sell Sheets

Creative presentation and high-quality photography make our literature stand out from the competition. Product brochures and sell sheets are available for each of the products. These brochures are perfect for product-specific presentations.

B. Residential Product Warranty Brochure

Covers warranty details of all products in the Residential Roofing product line.

C. Roofing Selection Guide

Our Roofing product guide (8-1/2" x 11" format) contains product information and four-color photography.

D. Commercial Brochures

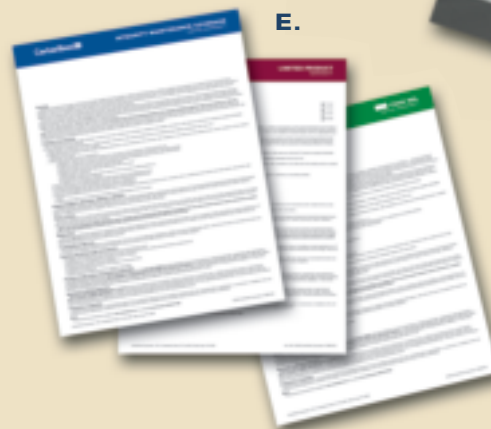
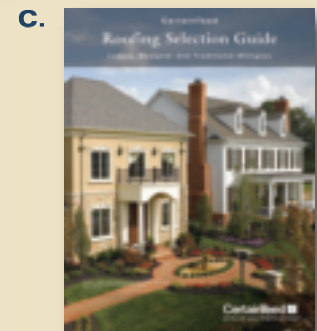
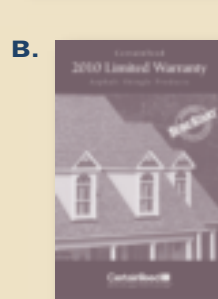
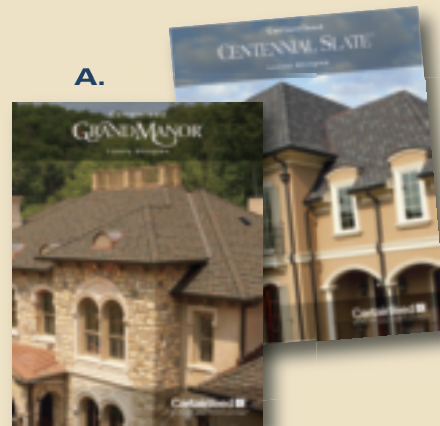
Our informative Commercial Roofing literature has been designed to meet every requirement, whether for the specifier, building owner or contractor. Whatever your needs, you're sure to find the product information you seek in our commercial brochures, guides, booklets and manuals.

E. Commercial Warranties

CertainTeed Commercial Roofing Warranty Forms should be kept on hand for prompt delivery to CertainTeed Commercial Roofing customers upon completion of a roof project.

F. Plant Catalogs

To make placing orders easier for our customers, we offer plant-specific product catalogs for each of our sales regions. These catalogs contain information not found elsewhere in our product literature, including bundles per square, shingles per square and pallet loading information. The perfect tool for sales binders or when product photography is not required.



contractor support materials

CertainTeed offers a number of credential and related programs designed to support contractors and help them succeed. We refer to this line-up of programs as the Contractor's EDGE™.

A. Business Resources Catalog

CertainTeed designed this catalog with the professional roofing contractor in mind. Information is provided on each of the business tools offered. Many of the items in the catalog are also relevant to the distributor. Available as PDF on-line.

B. Shingle Quality Specialist™

A study program for shingle sellers. The *Shingle Technology Manual* describes in extensive detail the composition and design of high-quality shingles and how to sell them.

C. Master Shingle Applicator™

Training program for shingle roofing installers. The *Shingle Applicator's Manual* (SAM) provides technical education in every aspect of shingle installation techniques. Also available in Spanish.

D. ShingleMaster™

An entry-level credential for professional roofing companies.

E. SELECT ShingleMaster™

The highest credential available from CertainTeed is designed for the top-notch professional company.

F. CertainTeed Advisory Council

CertainTeed-sponsored meetings across the U.S. in which contractors have an opportunity to express opinions and discuss up-to-date information on roofing industry business and technical issues.



A.



B.



C.



D.



E.



F.

technical product support

A. Tech Data Sheets

Available on-line at www.certainteed.com. Individual technical data sheets can be downloaded for each commercial roofing product. Here you'll find a summary of each product's features, benefits and uses, as well as technical specifications and application information.

B. Commercial Binder

The complete reference manual on CertainTeed Commercial Roofing Systems for the roofing professional. This in-depth, three-ring binder contains general information, product data sheets, MSDS sheets, complete specifications and construction details, and other information vital to the professional roofing contractor and specifier.

C. CertaSpec

C1. Software program — This comprehensive electronic specification writing tool helps you put together fast, accurate low and steep slope roofing specs for job submittal packages. The new version 2.0 includes information on LEED® requirements to help you meet green building standards.

C2. Point-of-purchase display — Use this clever pop-up to spread the word on CertaSpec. Your contractor customers will thank you for the heads-up!

D. Web Tools

ColorView™ — create your own custom exterior from CertainTeed's extensive library of residential building products and colors.

Digital Marketing Library — to access beauty shots, shingle illustrations, logos, ad copy, prepared ads and more, log on to www.certainteed.com and go to the Digital Marketing Library.

To locate contractor or distributor information, log on to www.certainteed.com.

We've been around for more than a century, making roofing materials that really last. Whether you have a residential or commercial project, you can turn to CertainTeed with confidence. Our expertise goes into giving you better products. We manufacture complete systems and protect you with strong warranties. We use the highest quality materials, and that makes for better roofs — not to mention lower life-cycle costs. It's all a part of our promise to you.

Quality made certain. Satisfaction guaranteed.™



ASK ABOUT OUR OTHER CERTAINTEED PRODUCTS AND SYSTEMS:

EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • RAILING • TRIM • DECKING • FOUNDATIONS • PIPE
INTERIOR: INSULATION • GYPSUM • CEILINGS

CertainTeed Corporation
P.O. Box 860
Valley Forge, PA 19482

Professional: 800-233-8990
www.certainteed.com

CertainTeed 

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