

CONTRACTOR'S EDGE™

CertainTeed tools to

SELL



BUILD

PROTECT

Contractor's Edge™

Give yourself the EDGE.

CertainTeed Contractor's EDGE™ is the roofing industry's first and leading resource for contractor success—asked for, developed, and used by tens of thousands of professional roofing contractors across North America.

Meaningful credentials and the industry's strongest trade knowledge programs, including the highly acclaimed *Shingle Applicator's Manual*; selling strategies, tools and marketing support; business building and management resources. That, coupled with the highest quality products and strongest warranties in the industry, arms roofing contractors with an arsenal to win the battle for business, reputation and livelihood.

Get the EDGE in your market by distinguishing yourself and your business with CertainTeed Contractor's EDGE. Resources to help you sell, build and protect your customer's investment.



Sell

Set your business apart with these industry-leading resources and credential programs.

Business Resources Catalog

We understand that different contractors have different business needs, and the Business Resources Catalog reflects this diversity.

- Tools to help generate leads, package proposals and close the sale
- Educational resources for installers with focus on quality workmanship
- Effective software and online resources that can help you gain the edge on your competitors
- Tools that can help you improve your business and management techniques
- Resources for salespeople to set your company apart
- Promotions for active and retired military
- Rebates that reward your company

The Shingle Technology Manual

Provides information on the construction of quality asphalt shingles and how to offer customers a choice of good, better and best options.

What you get

- Knowledge of shingle design and manufacturing gives you a credible sales edge with your customers
- Earn the Shingle Quality Specialist™ qualification by passing the test

The Shingle Applicator's Manual

Covers good workmanship practices, estimating, and proper installation of underlayments, shingles, flashing and ventilation.

What you get

- Well-trained installers resulting in fewer callbacks
- Installation procedures that meet manufacturer's specifications
- Earn the Master Shingle Applicator™ qualification by passing the test



“The CertainTeed Shingle Applicator's Manual is the best resource I have seen yet on the proper installation of asphalt roofing shingles.”

Patrick McCombe, Associate Editor,
The Journal of Light Construction

Company Credentials

Distinguish your company with business credentials that tell prospective customers you're serious about your craft and maintaining a solid reputation in the market.

ShingleMaster™

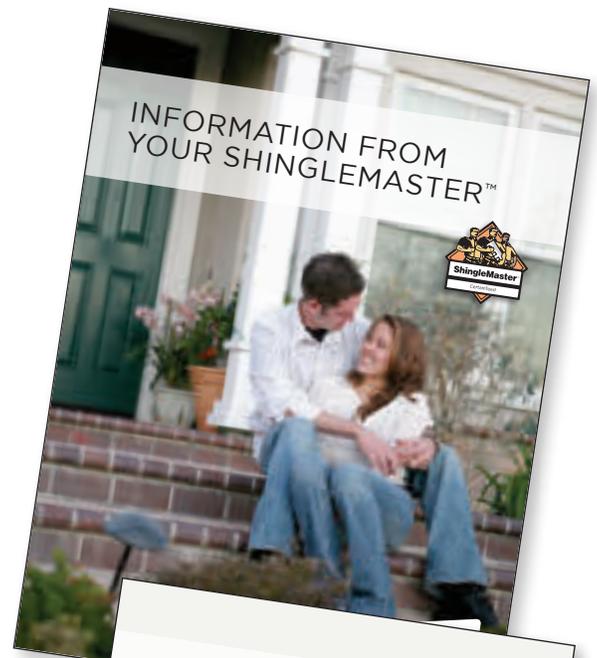
Show prospective customers your company is committed to craftsmanship and professionalism.

