

Presented By:



Stanley Bastek

VP of Sales & Marketing
Atlas Shingles &
Underlayments Division



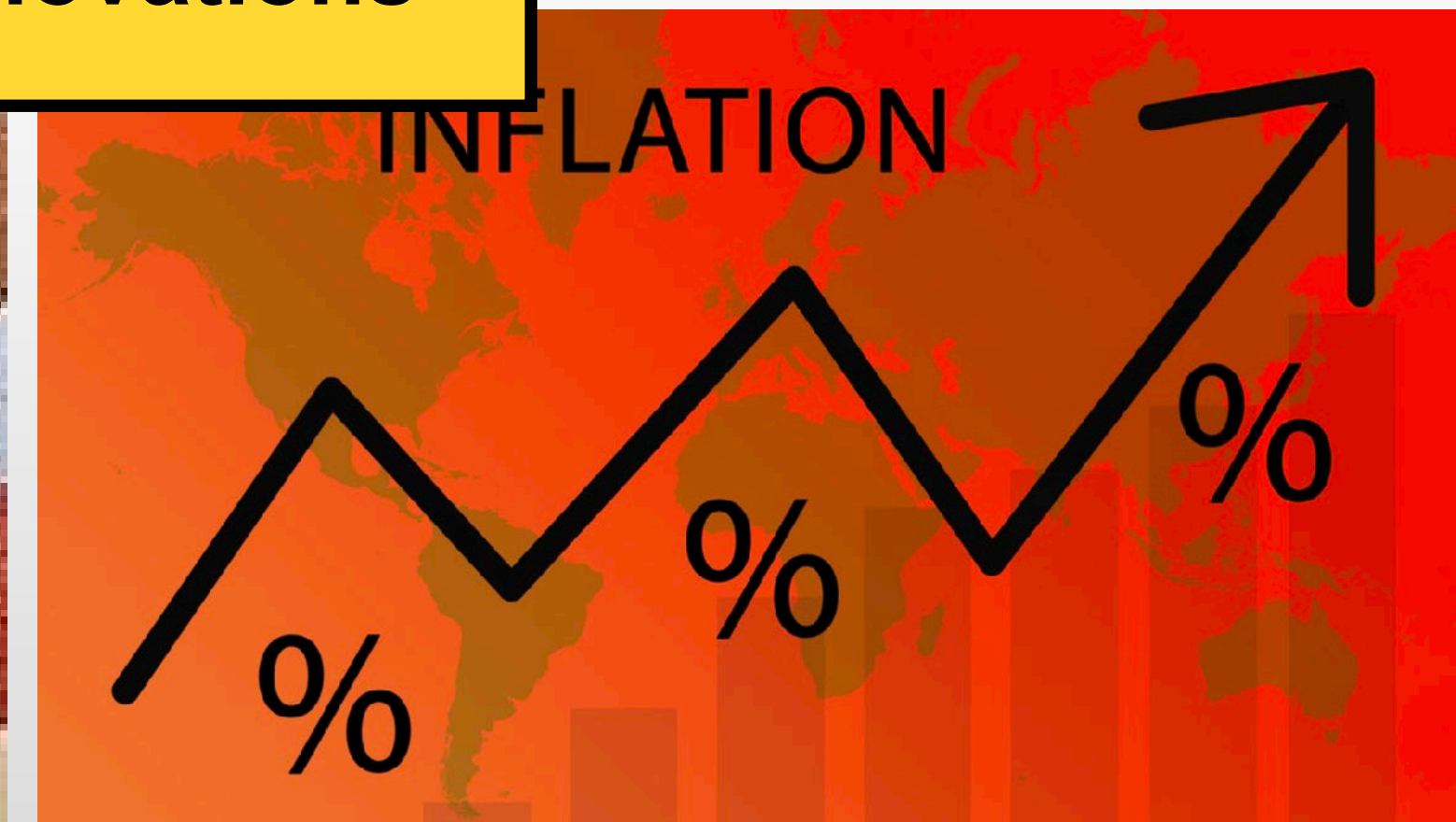
Product Trends



Manufacturing & Supply Chain Issues Persisted



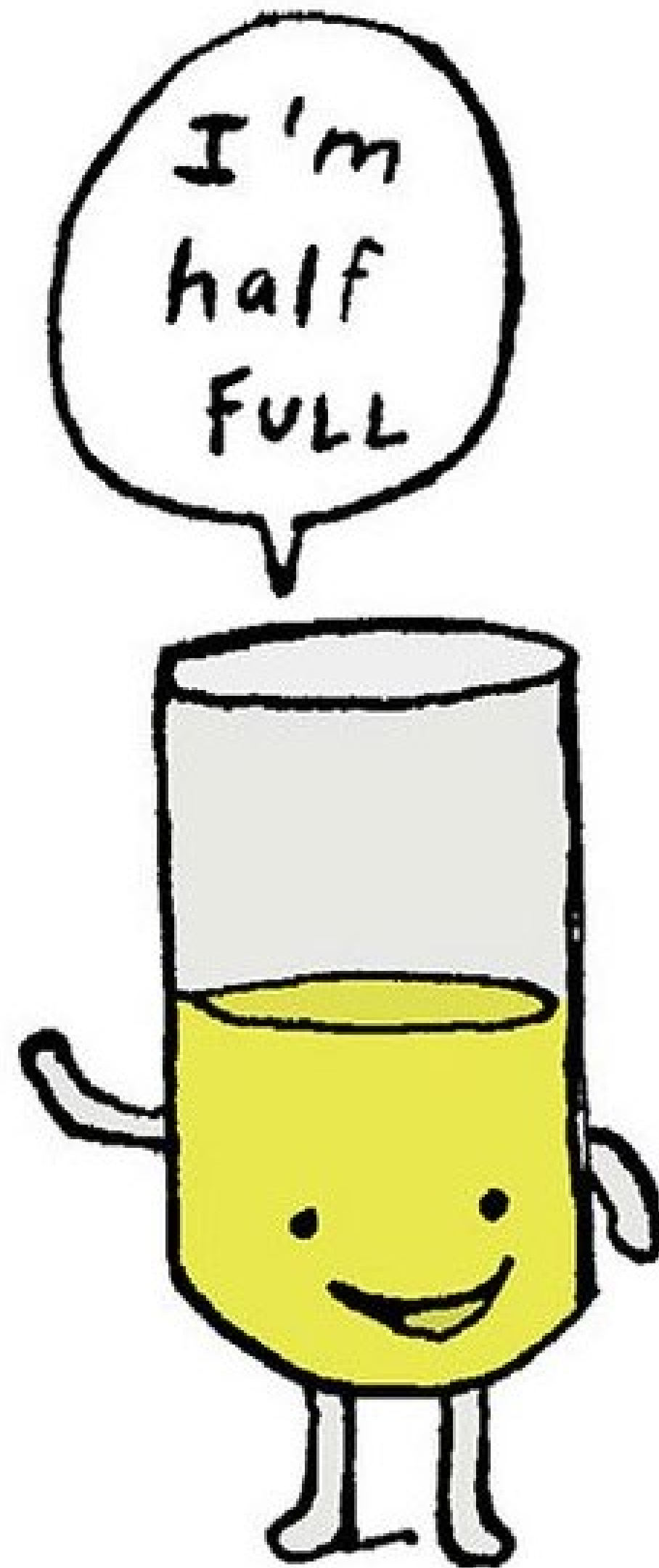
Challenging Time To Launch New Products & Innovations



