



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
- Awarded **#1** visual brand by Life Magazine
- Rated **#1** in shingle quality by home builders
- Winner of the **Builder's Choice** award
- **GAF-Elk Cobra**® ridge vents rated #1 in quality by home builders
- Featured regularly in leading **home and garden** publications and on home improvement networks such as **HGTV**
- Named **most-used brand** of shingles and roof vents by remodeling contractors
- Named **#1 in innovation** for shingles and ridge ventilation by **home builders**
- Named **most-recommended** brand by upscale remodelers
- 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?

"Your Best And Safest Choice... Quality You Can Trust Since 1886!"

Questions About GAF-Elk? Call Us Toll-Free At

888-LEAK-SOS

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Or Visit Us At

www.gaf.com

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We've Taken The Worry Out Of Choosing A Roofing Contractor!

**Consumer
Reference
Series**



“As A
Factory-Certified
Master Elite™
Roofing Contractor,
We’re Your
Safest Choice”

*Getting a new roof
shouldn't be an
exercise in pain
and frustration!*



*(Sadly, for many
homeowners, it's
exactly that)*

The biggest obstacle to a successful roofing project is choosing the right contractor to do the work. To help make your decision easier, our company has joined an exclusive factory certification program sponsored by GAF-Elk—North America's largest roofing manufacturer.



Here is what that means for you...

GAF-ELK Has Taken The Worry Out Of Choosing A Roofing Contractor

Asking the right questions is the key to selecting the right contractor. To become a factory-certified GAF-Elk Master Elite™ roofing contractor, we had to show that we are:

- Fully licensed in our local area to perform roofing work*
- Adequately insured for your protection
- Have a proven reputation for providing quality roofing services throughout the community
- Committed to ongoing professional training to ensure quality installation

Because of GAF-Elk's stringent standards, *only the top 3% of all roofing contractors have qualified as Master Elite™ contractors!*

Choosing us is your assurance that you'll be dealing with a quality, reputable, and dependable professional contractor—not some “fly-by-nighter.”

Factory-Certified Installation

To ensure your total satisfaction, our company has been provided with extensive educational materials developed by GAF-Elk's technical experts—allowing us to stay current in the latest roof installation techniques. In fact, our foremen commit to quality installation training using GAF-Elk's industry-leading educational tools.

*Applies in areas where licensing is available

Superior Protection

Most people think that a new roof is nothing more than just nailing up some shingles. We know better—so we recommend GAF-Elk's Weather Stopper® 3-Part Roof Protection System. It gives you the best protection against a variety of all-too-common roofing problems. Plus, each component used in the system has earned the prestigious Good Housekeeping Seal!

“Worry-Free” And “Hassle-Free” Warranty Options

Because of our unique factory-certified status, the roofs we install are eligible for special warranties—all backed by GAF-Elk's financial clout as North America's largest roofing manufacturer. After all, a warranty is only as good as the manufacturer that stands behind it. With a GAF-Elk roof, you know that you will be covered throughout the warranty period—without fail! Ask us about which warranty option would be right for your home.

Your Safest Choice

Don't trust your biggest asset to just *any* contractor. As a factory-certified Master Elite™ contractor, we're your best and safest choice!



The Weather Stopper® 3-Part Roofing System™ has earned the prestigious Good Housekeeping Seal, which means that Good Housekeeping stands behind the products in this system. (Refer to Good Housekeeping Magazine for its consumer protection policy.)

