



# On-Deck

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## NEW PEEL & STICK PRODUCTS IN 2005

In Spring 2005, EMCO Building products Corp. will launch its new line of peel & stick membranes for low slope roofs. Three products will be offered: M-Cap, M-Base and Pro-Base.

Depending on the system you choose to install, warranties will vary between 10 and 20 years.

In our March 2005 issue, we will have an extensive article on the product launch. In the meantime, we have included a brochure outlining the new product line.



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## BP About To Reach The Century Mark

In Just a few weeks, EMCO Building Products Corp. will begin celebrating its 100th year in the roofing business.

Even though the company was originally incorporated as Building Products Limited in 1925, with the merger of two respected manufacturers, Bird and Son and Ruberoid Company, EMCO's roofing operations will, in fact, reach the century mark in 2005. Founded in 1795, Bird's Canadian roots included a roofing plant in Hamilton, Ontario, built in 1905, and a paper mill in Pont-Rouge, Quebec. Ruberoid started life as the Standard Paint Company. In 1905, it opened a roofing plant in LaSalle, Quebec and, in 1918, purchased a felt mill in Portneuf, Quebec. BP's LaSalle plant is now one of the largest roofing operations in North America. The company brought its roofing and paper making capabilities to the West with the construction of a roofing mill in Edmonton in 1951, followed three years later by the installation of a paper mill.

In 1964, the company was acquired and taken private by Imperial Oil. In the two decades that followed, it expanded into new product categories and extended its reach geographically, introducing the ESGARD brand of shingles into the U.S. In 1969, 10 years after it created the first vinyl siding, the company began to produce vinyl siding commercially, dominating the business for decades to come. It also manufactured and distributed a range of insulation products through its extensive distribution facilities across Canada. In 1987, the company was purchased by Emco Limited, Canada's largest distributor of plumbing



and other building products to the residential, commercial, industrial and municipal construction markets. It refocused its attention on its core roofing business and, as one of the continent's largest producers, on its diversified line of wood fibre products. Its penchant for product innovation appeared in many forms, from its revolutionary use of colour in roofing to its introduction of the patented Enermax acoustical panels, now the leader in its category. The company has also been recognized for innovative marketing, including award-winning merchandising systems and leading-edge e-business initiatives. Its Dream-Roofs.com is widely considered the leading consumer website for roofing information.

2002 was a watershed year for Emco Building Products. Strategic alliances, manufacturing joint ventures and other forms of partnership with some of the industry's most important players, among them Johns Manville, enabled the company to significantly expand capacity, introduce new technologies and new products, and enter new markets. In 2003, Emco Limited was acquired by Blackfriars Corp. of Chicago, Illinois.