What your company gets

- Knowledgeable employees
- Authorized to offer SureStart™ PLUS 3-STAR and 4-STAR extended warranty protection (see back cover)
- Roofer's Rewards™ - Receive \$2,000 of FREE SureStart PLUS extended warranties every year
- Exclusive access Customer TrackRecord™, CertainTeed's independent customer satisfaction and problem-detection survey, CertainTeed automatically sends a survey for every SureStart PLUS job registered
- Prospective customers can see the number of reviews and overall rating your company received on CertainTeed's Find-a-Pro website
- Marketing and sales support that highlights your company credential

How your company can earn it

- By employing at least one person who is qualified as a Shingle Quality Specialist™ AND an MSA-qualified crew (one job supervisor and at least two installers) OR by completing a ShingleMaster Credential Course AND employing at least one person who is qualified as a Master Shingle Applicator™
- The owner signs and agrees to abide by the program code of ethics



SELECT ShingleMaster™

This is the highest level credential a company can earn. Achieving SELECT status tells customers you're one of the best in the business.

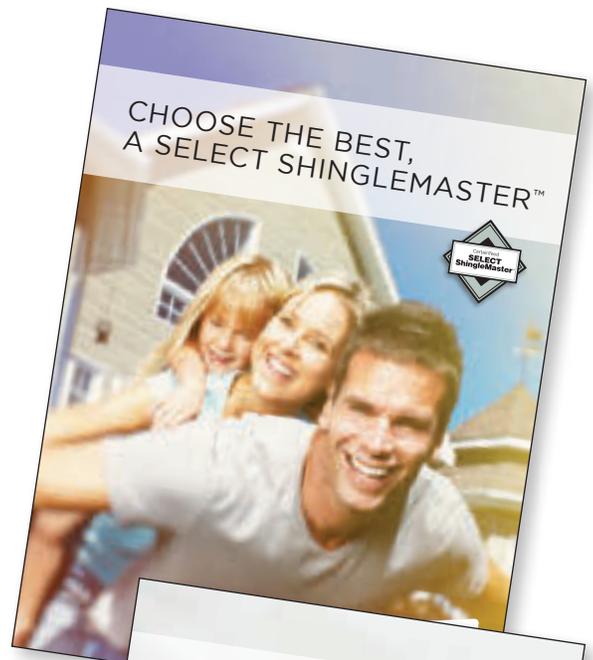


What your company gets

- Highest required number of tested installers and supervisors in the industry
- Standardized workmanship and knowledgeable salespeople
- Exclusive ability to offer all three levels of SureStart PLUS extended warranty protection (see back cover)
- Roofer's Rewards™ - Receive \$4,000 of FREE SureStart PLUS extended warranties every year
- Exclusive access to Customer TrackRecord, CertainTeed's independent customer satisfaction and problem-detection survey; CertainTeed automatically sends a survey for every SureStart PLUS job registered
- Prospective customers can see the number of reviews and overall rating your company received on CertainTeed's Find-a-Pro website
- Marketing and sales support that highlights your credential

How your company can earn it

- The CertainTeed Territory Manager meets with the company owner to review criteria and pre-qualify the company for the credential
- Company must have been in business for at least five years, or have been a ShingleMaster for at least one year, or have prior industry experience that CertainTeed considers a comparable qualification
- All job supervisors, plus 50% of your shingle installation workforce, must become Master Shingle Applicator
- One employee becomes a Shingle Quality Specialist
- The owner passes the Business Fiscal Responsibility™ exam
- Submit proof of workers' compensation insurance, as required by law, and liability insurance
- The owner signs and agrees to abide by the program Code of Ethics, including the Operating Agreement and on-going program requirements



Build

A comprehensive system can help you build roofs that outperform and outlast your competitors.

Integrity Roof System™

You worked to earn your CertainTeed credential. Now it's our job to give you the right products to install a system that works.

A CertainTeed Integrity Roof System™ combines key elements that help ensure you have a well-built roof for long-lasting performance.

And as a CertainTeed Credentialed company, when you install an Integrity Roof System™, you gain exclusive access to offer CertainTeed's industry-leading SureStart™ PLUS extended warranty protection.

