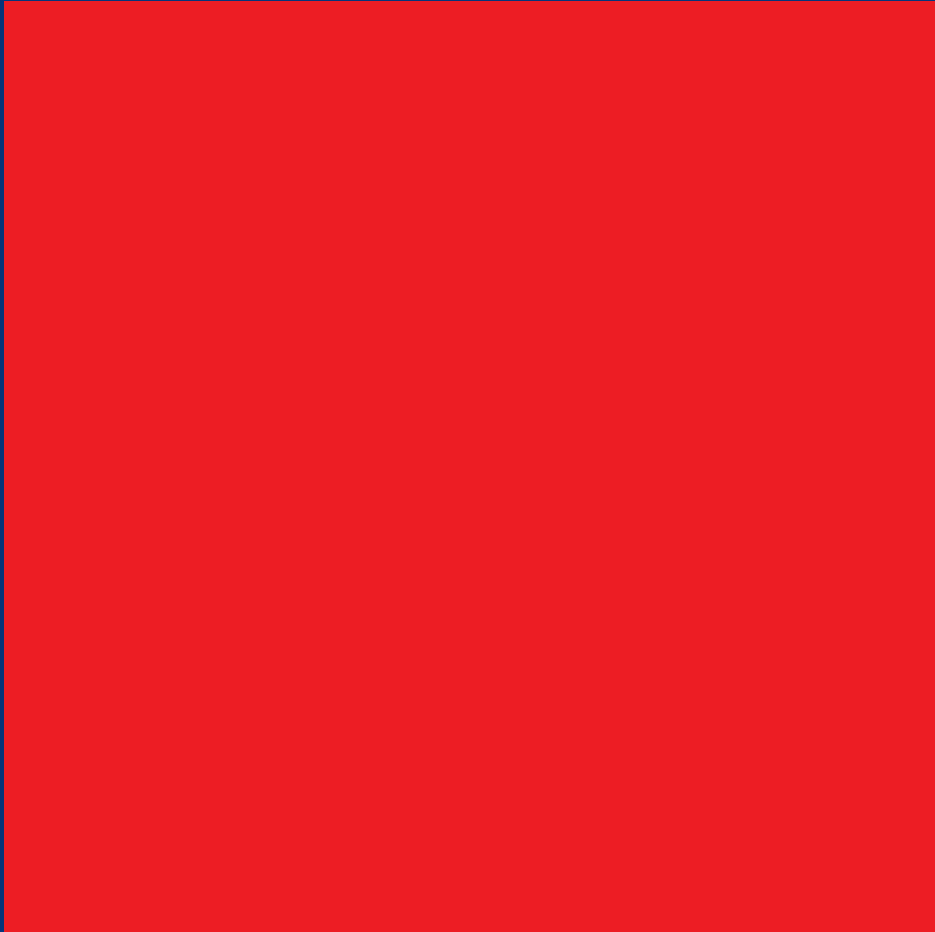


Brand Brochure (What's Behind The Red Box?) (RESGN571)

Updated: 6/14



*Quality You Can Trust...From
North America's Largest Roofing Manufacturer!™*



What's
Behind The
RED BOX?



"A Proven History Of Hands-On Experience And Innovation
Has Made Us Your **Best And Safest Choice**"



As The Largest Roofing Manufacturer In North America, We're Firmly Committed To Three Core Principles

Advanced Quality

Providing well-engineered, reliable, innovative products that deliver excellent performance

Professional installers have long preferred the rugged, dependable performance that only a GAF roof can offer, and have made our Advanced Protection® Shingles the #1 brand in North America!



- Inventors of the Timberline® Advanced Protection® Shingle—the #1-selling shingle in North America
- Rated #1 in shingle quality in the 2013 *BUILDER*® magazine Brand Use Study
- Named #1 in innovation for shingles by *Home Builder Executive* magazine in 2012 and 2013
- Comprehensive portfolio of commercial roofing solutions, including industry-leading technologies like solar-grade TPO and ENERGY STAR® qualified products



GAF

Industry Expertise

A proven track record of expertise, fueled by the outstanding qualifications of the people we employ

GAF employees are the basis for our success.

- Highly dedicated employees, many of whom have decades of experience in the roofing industry—including many with leadership positions in technical and other industry organizations, such as ARMA, SPRI, and ASTM
- C.A.R.E. (Center for the Advancement of Roofing Excellence) installation training program that has provided education to more than 180,000 industry professionals since its inception
- Worldwide patent portfolio
- Recognized by ARMA as one of the industry's safest working environments

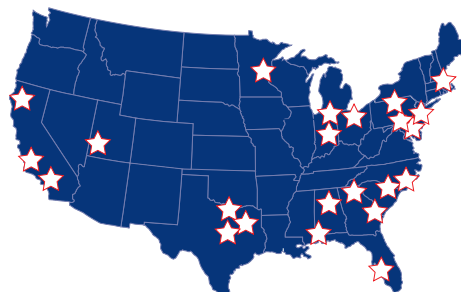
Solutions Made Simple

Products and systems that work together to make your roofing experience seamless and simple

Dealing with a roofing manufacturer shouldn't be an exercise in pain and frustration. So we make it easy!

- Manufacturing locations across North America—including the largest TPO facility in the U.S.—to serve you better
- Commitment to exceeding industry expectations through customer programs and self-service solutions
- Factory-certified contractors—more than 9,000 across the U.S. and Canada—that are committed to the highest industry installation practices
- Our industry-leading warranties—backed by North America's largest roofing manufacturer—provide property owners with the peace of mind they deserve

The bottom line is: We've been at this for more than 125 years. Why turn to anyone else to protect your most valuable asset?



Nationwide Capability

- GAF plants are strategically located to service every region with quality roofing products and optimized freight costs
- More than 3,000 dedicated professionals working each day to exceed your expectations



Quality You Can Trust... From North America's Largest Roofing Manufacturer!™

Over 125 Years Of Innovation!

"A Long History of Industry **Innovation** Has Made Us North America's Largest Roofing Manufacturer"

1886
Company Founded

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1892
First to offer ready-to-lay asphalt roofing

1912
First to introduce individually cut asphalt shingles

1967
Developed today's most popular laminated shingle: Timberline®

1904
First to use colored granules in roofing materials

1933
Introduced first interlocking asphalt shingles

1991
Introduced first shingles with High Definition® technology

1982
First to introduce lighter weight high-performance asphalt shingles

2004
Introduced first pre-coated energy-efficient modified bitumen membranes

2003
First to introduce self-adhered TPO membranes

2007
Introduced the first shingles with Advanced Protection® Technology—Timberline® Prestique® High Definition® Shingles

2005
Introduced first energy-efficient asphalt shingle available in rich colors AND first capstocked composite decking product

2010
First to offer Advanced Protection® TPO membranes

2011
First to offer lifetime ltd. warranty on all laminated shingles

2012
First to offer lifetime ltd. warranty on entire GAF roofing system



Printed with 100% renewable energy and soy based ink

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