Shingles & Underlayments

AtlasRoofing.com

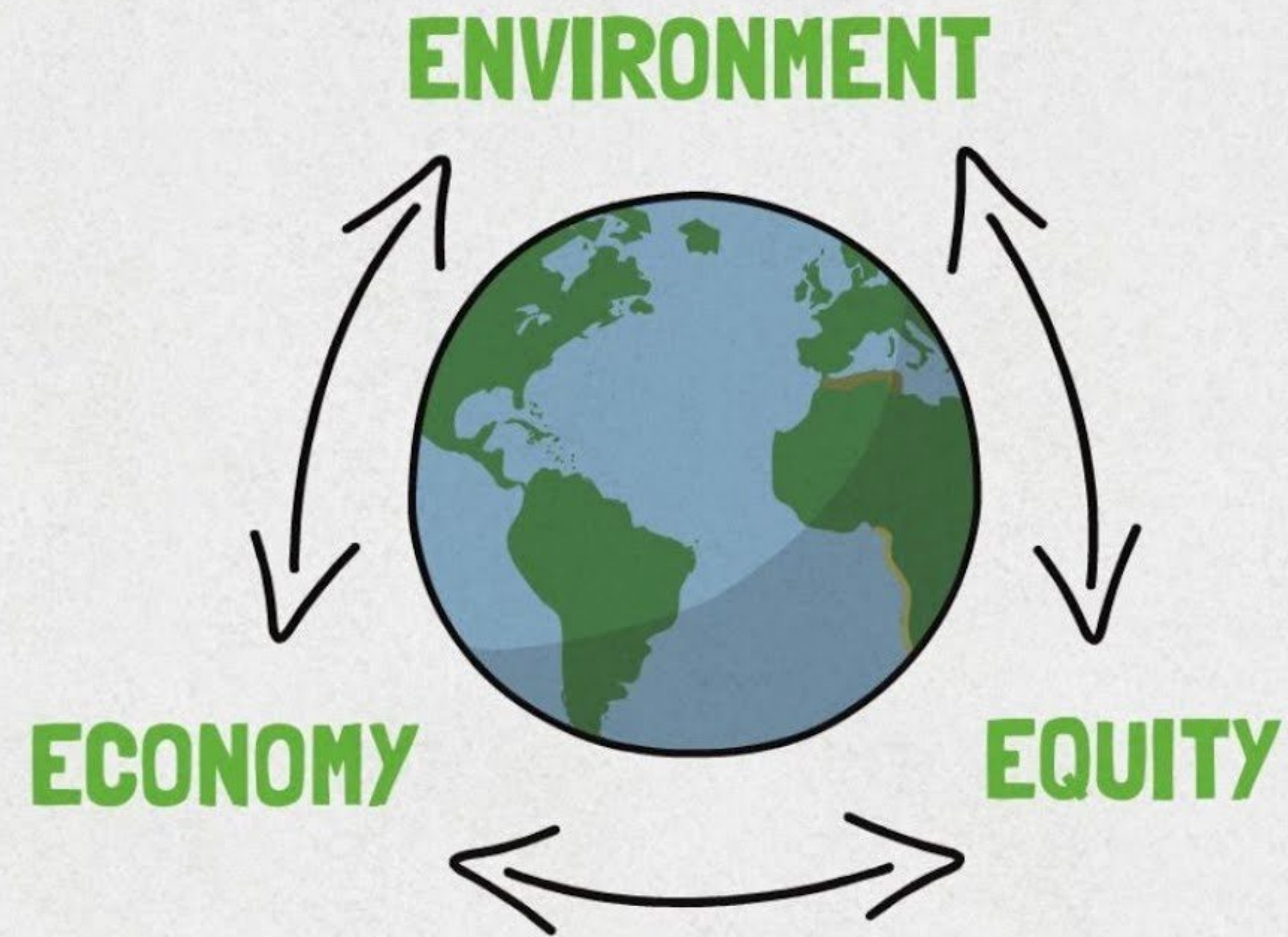
Stay
Positive



Keep
It Real

Sustainability

Industry
Trends

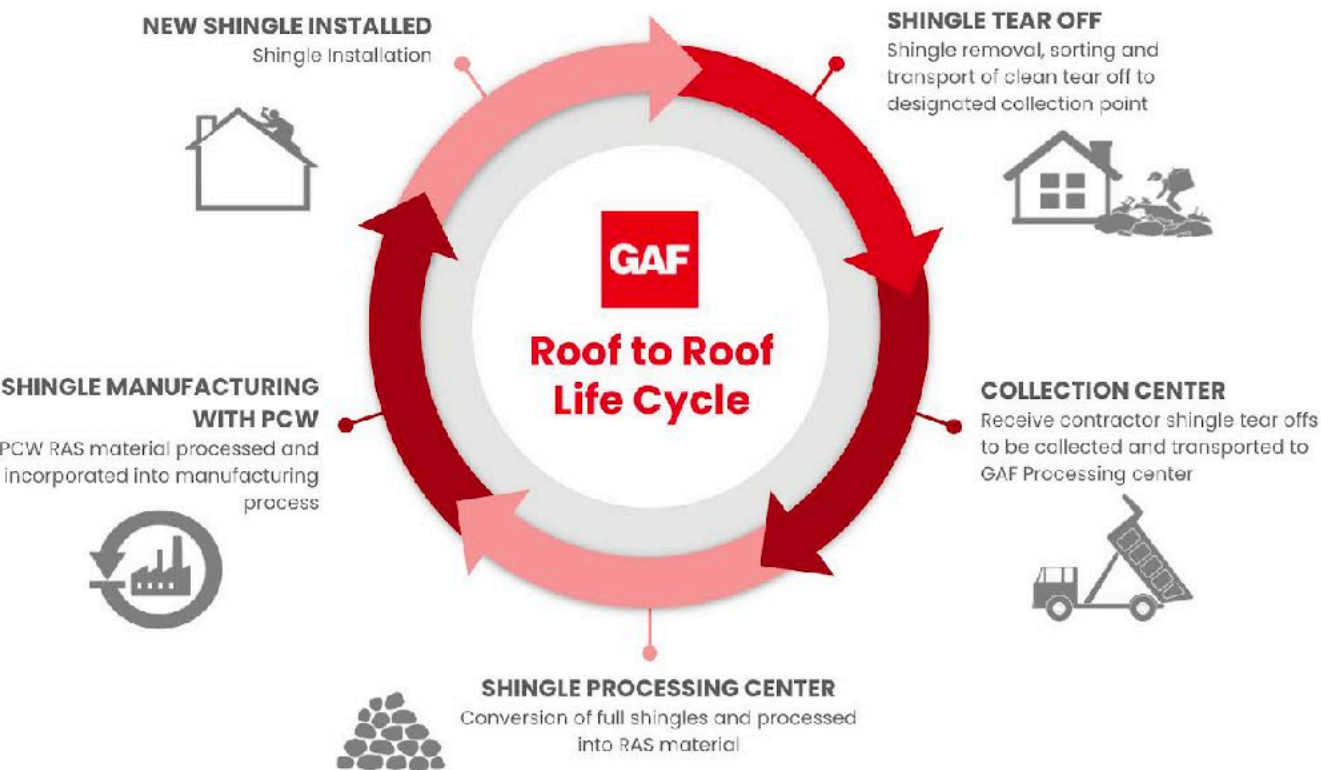


Shingle Recycling & Recycled Content

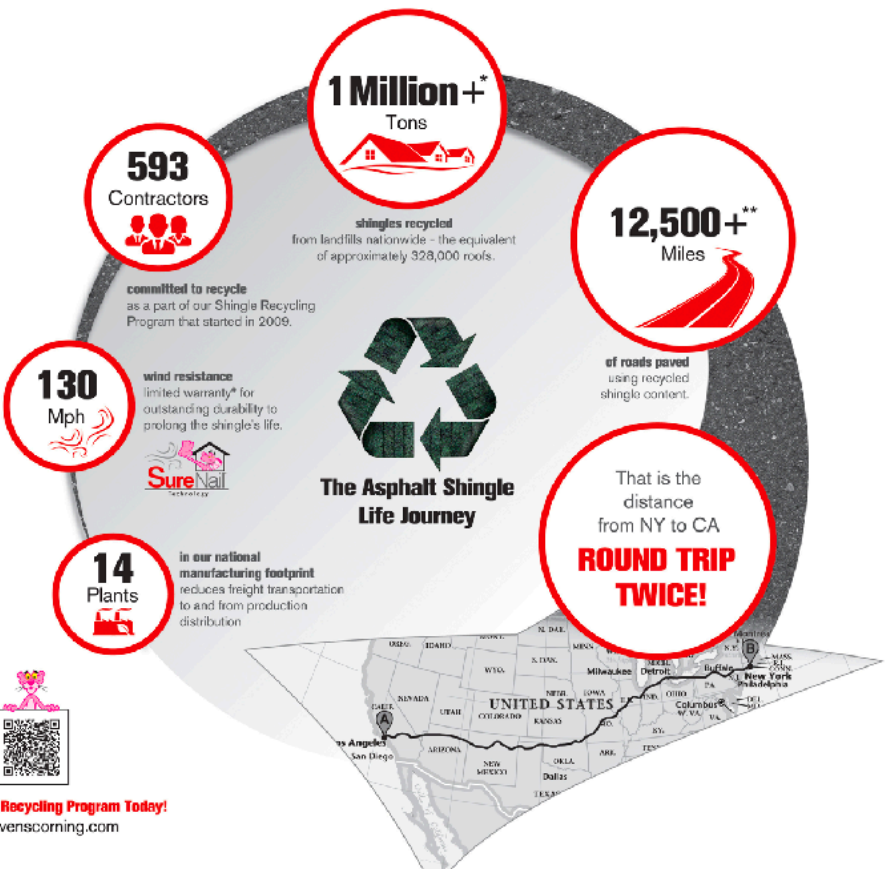


