




**EAGLETECH'S  
NEW CE DUR  
PRODUCT  
MIMICS  
NATURAL  
WOOD SHAKE.**



# Product Aspirations

## *Improving on What Mother Nature has to Offer*

by Cheryl Inbody, marketing communications manager, Eagle Roofing Products

 Having extensively researched all of the roofing product alternatives for more than nine months, homeowners Chuck and Suzy Andrews, residents of Bloomington, Utah, finally replaced their 30-year-old wood shake roof with CE DUR, from EagleTech, a division of Burlingame Industries and sister company to Eagle Roofing Products.

"Maintaining the traditional English look of our home was important to us but we had to find a roof material that would equally enhance the smaller dwelling we added adjacent to our house," said Suzy. "Other synthetic products we looked at just didn't look as real. We also had to consider our older home couldn't accommodate a heavy tile, so finding a product as lightweight as CE DUR was the perfect solution for us."

EagleTech's new CE DUR product mimics the natural color and texture of actual wood and is designed to replicate the look of a traditional hand-split wood shake. Using an advanced thermoset polymer formula, the product is lightweight enough

that it can be installed without homeowners incurring additional structural reinforcement costs, yet is durable enough to offer protection against the most extreme weather conditions.

Similar sentiments were expressed by homeowner Bill Engel, long-time resident of Del Mar, California. Having had his previous wood shake roof on his French country style home for more than 25 years, he knew the time had come to replace it. Facing the ever present threat of California's fire season and high winds that buffeted his area, he searched for months to find a product with "just the right look" that would enhance the aesthetic beauty of his home while protecting it from fire danger.

CE DUR's ability to protect homes against extreme weather conditions makes the product one of the most versatile solutions in the market. For roofing contractors like Mark Osness, owner of Better Roofing Systems, Inc. in St. George, Utah, this flexibility equates with increased business opportunities.

"CE DUR answers a definite need for an affordable and authentic look-

ing wood shake product in our area," said Osness. "Not only is the product as easy to install as real wood shake, but its ability to stand up equally to heavy snow, high wind, or extreme heat have made it ideal to serve the various needs of our customers."

James and Darlene Ball, residents living in unincorporated Jefferson County, southwest of Denver, Colorado, understand first-hand the importance of protecting against Mother Nature's worst threats. Having lost a significant portion of their original wood shake roof to a severe wind and hail storm in 2009, the couple searched for a suitable roof replacement when they realized that replacing the wood shakes was not their best option due to fire and insurance concerns.

"We were determined to find something that would look like our shake roof but we knew it had to stand up to the crazy variety of weather conditions we face," Ball said. "It can reach 100° in the summer time but by winter our roof has to protect us from deep snow packs.

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Worst of all are the winds and damaging hail that we face. CE DUR was the best product we found that could handle every situation, yet looked incredibly natural. We couldn't be more pleased as it looks great and our insurance rate even went down."

As more and more homeowners look for environmentally conscious "green" products, customers will be pleased to note CE DUR's low impact

on the environment. Because it is not wood, no trees or lumber by-products are consumed and no ozone-depleting blowing agents are used in its production.

While having a beautiful product whose aesthetic



qualities add to a home's value is important, providing durability and protection is ultimately essential for a successful roofing product. Extensive testing has been completed on CE DUR resulting in its approval through major product evaluation agencies. It has ICC-ES approval (ICC-ES ESR 2530) and a Class A fire rating under ASTM E 108/UL 709 when installed with readily available and approved underlayment. It also offers the highest possible Class 4 hail rating available under UL 2218. Its wind rating is 100 mph (3-second gust) with up to 110 mph using an 8" exposure and additional fasteners. And because it absorbs less than 1% water, it virtually eliminates any freeze/thaw cycle effects and resists snow release and sliding issues, making it an ideal choice for homeowners in extreme cold and snow climates. In addition, because of its advanced proprietary formulation, CE DUR will not support mold or fungus growth and has been tested to ASTM D-5589 in order to support this claim.

Carrying an R-Factor of 2.17, CE DUR's valuable insulation rating provides homeowners with better insulation efficiency. Much like wrapping the home's roof with an extra blanket of insulation, CE DUR's R-Factor helps save money on both heating and cooling costs.

Like all of Eagle's roofing products, CE DUR is backed by the long-standing stability of Eagle Roofing Products, a California-based, family owned and operated manufacturer since 1989. Providing additional peace of mind, CE DUR offers a limited lifetime warranty when properly registered by the homeowner. ■