A shingle roof system will qualify as an Integrity Roof System™ for SureStart™ PLUS when all of the following conditions have been met:

- All CertainTeed products must be installed in accordance with the CertainTeed Shingle Applicator's Manual (SAM) and applied over a clean, dry deck (lay-over or roof-over installation does not qualify)
- All SureStart PLUS jobs must be supervised by a Master Shingle Applicator
- A CertainTeed Integrity Roof System includes:

1. Waterproofing Underlayment

CertainTeed WinterGuard® is required as follows:

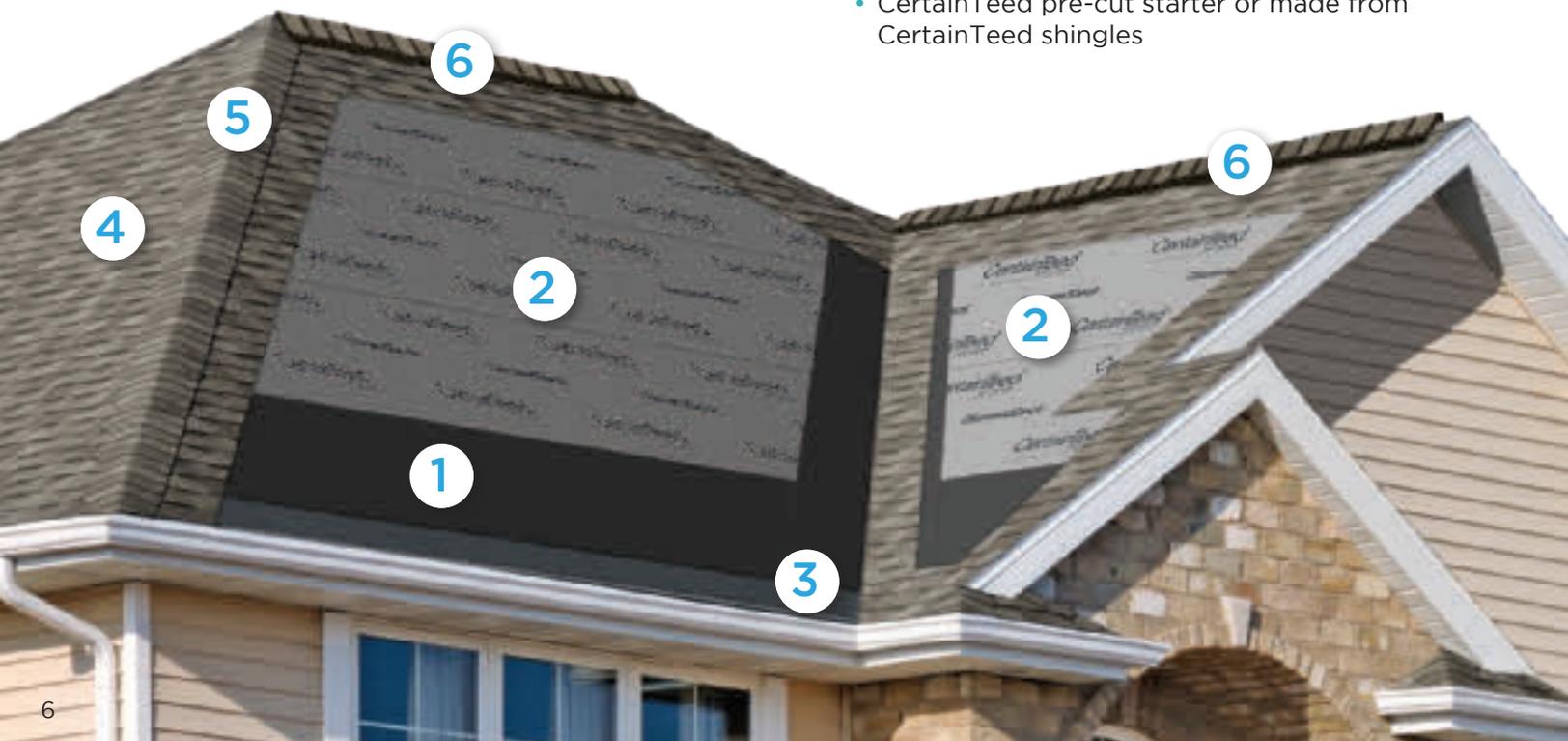
- Installed at the eaves if required by local building code, or when the roof system is in a snow zone, or north of the following states: NC, TN, AR, OK, NM, and AZ
- Installed at all roof penetrations
- Applied as a valley liner for closed or woven valleys
- Is recommended as a valley liner for open valleys; otherwise, open valleys must be installed in accordance with NRCA Roofing Manual specifications

