

BRADEN ROOFING NEWS™ VOL.IV

THE HOMEOWNER'S TRU-SLATE GUIDE

Welcome to Braden Roofing News™ Vol.IV. This volume of Braden Roofing News™ will be the first in a series of BRN articles dealing with specialized roofing products. These should be some pretty fun articles because we will be looking at some interesting products which you may not immediately consider when you think of roofing materials.

The first of these exciting products is Tru-Slate. You may also link to the manufacturer's website at www.SlateDirect.net.

You may have already heard of Tru-Slate. This is a product which has already generated a tremendous amount of attention and enthusiasm among both roofing contractors and especially among quality-minded homeowners.

What exactly is Tru-Slate, and why are homeowners so excited about it?

Tru-Slate is, first of all, true slate. It is real rock, not a man-made plastic, epoxy or hybrid. It has the exquisite natural beauty and time-proven durability of real slate. Yet it does not have the traditional disadvantage of house-crushing weight. A Tru-Slate roof weighs about 550 lbs per 100 square feet, which is about half of what traditional slate weighs. In fact, 550 lbs per 100 square feet is not much higher than many of the composition products on the market today. The cost, while noticeably higher than that of asphalt shingles, is still substantially lower than the cost of traditional slate roofs.

Let's take a look at some photos of a Tru-Slate roof installed by Braden Roofing.

In PICTURE #1, We see a picture of a roof which we installed in the summer of 2007. The roof nicely compliments the already grand construction of this beautiful home. Braden Roofing did a clean, quality installation despite this being a steep and difficult roofline.

PICTURE #2 shows a closeup of the slate product. We can see the unique and rugged natural beauty of the slate contrasted with the smooth sheet of metal flashing in the mid-upper right side of this picture.

In PICTURE #3, we see another closeup of Tru-Slate, but at a slightly different angle.

Photo Not Available

Picture #1 True-Slate is a product which compliments even the most elegant of homes. Braden Roofing can install this quality product on even large, steep and difficult rooflines.

Picture #2 We can see the unique and rugged natural beauty of the slate, contrasted with the smooth sheet metal flashing seen in the upper right side of this picture.



PICTURE #4 gives us a view of a nice color blend. Tru-Slate is available in a wide variety of colors which may be mixed and matched according to the preference of the customer.

You may ask yourself, "how is it possible to use a real slate product and yet it is so lightweight? Do they thinslice the slate so that it breaks easily?"

The answer is no. Tru-Slate is still a top quality roofing product in spite of the fact that it is lightweight.

The reason why the Tru-Slate roof is so relatively light has to do with a clever overlap design which is interwoven with a special backing. With most slate products, the actual slate shingle is far larger than the part which you actually see. For example, a slate shingle with a 10 inch exposure requires that the slate shingle be 22 inches long. That means 12 inches are actually covered over and not even visible. That's 12 inches of weight and expense that are not needed with the Tru-Slate design.

Tru-Slate shingles have an exposure of 10 inches, but rather than having a headlap of 12 inches, the headlap is a mere 2 inches. That's 45% LESS weight and expense! To make up for a reduced headlap, the designers of Tru-Slate came up with a clever design. The headlap of the shingle is interwoven with a highly durable product called HDPE.

HDPE stands for high density polyethylene. HDPE is a thin but incredibly durable product which interweaves with the 2 inch headlap of Tru-Slate. A properly formulated and compounded polyethylene has an estimated life in excess of 100 years for resistance to weathering. Because the HDPE is not exposed to direct weathering, I personally believe this part of the slate roof will last even possibly several hundreds of years. Tru-Slate warranties their products for 75 years, but I would expect this roof system to last considerably longer. Naturally, Braden Roofing also warranties all work we perform. Short of some kind of natural catastrophe, a Tru-Slate roof is the last roof you will ever need.

Like any high quality roof system, a Tru-Slate system needs quality-minded installers who are dedicated to doing quality work. I would like to share with you a few more pictures. As you look at these pictures, feel free to close your eyes and imagine how this roof might look on your own home.

In PICTURE #5, we see a valley closeup. The installers did a really nice job of running the valley cuts clean and straight.

PICTURE #6 shows another valley, but surrounded by other details such as end gables, pitch changes, pipe flashings, ridges, and straight line flashing. We are proud to do quality detail work.



Picture #3 Another closeup view of Tru-Slate.

Picture #4 Tru-Slate is available in a variety of colors and may be mixed according to the customer's preference.