9th Annual Shingle Recycling Forum

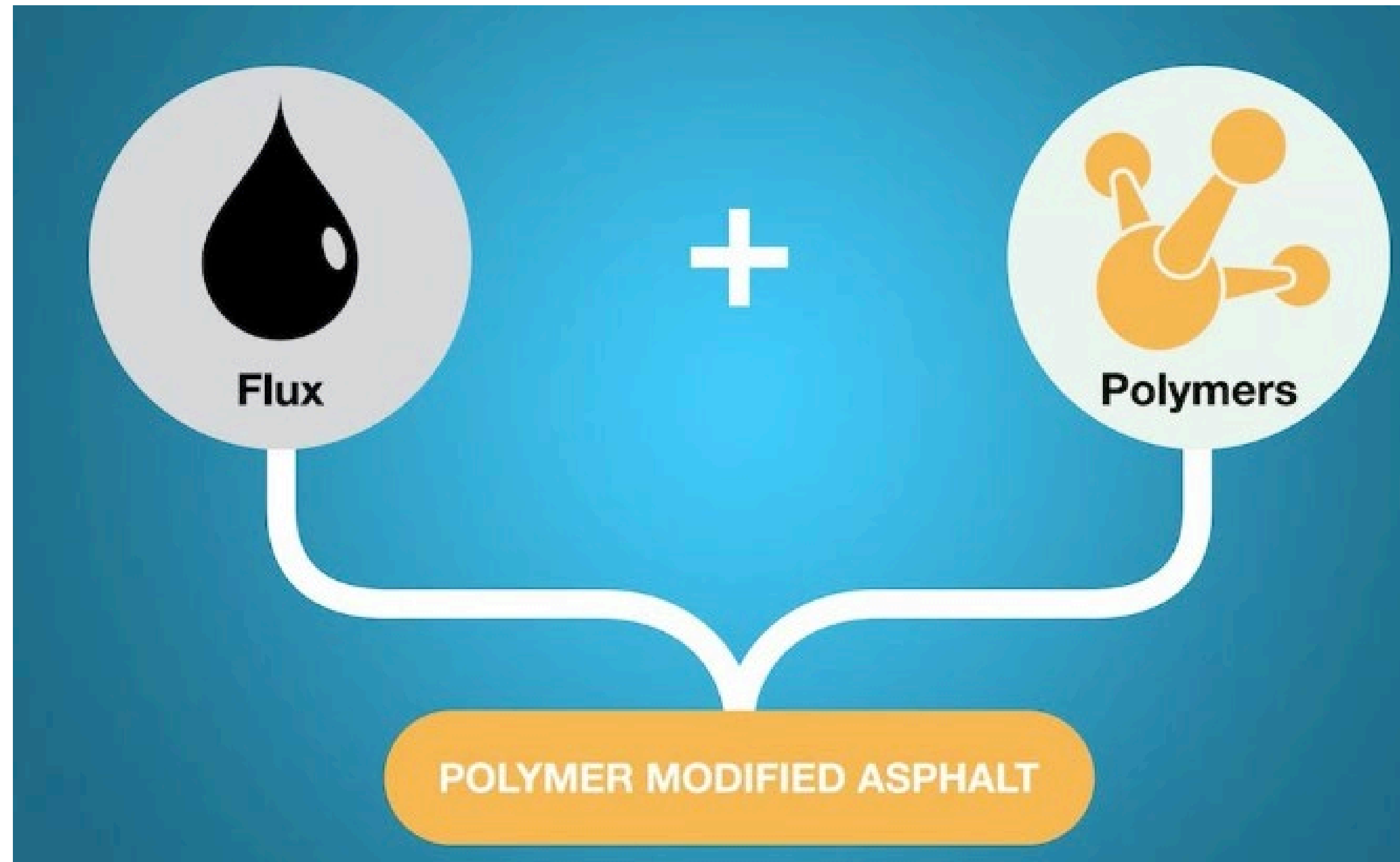
October 5-6, 2022 | Chicago, Illinois



Raising the Numbers on Sustainability Together



Polymers & Blends With Lower Environmental Impact

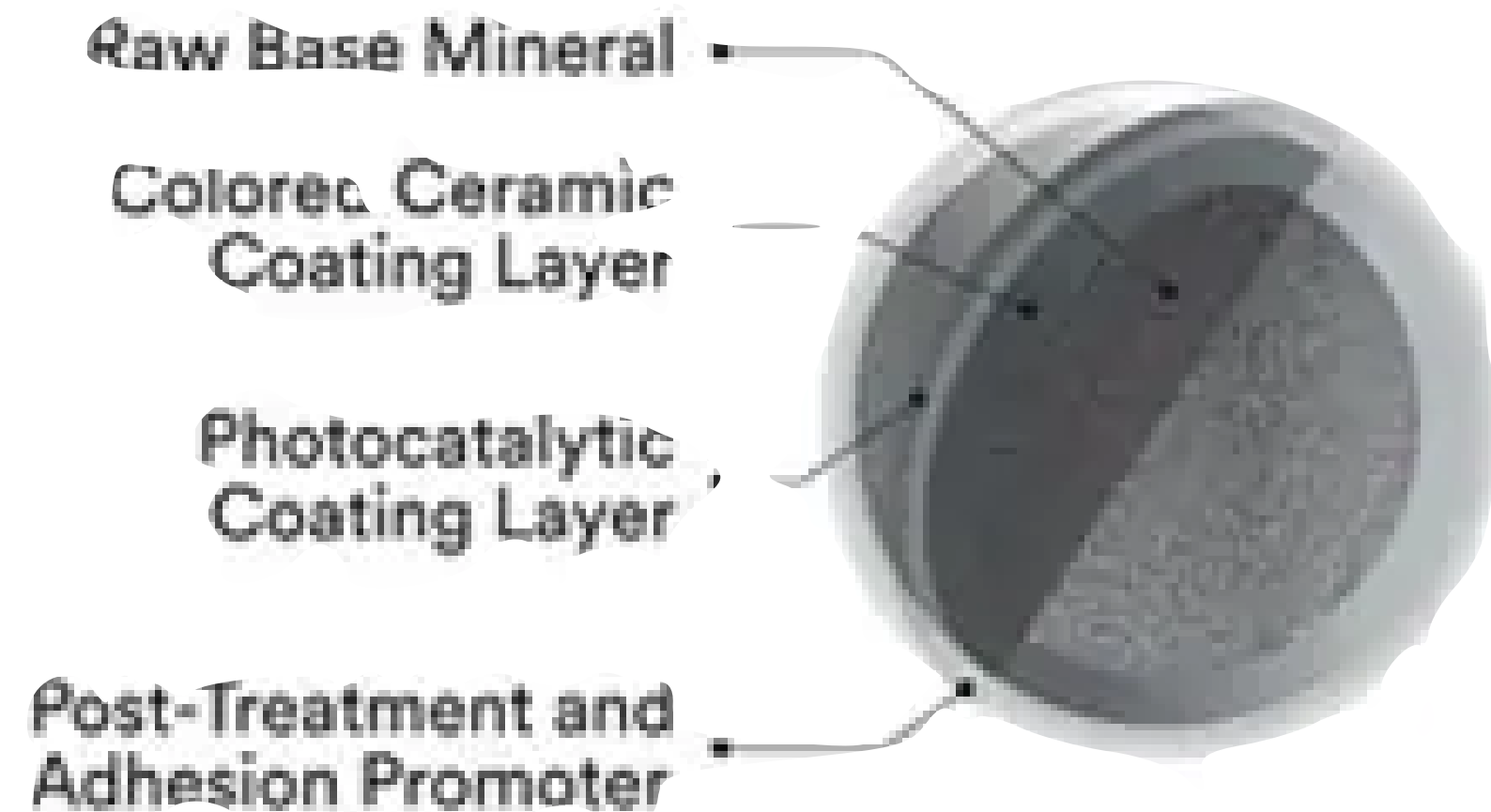


Tackling Smog & CO2 Reduction