2. Water-Resistant Underlayment

- CertainTeed DiamondDeck® or RoofRunner®

3. Starter Shingles

- CertainTeed pre-cut starter or made from CertainTeed shingles



4. Shingles

- CertainTeed shingles with a warranty duration of at least 25 years

5. Hip & Ridge Caps

- CertainTeed pre-cut hip and ridge accessory or made from CertainTeed shingles

6. Ventilation

- Installed to meet applicable model code requirements or building code standards
- Must have adequate intake and exhaust vents to achieve proper net free ventilation area
- If ridge ventilation devices are installed, they must be CertainTeed Ridge or Rolled Ridge Vents

Benefits of the Integrity Roof System™

A quality roof system involves the underlayments, shingles, accessories and ventilation products all working together. At CertainTeed, we call that the Integrity Roof System.



What your customers get

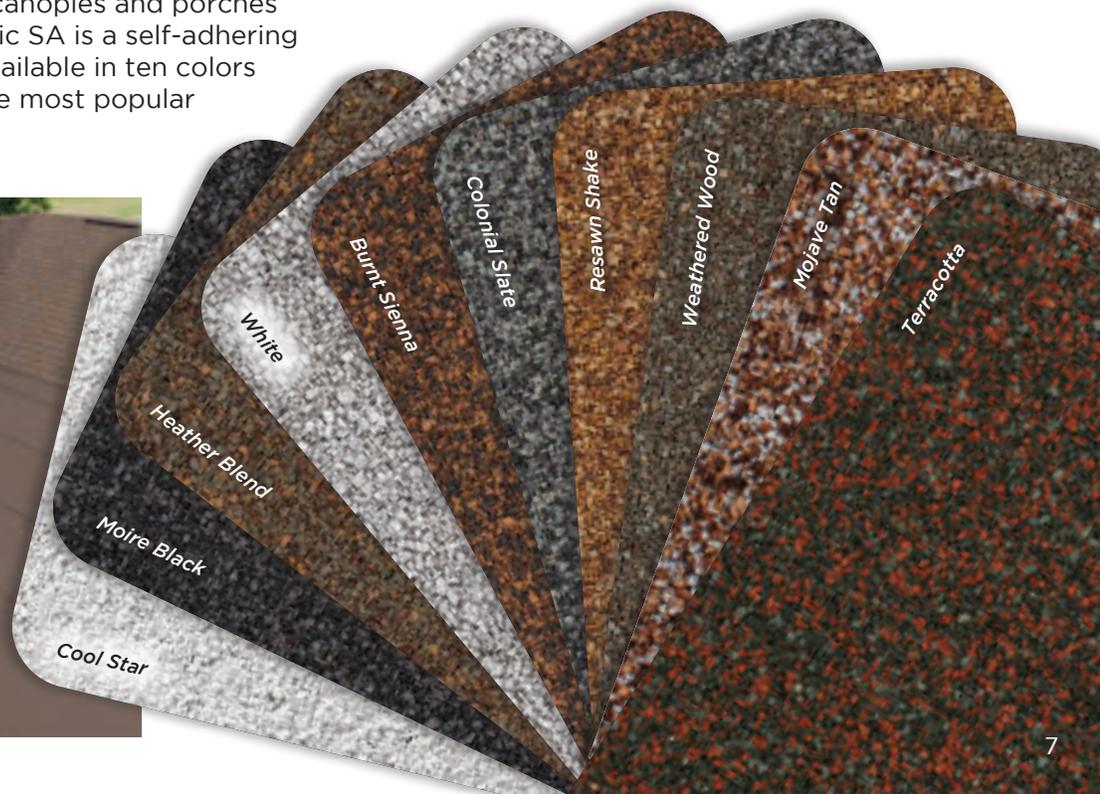
- Provides optimum protection against the weather
- Puts quality products together that result in better roof performance

