




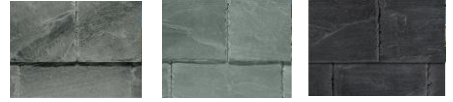
Quality You Can Trust... From North America's Largest Roofing Manufacturer!

InfoFlash

"Information To Help Build Your Business And Avoid Hassles"

To:
GAF Residential Certified Contractors,
Residential Sales team, Field Services,
Technical Services & Customer Care
From:
Jeff Avitabile
Steep Slope Accessories Product Manager
Javitabile@gaf.com.

The GAF TruSlate® System is Now Available with Vermont Slates!

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| <p>New 2013 Color Line</p> | <p>GAF is proud to announce our new TruSlate® color line, which now includes 5 Vermont slates and 3 existing international slates. <u>All slates</u> in the lineup are ASTM C406-S1 rated – the highest rating for roofing slates.</p> |
| <p>Why Vermont?</p> <p><i>Some of the most desired slates in the world...</i></p> | <p>These slates have been used for over 100 years on some of the most prestigious properties and institutions throughout North America. They're also known for their...</p> <ul style="list-style-type: none"> ✓ <i>Performance</i> – Years of proven performance on the roof ✓ <i>Quality Control</i> – Selected by experts with decades of experience in slate quarrying ✓ <i>Reputation</i> – Many architects and contractors only specify Vermont-quarried slates ✓ <i>Unique Colors</i> - Being a natural product, some Vermont slate colors cannot be found anywhere else in the world |
| <p>8 Colors – 2 Collections</p> <p><i>Natural Weathering...</i></p> | <div style="display: flex; justify-content: space-around;"> <div data-bbox="339 1083 1045 1325" style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Americana Collection <i>New – domestic slates from Vermont</i></p>  <p style="display: flex; justify-content: space-around; font-size: small;"> Meadow Green Charcoal Autumn Dusk Antique Purple Rustic Red </p> </div> <div data-bbox="1062 1083 1528 1325" style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">International Collection <i>Existing - international slates</i></p>  <p style="display: flex; justify-content: space-around; font-size: small;"> Greystone Mystic Grey Onyx Black </p> </div> </div> <p>Note: Slate, like any other natural building product, can fade or weather over time when subject to constant exposure to the elements. Please see the TruSlate brochure for detailed information on the natural weathering characteristics of each particular TruSlate color.</p> |
| <p>Helping You Sell</p> | <p>All marketing tools and materials have been updated to reflect the new color line...</p> <ul style="list-style-type: none"> • TruSlate Brochure, Sample Board and Architectural Mini Sample Box • TruSlate.com • TruSlate DVD (available early 2013) |
| <p>Further Information?</p> | <ul style="list-style-type: none"> ➤ Samples & General Information...Contact your local GAF Territory Manager ➤ Architectural & Sales Support...Contact Chris Bean (CBean@gaf.com) ➤ Technical Questions...1-800-Roof-411 |

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