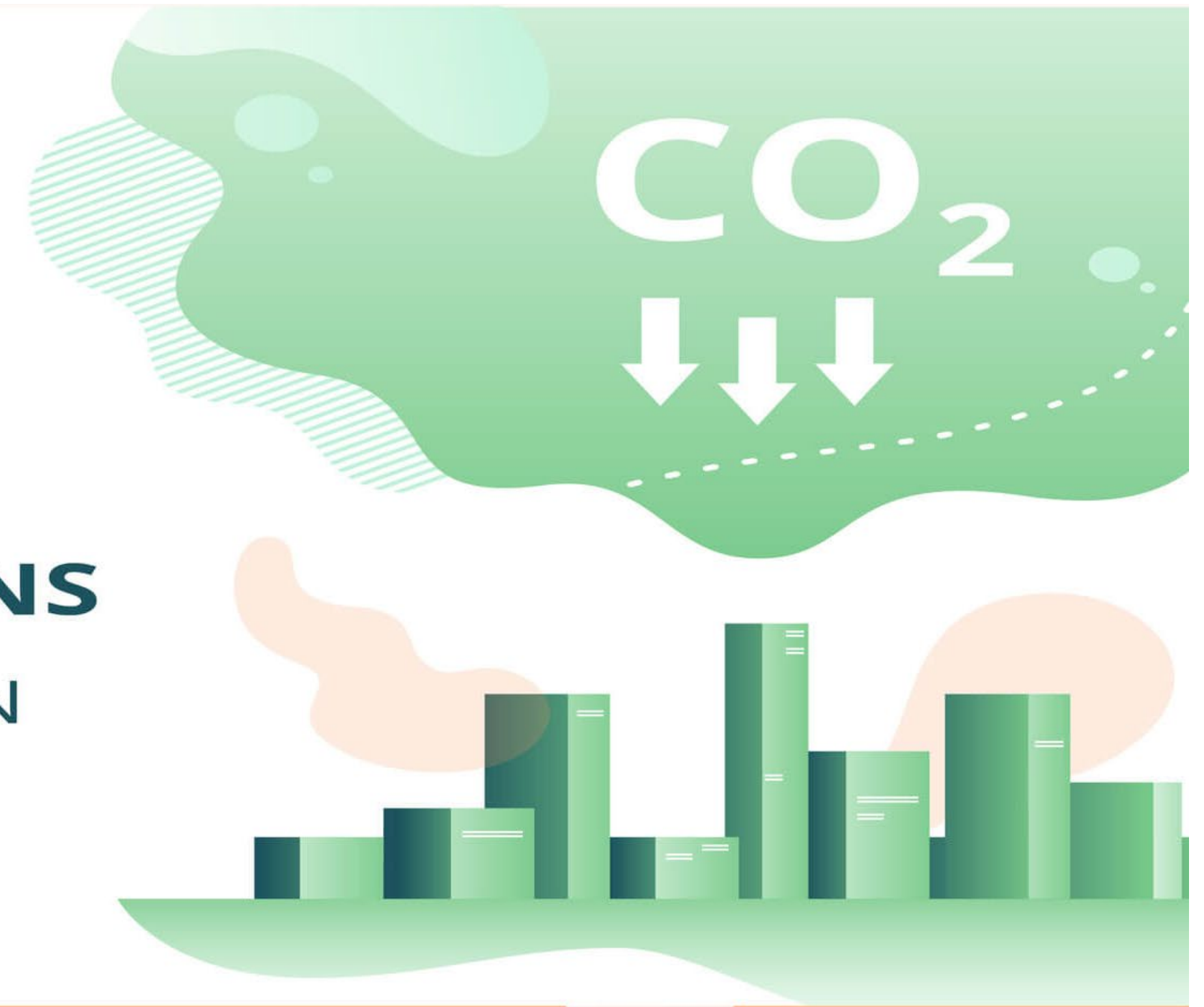


Improving Our Climate

3M[™] Smog-reducing Granules



**CARBON
EMISSIONS
REDUCTION**



Pinnacle[®] Sun
Cool Roof Technology that Fights Smog

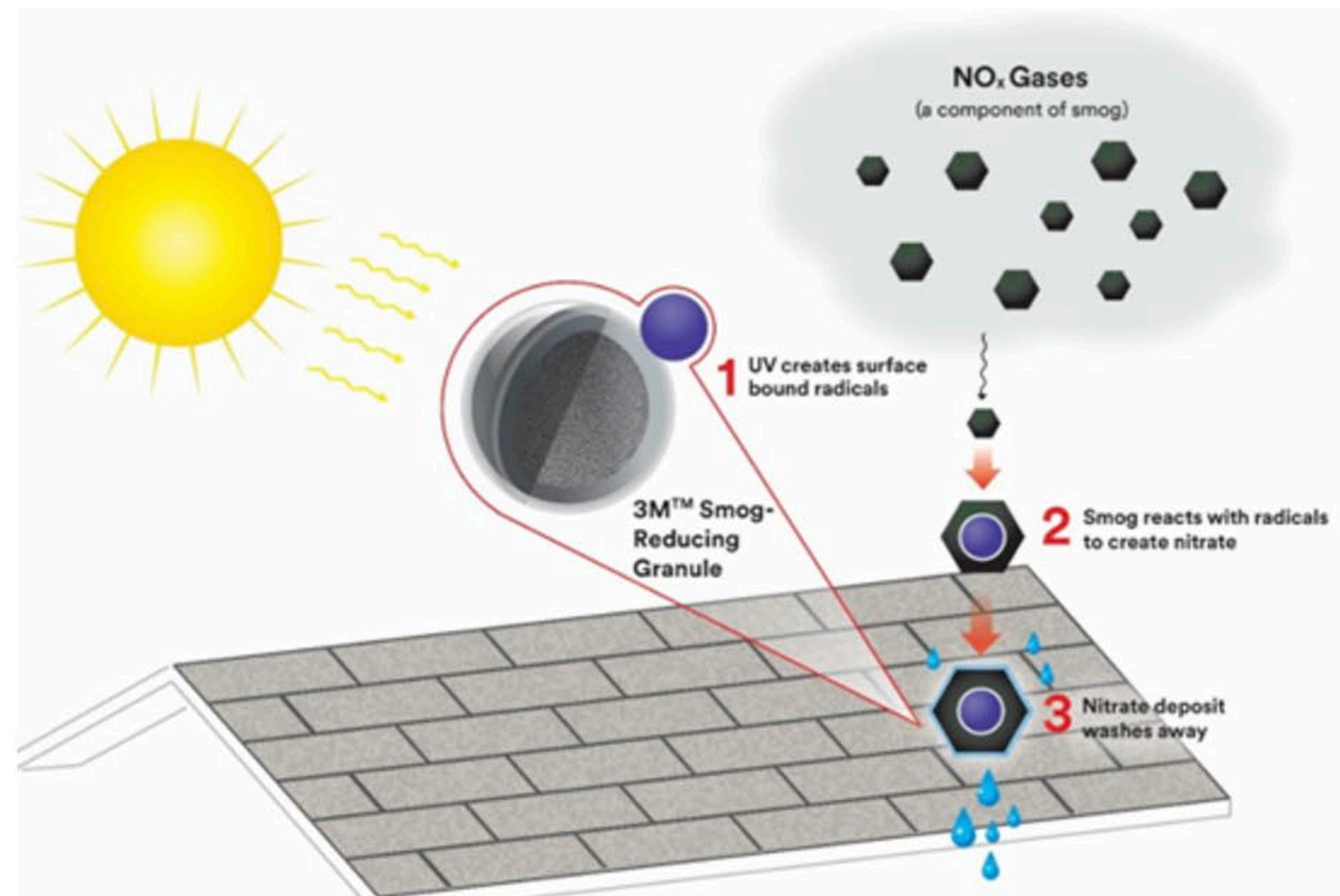
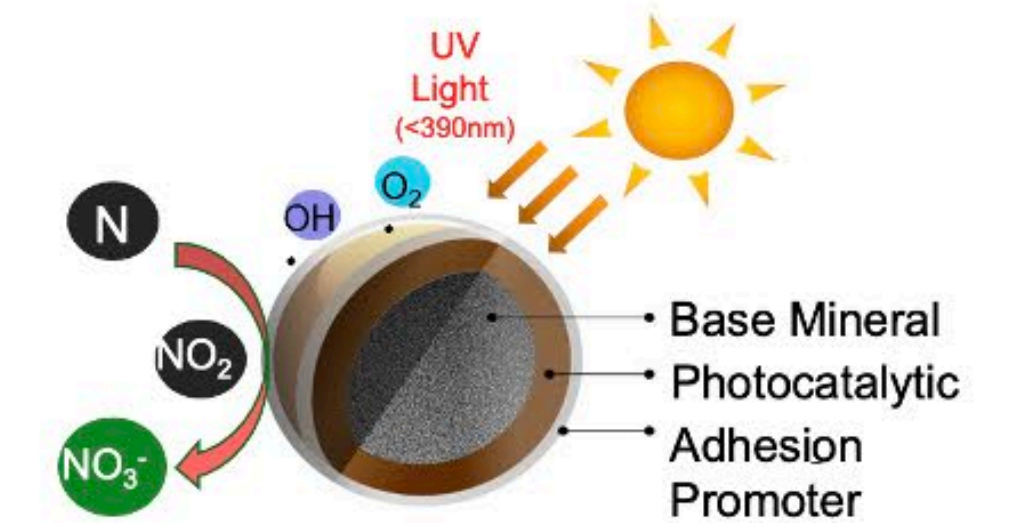