What you get

- Close more sales and get more referrals for a top-quality roof installation
- Increased profits and fewer callbacks when you sell a roof system
- Choose the Integrity Roof System and rely on a single manufacturer to back your installed products

Color Companion Products™ for Flat Roof Areas

With CertainTeed Flintlastic® SA, you can coordinate flat roof areas like carports, canopies and porches with your main roof. Flintlastic SA is a self-adhering low slope roofing product available in ten colors that complement some of the most popular CertainTeed shingles.



Protect



Added protection for greater peace of mind.

SureStart™ PLUS

All CertainTeed shingles carry SureStart™ protection, which offers protection in the event of a manufacturing defect during the critical early years after installation. CertainTeed will pay to tear off the old roof, dispose of the material, replace with new shingles and metal flashings and pay for the labor to install them. Once the SureStart period ends, typically after 10 years, only the shingles are covered, and at a reduced rate as the roof ages.

Lifetime Limited Warranty Shingles	3-STAR Coverage	4-STAR Coverage	5-STAR Coverage
Coverage	20 years	50 years*	50 years**
Materials & Labor	✓	✓	✓
Tear-off	✓	✓	✓
Disposal		✓	✓
Workmanship			✓***

See actual SureStart PLUS and Integrity Roof System requirements for full details.

As a CertainTeed credentialed contractor you have the exclusive opportunity to offer SureStart PLUS, which takes CertainTeed's traditional SureStart protection and extends coverage for up to 50 years, depending on the level of protection selected. Install a CertainTeed Integrity Roof System, register the warranty and your customers are protected.



NOTE: XT™25 shingles carry 10 years with 3-STAR, 20 years with 4-STAR and 25 years with 5-STAR coverage, including the features as indicated above.

Fully transferable for 10 years with 3-STAR Coverage, 12 years with 4-STAR Coverage, and 15 years with 5-STAR Coverage.

*Applies to single-family detached houses. Duration for all other types of structures is limited to 25 years.

**Applies to single-family detached houses. Duration for all other types of structures is limited to 30 years.

***Workmanship is covered for 25 years.

Flat Roof Sections: If a CertainTeed Flintlastic self-adhered roof system is part of the job, up to 10 squares will be covered for 12, 15 or 20 years depending upon the specific system installed.

- Flintlastic SA 2-ply system (nailbase and cap sheet) for 12 years
- Flintlastic SA 3-ply system (nailbase, plybase and cap sheet) for 15 years
- Flintlastic SA 3-ply system (nailbase, midply and cap sheet) for 20 years

Refer to the Commercial Systems Specifications Manual for all other Flintlastic systems.

For all other warranty features refer to CertainTeed's Limited Asphalt Shingle Warranty in place at the time your shingles were installed (obtain a copy by calling 800-782-8777 or visit www.certainteed.com).



CertainTeed

CEILINGS • DECKING • FENCE • GYPSUM • INSULATION • RAILING • ROOFING • SIDING • TRIM

20 Moores Road Malvern, PA 19355 Professional: 800-233-8990 Consumer: 800-782-8777 certainteed.com