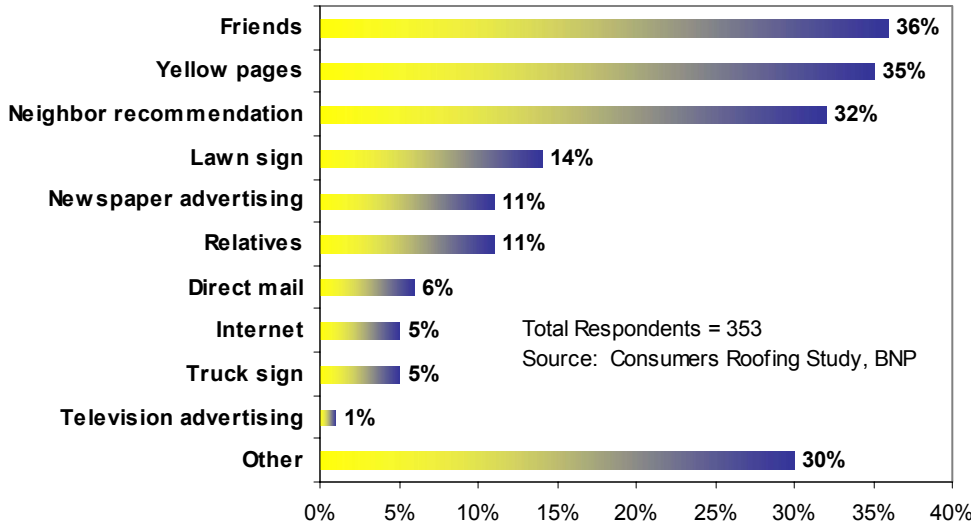


History of corporate logos from the oldest to the present

## Wanted

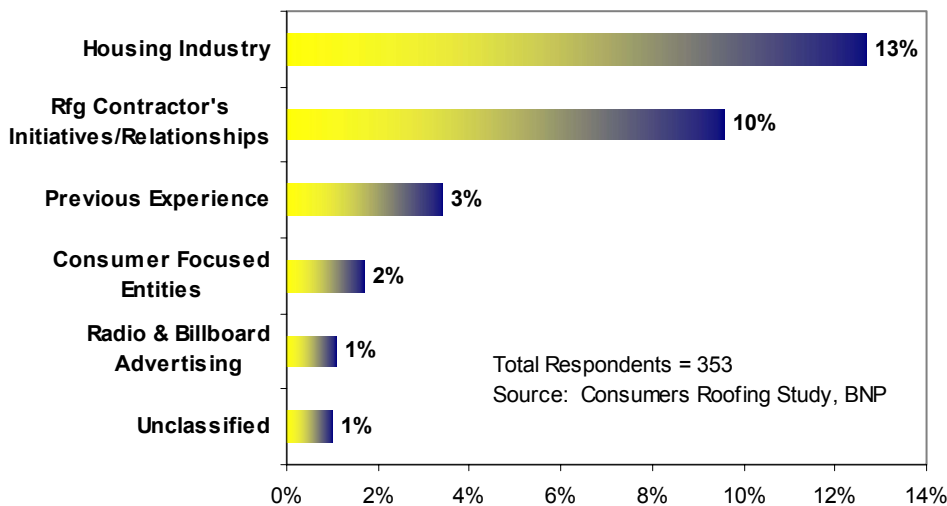
According to a recent study conducted by the Business News Publishing Company, here are the different means used by the consumers to find out about roofing contractors.

### Means Used to Find out About Roofing Contractors



Faced with the importance of the « Other » category, it becomes interesting to classify and group the verbatim comments collected from the respondents.

### "Other" Means Used to Find out About Roofing Contractors



*Housing Industry* refers to different participants such as insurance agents, real estate agents, home inspectors, building materials distributors and retailers, contractors and builders. As for the *Rfg Contractor's Initiatives/Relationships*, these include door-to-door solicitation, home shows, door knob hangers and the roofer's own personal network.

## Roof of the Month



### St-Mark's Church Zagreb, Croatia

This month's roof belongs to St-Mark's Church in Zagreb. The building can be traced back to the 13th century, but its present look was attained after a renovation in the 19th century.

The roof is covered with coloured tiles depicting coats of arms which represent Zagreb, and the kingdom of Croatia-Dalmatia-Slavonia.

For centuries the St. Mark Square, where the church is located, was the center of political, commercial and cultural life of the city of Zagreb and the whole of Croatia. A market used to be held there every day. It was also used as a gathering place and as a public whipping area.



## BP Product Line Changes For 2005

Several changes in the BP shingle line are slated for the 2005 roofing season. These changes reflect the continuing evolution of shingle style and colour trends. At the top end of the line, a good-better-best offering of laminate shingles is now in place with the roll-out of the 35 year Everest across the country. Weather-Tite hurricane shingles are also exciting additions. Europa slate-style shingle gets a warranty upgrade, placing it firmly in the upscale category. The declining popularity of certain styles and colours and the elimination of imperial-sized shingles (the 12"x36" format used primarily in the U.S.) have led us to tighten up the product slate. These changes are reflected in the tables below.

### EASTERN PRODUCT LINE CHANGES FOR 2005

Weather-Tite	<ul style="list-style-type: none"> <li>• <b>New</b> 3-tab shingle technology</li> </ul>
Mosaic	<ul style="list-style-type: none"> <li>• Product Discontinued</li> </ul>
Europa	<ul style="list-style-type: none"> <li>• Warranty changes from 25 to 30 years</li> </ul>
Roofmaster	<ul style="list-style-type: none"> <li>• Crystal Blue Discontinued</li> <li>• Winter Green Discontinued</li> </ul>
Tite-Lok	<ul style="list-style-type: none"> <li>• Winter Green Discontinued</li> </ul>
Citadel	<ul style="list-style-type: none"> <li>• Dark Brown Discontinued</li> <li>• Clay Discontinued</li> </ul>