Pinnacle[®] Impact
Lasting Beauty that Weathers the Storm



Improving Our Climate

3M[™] Smog-reducing Granules

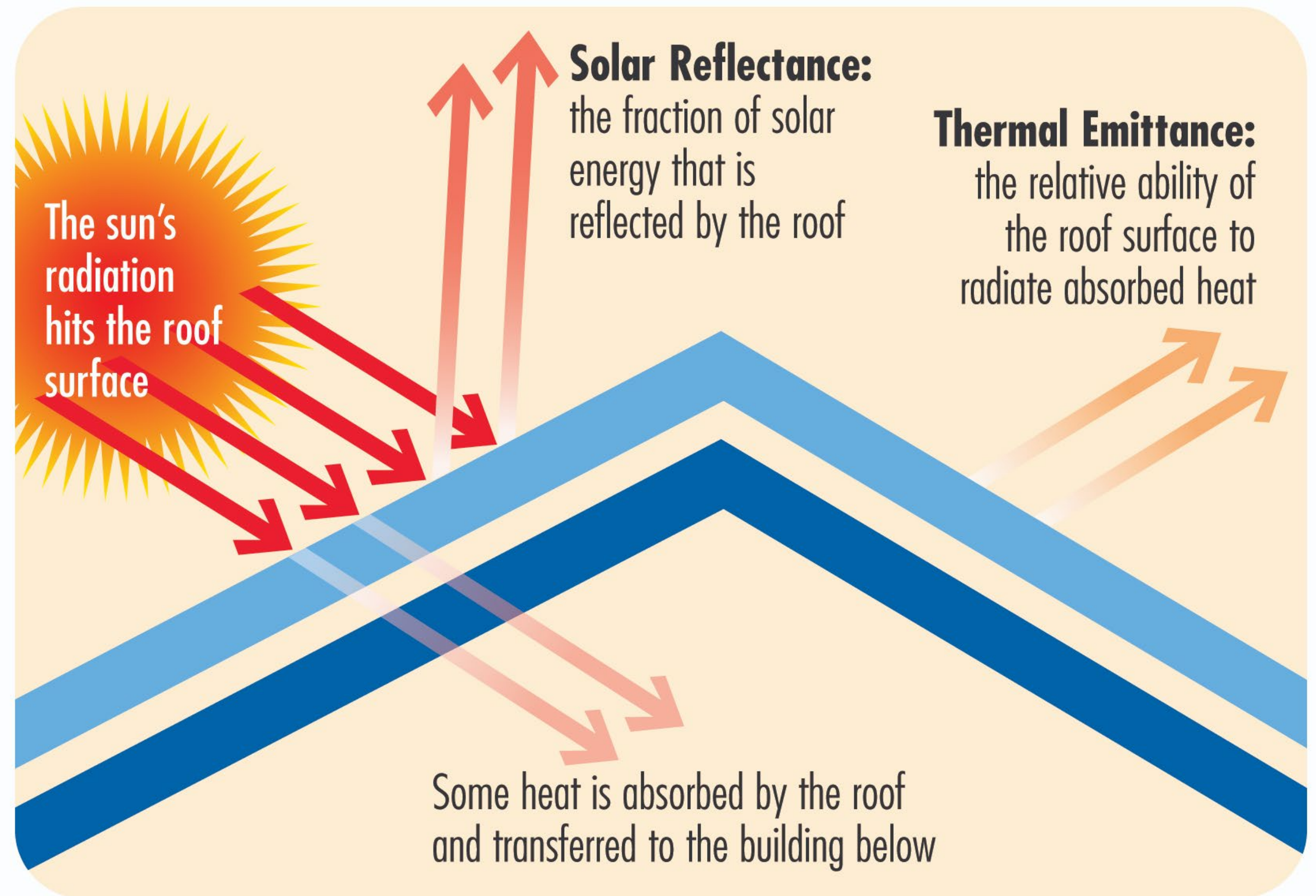


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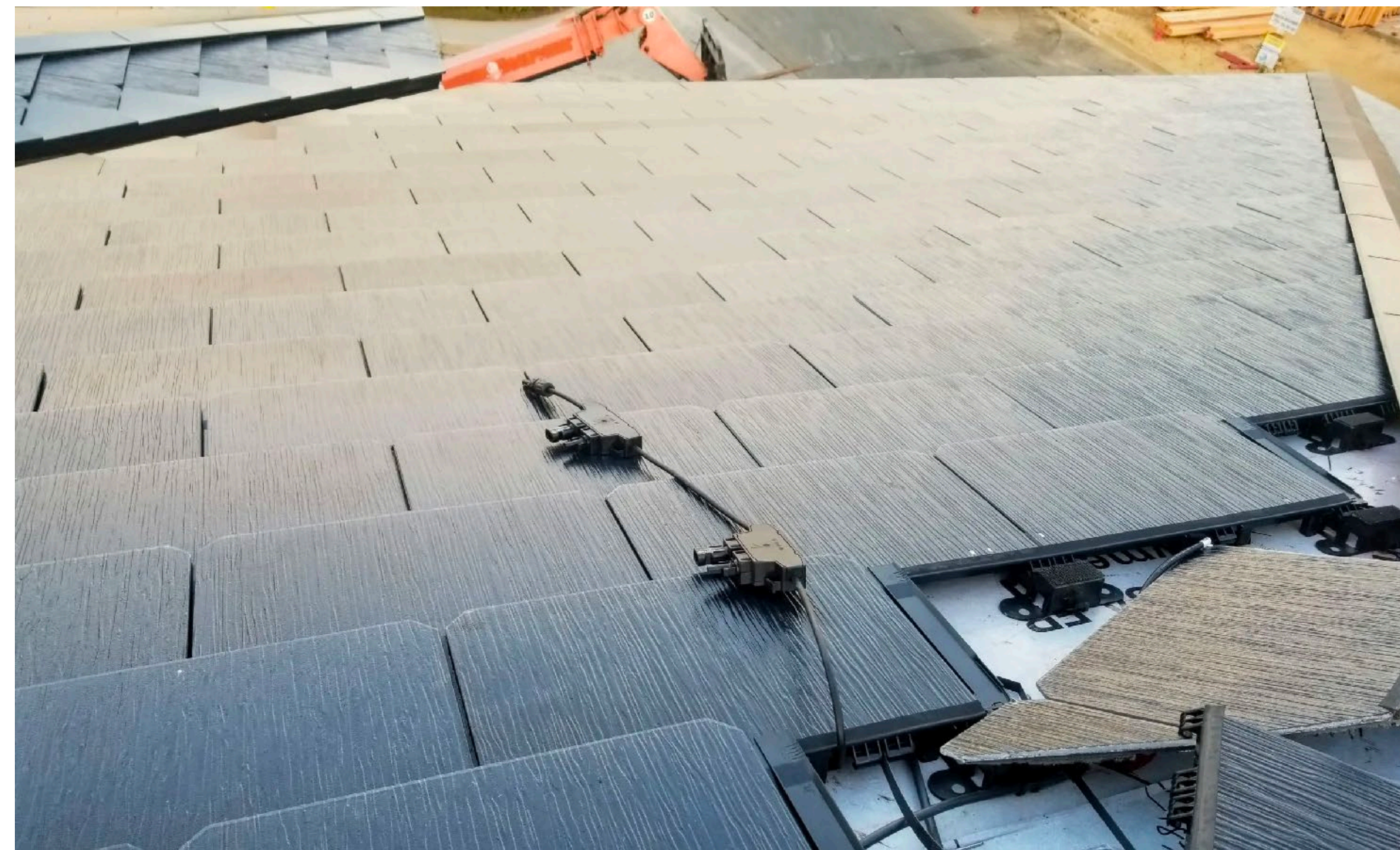