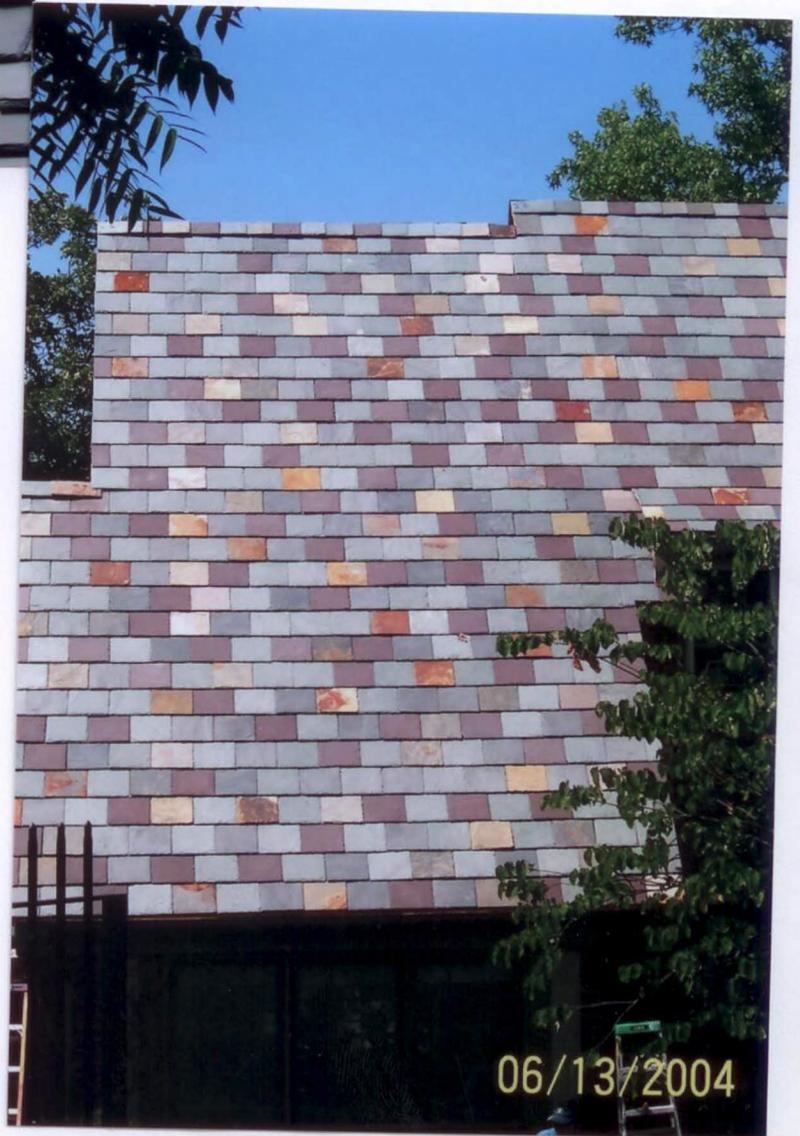


Photo Not Available

Picture #5 The craftsmen at Braden Roofing did a very nice job installing this valley, clean and straight.



Picture #6 We are proud to do our detail work with quality and conviction.

In PICTURE #7 and PICTURE #8, we see that Tru-Slate is effective and looks great on dormer sidewalls.

PICTURE #9 and PICTURE #10 show skylight details. The copper flashings really enhance the natural elegance of tile. As you are undoubtedly aware, the copper flashings do cost substantially more, but I believe that they are the final piece of the most elegant, austere, and classy roof system that money can buy.

The cost of a Tru-Slate roof is lower than what you might expect. It is certainly more expensive than an asphalt roof, but not much higher than a wood shake roof. Prices vary on circumstances, but a general rule of thumb is that the Tru-Slate will cost three times an asphalt roof, and about 1 and ½ times a wood shake. Certainly this is not cheap, but for a discriminating homeowner in an exclusive neighborhood, a Tru-Slate roof will win bragging rights at a surprisingly economical expense.

At Braden Roofing, we also always recommend that homeowners interested in Tru-Slate have their homes inspected by a quality structural engineer before we begin roof installation work. At 550 pounds per 100 square feet, Tru-Slate is extremely efficient and lightweight relative to other slate and tile products. Nonetheless, "lightweight" is a relative term when it comes to tile products. 550 pounds per 100 feet is still more than most other roofing products (unless they have been piled several layers high). Tru-Slate is safe for most roof structures, but some structures may need a bit of basic re-enforcement before the roof is installed. It is always wiser to have an expert look at the structure to be sure that it will hold a Tru-Slate roof. We should ALL do our homework BEFORE the job gets started.

Tru-Slate is not for everyone. Is it right for you? If you are interested in having a top quality installation of a Tru-Slate roof, please call us at (913) 341-0200. We will be happy to give you a consultation free of charge. For more information on Tru-Slate direct from the manufacturer, please feel free to contact SlateDirect:

1100 NE Loop 410, Ste 617, San Antonio TX 78209

(210) 826-8855

www.SlateDirect.net.

I hope you have found this edition of Braden Roofing News™ informative and enjoyable. It is our desire to offer you the most useful and informative website available in the roofing trade. This is part of our continuing goal to make the roofing trade a more respectable institution for generations to come.

©2007BradenCastaner



Picture #7 We can even use Tru-Slate on dormer sidewalls.



Picture #8 Dormer sidewall close-up.



Picture #9 A skylight detail.



Picture #10 Copper flashings, though more expensive, add to the natural beauty of slate.

...And remember, if you need any roofing work, let there be no hesitation, call THE ONE WITH THE GREAT REPUTATION!

Property of Braden Roofing