### WESTERN PRODUCT LINE CHANGES FOR 2005

Everest	<ul style="list-style-type: none"> <li>• <b>New</b> laminated shingle to replace Harmony 40</li> </ul>
Harmony 40	<ul style="list-style-type: none"> <li>• Product Discontinued Replaced by Everest</li> </ul>
Harmony 30	<ul style="list-style-type: none"> <li>• 2-tone Grey name change to Cloud Grey</li> </ul>
Mosaic	<ul style="list-style-type: none"> <li>• Product Discontinued</li> </ul>
Weather-Tite	<ul style="list-style-type: none"> <li>• <b>New</b> 3-tab shingle technology</li> </ul>
Europa	<ul style="list-style-type: none"> <li>• Warranty changes from 25 to 30 years</li> </ul>
Roofmaster Classic	<ul style="list-style-type: none"> <li>• Product Discontinued</li> </ul>
Tite-Lok	<ul style="list-style-type: none"> <li>• Crystal Blue Discontinued</li> <li>• Winter Green Discontinued</li> </ul>
Dakota	<ul style="list-style-type: none"> <li>• <b>New</b> Colour: Blue</li> <li>• <b>New</b> Colour: Magenta Red</li> <li>• <b>New</b> Colour: Stone Grey</li> <li>• <b>New</b> Colour: Antique Grey</li> </ul>
Tite-On	<ul style="list-style-type: none"> <li>• Product Discontinued</li> </ul>

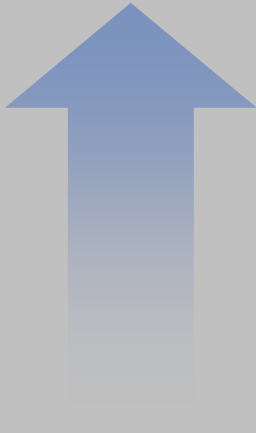
## **NEXT ISSUES**

Attic Ventilation

Matrix UL

M-Cap, M-Base, Pro-Base

Product Launch



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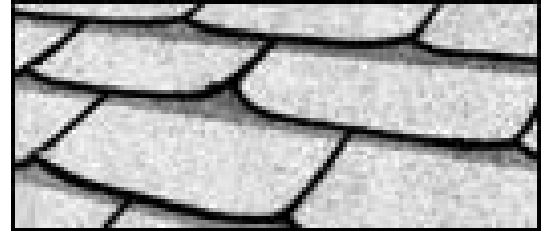
**EMCO**  
**BUILDING PRODUCTS CORP.**

## **Curling Of Asphalt Shingles During Winter**

Canadian Asphalt Shingle Manufacturers' Association

*Winter curling* is a phenomenon affecting asphalt roofing shingles whereby the front edge of the shingle lifts up slightly from the roof deck when cold, then lays flat again during warmer weather.

This phenomenon is especially prevalent during damp winter conditions when frost forms on the top surface of the shingles. This cooling on the top surface of the shingles causes that part of the shingle to contract. At the same time, the underside of the shingle in contact with the deck, re-



ceives a certain amount of passive heat from the attic. As a result, the underside of the shingle is slightly warmer relative to the top and the shingle lifts or curls up slightly.

The effect of this phenomenon is noticeable to a greater or lesser degree with all shingles depending

on shingle age, attic ventilation, shingle type, roof pitch, humidity, climate, etc. Winter curling has existed forever and can rarely be completely eliminated. Although the shingle lifting is visible during cold weather, the shingle's durability and water shedding performance are not affected.

## **Industry News**

In the past year, the cost of energy, recycled paper (waste paper), asphalt, freight and labour have increased at an alarming rate. Consequently, there has been substantial pressure to increase prices of all roofing products.

Recently, prices of asphalt kegs and bags have been increased by up to 40% in

certain regions of the country. The industry will see the price of 15 lb perforated felt go up by 10% and the price of wood fibre roof insulator will rise by 8% on January 1, 2005.

It is important for all BP Certified Roofers to take into account, when quoting jobs for next year, that further price increases on all

or some of our products is likely to occur.



## **Reader's Forum: Dare to be heard!**

Do you like the new look of the On-Deck newsletter? Are you satisfied with the BP product line? Do you have any technical questions you want answered? Do you have any suggestions to improve our Certified Roofer Program? Dare to be heard!

In subsequent issues, we will publish some of your questions and comments in our Reader's Forum.

We invite you to write in to us about any subject that may concern you. Your comments and questions will help us improve and

may also be useful to other Certified Roofers across Canada.