Industry Trends

Harnessing The Sun: Solar & Reflectivity



Solar Panels



Reflective “Cool” Roofs



HVAC energy and \$ savings



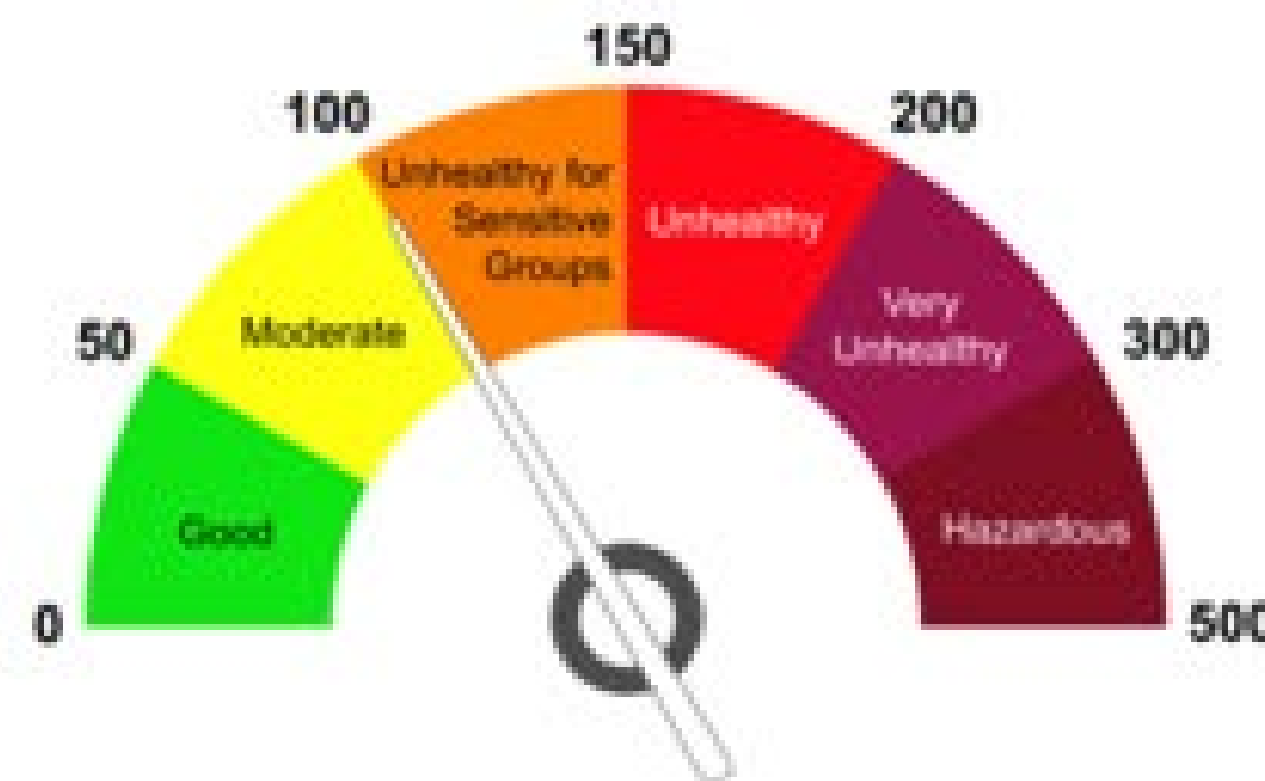
Heat island mitigation



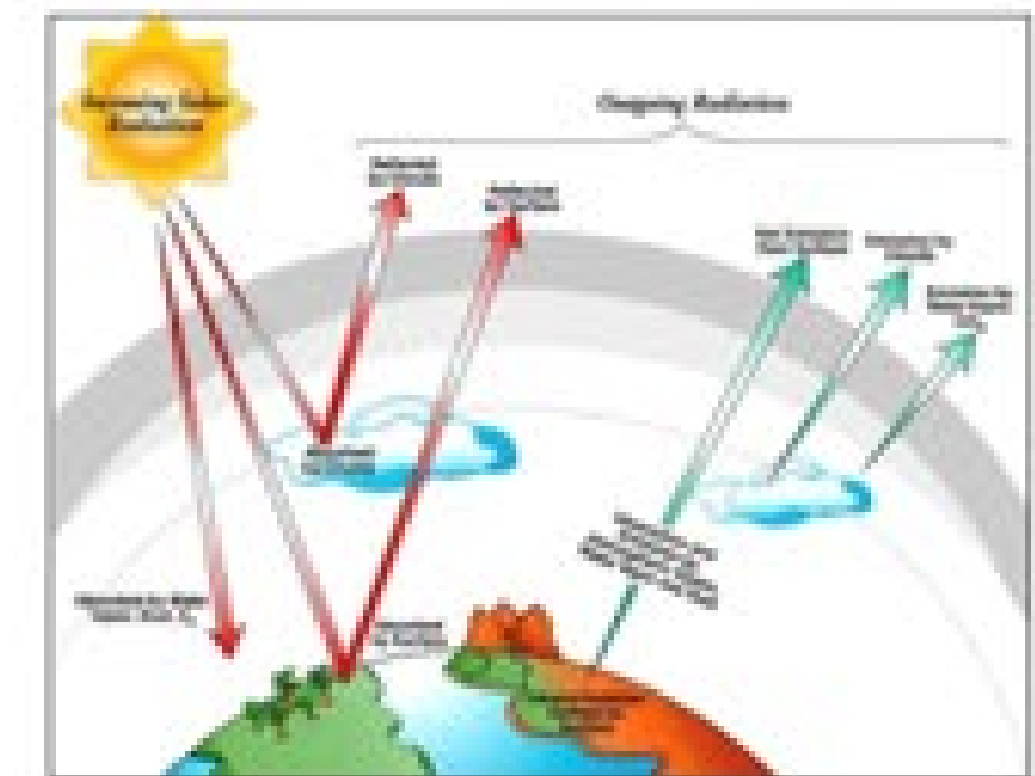
Peak power demand reduction



Comfort, health, and safety in heat waves



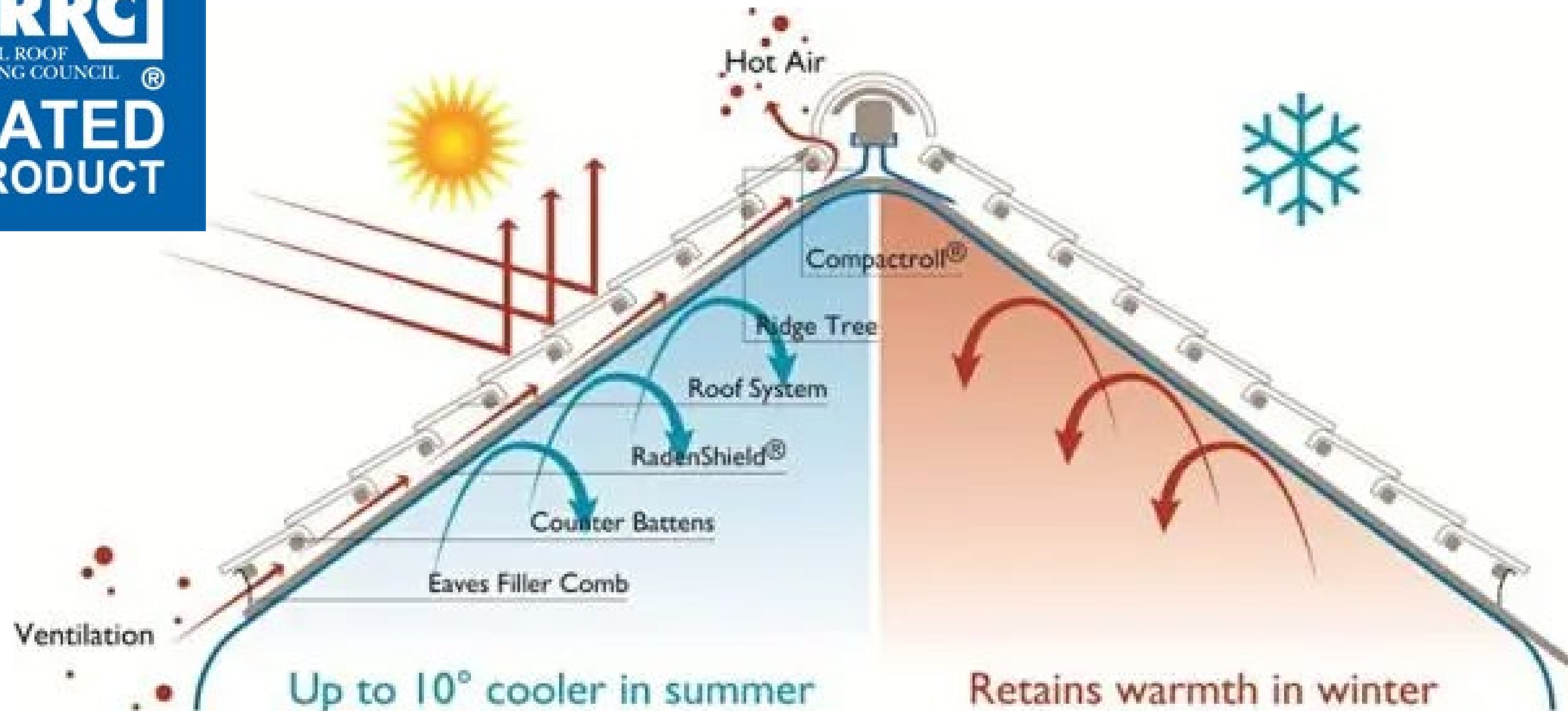
Smog abatement



Global cooling



Reflective “Cool” Roofs



Reflective “Cool” Shingles

Pinnacle[®] Sun
Cool Roof Technology that Fights Smog



**LIFETIME**
limited warranty

**130MPH**
wind resistance

**HP42[®]**
technology

**COOL**
roof technology

**3M SMOG**
reducing technology

TruDefinition[®]
DURATION[®] COOL
Shingles *with patented SureNail[®] Technology*



ECOASIS[™] NEX[®]

