



Wednesday, April 16th, 2014

To: Our Valued Customers and the Roofing Industry

Re: Bulletin

I am pleased to announce, we have entered into a relationship with GAF in Western Canada. GAF offers us the ability to further extend our product offering to meet customer needs with respect to quality, warranty, and service expectations. We believe with this addition to our line-up our ability to provide a one stop shopping experience continues to move in the right direction with a well recognized and well respected roofing manufacturer.

Please feel free to contact any of our offices for details regarding our product offering, pricing, service ability, and our long-term strategy to keep up with yours!

A couple key facts provided by GAF regarding their company, warranty, and products:

- GAF is North America's oldest and largest roofing manufacturer entering its 128th year in business.
- Industry-leading warranties backed by North America's largest roofing manufacturer, with simple to read and understand (usually one page) warranties that cover all of our shingles and accessories.
- Timberline Shingles with Advanced Protection are the #1 selling shingle brands in North America.
- The GAF Certified Contractor Program is by invite only.
- We make everything in house so we control every aspect of the manufacturing process. This gives us the ability to hold the highest quality control standards because we don't need to depend on any other manufacturer to make the product.
- GAF has the most visited roofing related websites, the largest social media presence, and the most usable and easily navigable smartphone and tablet apps.
- C.A.R.E. - This is our not-for-profit training organization that provides sales and install training to the industry. We can do live, webinar based, install training for installers as well as in-person install training on jobsites or with our mock roof set up.

On behalf of the SDS, we look forward to working with our customers and GAF as we provide another option to meet market demands and explore new opportunities that will benefit all the above.

Sincerely,

Greg Holunga, CIM

Vice President of Sales

Sincerely,

Sean Ryan

Roofing Manager