Industry
Trends

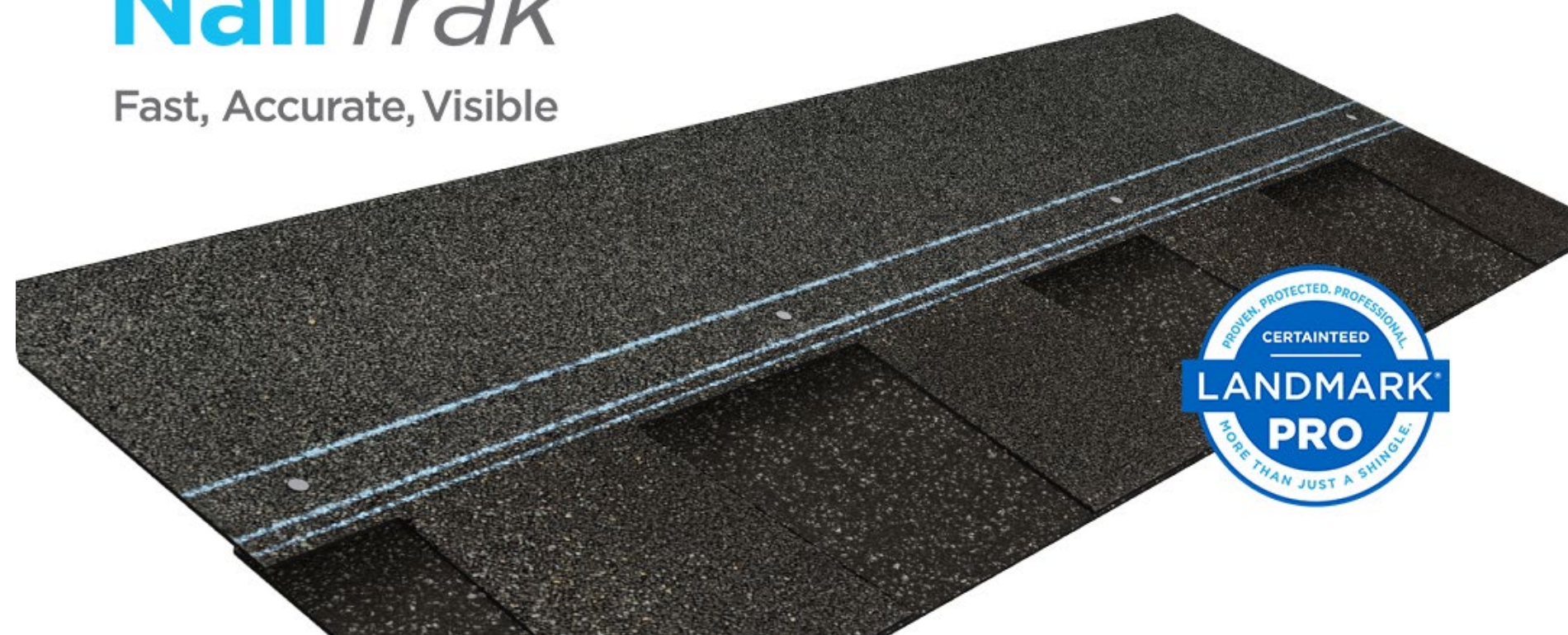
Installer Benefits



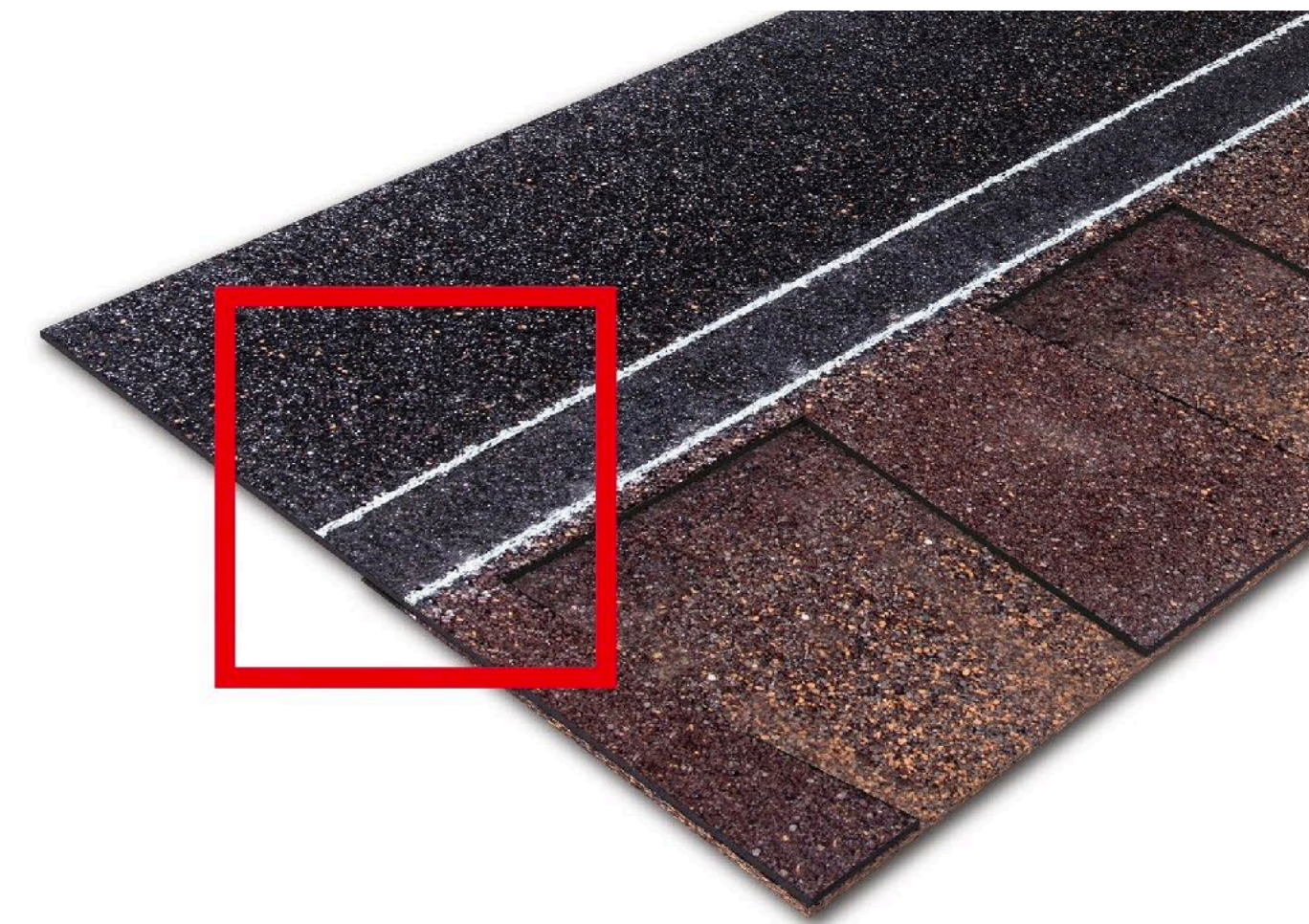
Nailing Areas & Wind Performance



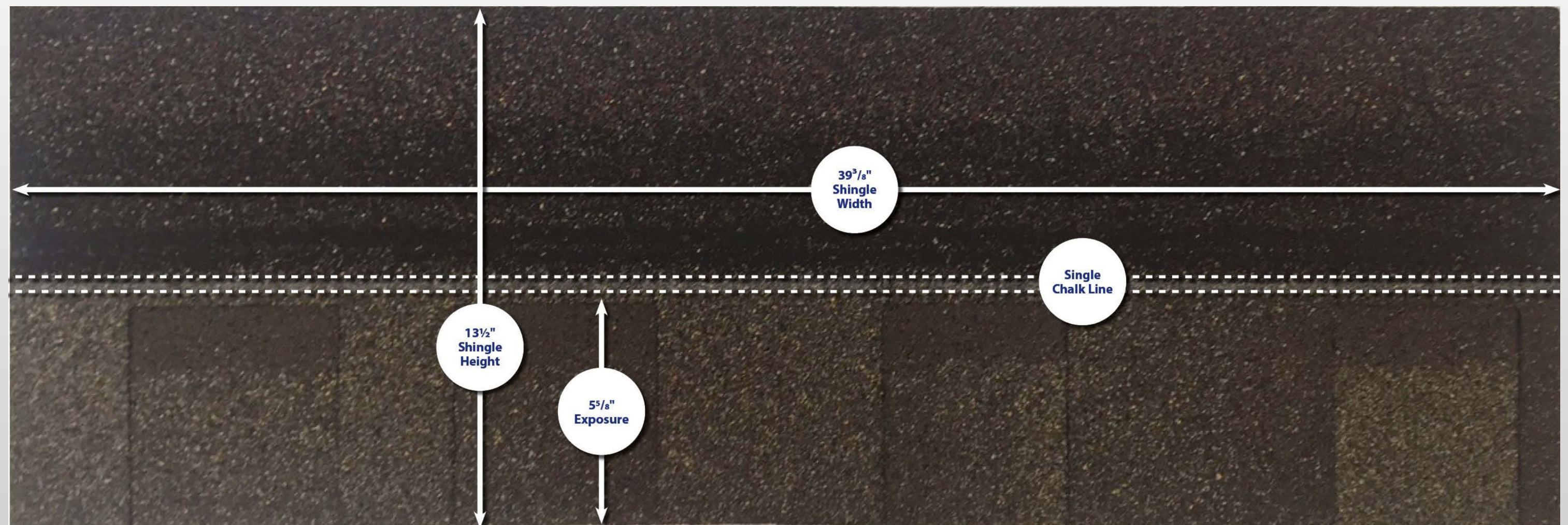
NailTrak[®]
Fast, Accurate, Visible



GAF Timberline HDZ[™]
High Definition[®] Lifetime Shingles
Accuracy Made Easy



Labor and Time Savings



Polymer Technology

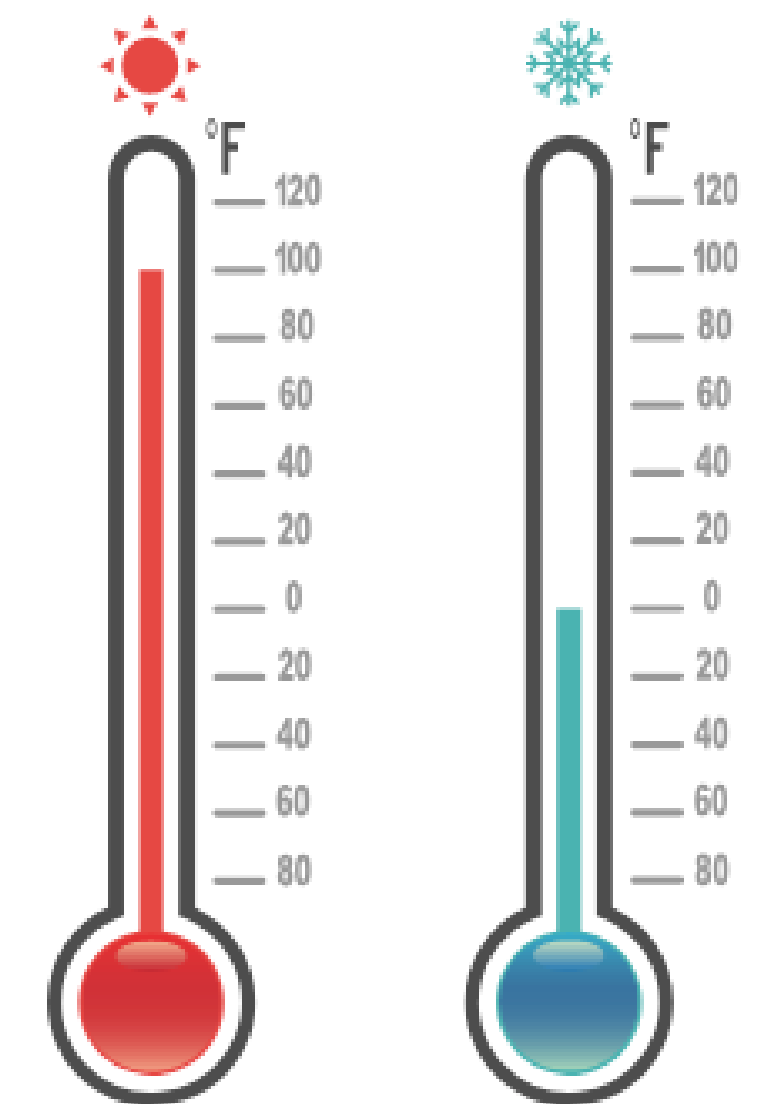
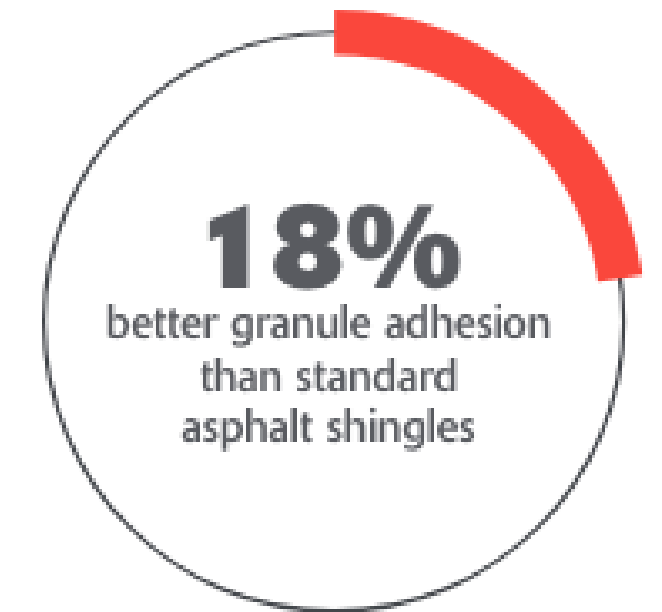
Industry
Trends



Shingle Flexibility & Memory



Better Granule Adhesion Through Thermal Shock "Freeze/Thaw" Conditions



Enhanced flexibility
compared to standard
asphalt shingles down to 0°F.

Impact Resistance (Not Warranty)

UL 2218 Class 4 Impact Test

Standard Asphalt
Products



Core4[™]
Enhanced Polymer Technology



Impact Resistance Test Methods



Class	Ice Ball Diameter		Mass		Kinetic Energy at Impact	
	(in)	(mm)	(lb)	(g)	(ft·lbf)	(J)
1	1¼	31.8	0.0338	15.3	3.72	5.0
2	1½	38.1	0.0584	26.5	7.77	10.4
3	1¾	44.5	0.0928	42.1	14.00	19.0
4	2	50.8	0.1385	62.9	26.13	32.2

Table 2 – ANSI FM-4473 impact parameters.



Protects



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Institute for
Business &
Home
Safety®





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Safety®

When Will It Become A Standard?



ROOF SHINGLE HAIL IMPACT RATINGS

Manufacturer/ Brand	Overall Rating	Dents/ Ridges	Tears	Granule Loss
 StormMaster® Shake				
 Vista®				
 Roofing NorthGate®				
 TruDefinition® Duration FLEX™				
 TruDefinition® WeatherGuard® HP				
 Timberline® Armorshield™ II				
 Nordic™				
 Legacy®				
 Heritage® IR				

Key  Excellent  Good  Marginal  Poor