

# Experience the DECRA® Difference

The Preferred Choice ♦ The Best Opportunity ♦ The Leading Manufacturer



**METAL** ROOFING DESIGNED WITH THE CONTRACTOR IN MIND





download the **MyDECRA** app

attend free installation **TRAINING**

**ESTIMATE** with EagleView

**VISUALIZE** with the DECRA Roof Designer

deliver an in-home **PRESENTATION**

enhance your **CREDIBILITY** with co-branding

access **SUPPORT** from professionals

experience the **DECRA** advantage





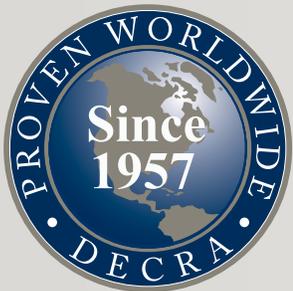
## More than just a great product DECRA supports contractors every step of the way

*70% of contractors  
using metal shingles  
consider DECRA their  
preferred brand.*

*According to LEK research and analysis (2013)*

### Preferred Brand

DECRA is the most recognized brand of metal shingles among consumers. You can set yourself apart from the competition; not just by offering a premium roofing product, but by leveraging DECRA's selling tools and over 50 years of industry experience. When selling a DECRA Stone Coated Steel Roofing System, you gain access to knowledgeable and experienced regional managers, advanced digital marketing & selling tools, and printed resources.



### Proven Product

DECRA products are designed with the Contractor in mind; as the original stone coated steel roofing system, DECRA represents a perfect blending of over 50 years of research and practical experience. We offer opportunities for you to increase your profits while providing a superior product to your customers.



### Lifetime Limited Warranty

Now DECRA's profiles are backed by a Lifetime Limited Warranty, including a 120 mph Wind Warranty and a Hail Stone Penetration Warranty. There is no better time to add DECRA to your product offerings and experience the benefits of partnering with DECRA.

**Preferred Brand ♦ Proven Product ♦ Lifetime Limited Warranty**

Installation options designed with the contractor in mind.



## Installation Flexibility

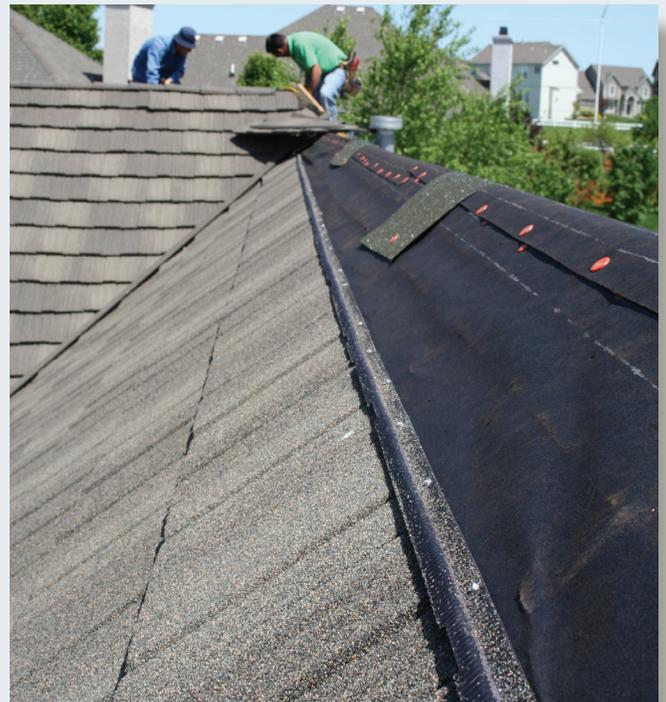
DECRA products offer solutions to your toughest roofing challenges by utilizing a variety of installation systems. Benefit from DECRA's installation flexibility with D2D (Direct to Deck), batten and counter batten installation options.

### Why D2D (Direct to Deck)?

With no previous metal roofing experience, you can successfully install a DECRA stone coated steel roof using DECRA's "Cut & Tuck"™ technology. This system allows DECRA panels to be cut using standard tools and fit into DECRA's complete line of fully integrated components and ventilation accessories without special application.

DECRA's Direct to Deck products are available in Shingle XD, Shake XD, and Villa Tile profiles.

- ◆ No special tools needed
- ◆ Unique hidden fastener system
- ◆ "Cut & Tuck"™ technology, no bending
- ◆ Direct to Deck saves time and money
- ◆ Tear-off may not be required (see local code)
- ◆ No special skills or previous metal roofing experience needed
- ◆ Designed specifically for Direct to Deck installation



**D2D**  
Direct to Deck

### Why Battens?

DECRA Tile and DECRA Shake are installed on counter battens and battens or just on battens.

- ◆ Allows for installation over irregular surfaces
- ◆ Using counter battens helps level an uneven deck
- ◆ Utilizes horizontal fastening system
- ◆ Installers work off battens from ridge down to eave
- ◆ Increases airflow and reduces energy consumption



**Counter Battens  
& Battens**



**Battens**

## A DECRA Stone Coated Steel Roof offers a variety of roof profiles and colors that can be installed in virtually any climate.



### Tile / Shake Colors



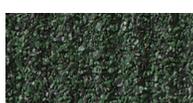
### Villa Tile Colors



### Shake XD® Colors



### Shingle XD® Colors



Due to the printing process, colors may vary from actual product. Please refer to an actual full panel product sample before ordering.

Offer your customers any style they prefer, all DECRA profiles perform like steel even though they look like tile, shake or shingle.

## DECRA offers a premium advantage with Panel Vents and Debris Guards designed to integrate exclusively with DECRA Roofing Systems.

DECRA Ridge Vent fits under any ridge cap and is almost invisible from the curb.

DECRA Debris Guard prevents build-up of debris under valley and rake metal and hides the metal inside of the valley and rake.

DECRA Panel Vents are available in all DECRA Profile and Colors and offer easy installation without the need for flashing.





**DECRA roof designer**  
**Visualization tool**

Turn prospects into customers quickly by demonstrating the difference a DECRA roof will make. The DECRA Roof Designer allows you to quickly and easily upload a photo and transform the current roof into any DECRA profile.

**in-Home PRESENTATION**  
**Consumer Selling**

Make a dynamic impression with a digital presentation that you can brand and customize to make your own. Combine your job photos, experience and success stories with the key benefits and proven track record of a DECRA stone coated steel roofing system.

**photo UPLOADS**  
**Easy access to your photos**

Leverage your photos and highlight your best installs by quickly uploading and accessing your project photos from a central location.

**EagleView**  
**Accurate and easy estimations**

Together DECRA and EagleView will save you time and money by providing access to faster, easier and more accurate material lists. When you access EagleView as a DECRA preferred contractor, you keep your current EagleView account and receive the benefit of special Gold pricing and free DECRA materials lists with every EagleView report.

**Co-Op Advertising**  
**Lead generation**

You work hard to build your brand and reputation, partner with a proven leader and offer your customers the best quality and service with co-branded collateral that will bring qualified leads to your business.

**GreenSky Financing**  
**Consumer financing solutions**

Offer competitive consumer financing options; funding projects up-front. GreenSky is trusted by thousands of Contractors and some of the largest Retailers in America. GreenSky provides consumer financing options to help you close more sales and grow your business.





**MyDECRA**  
app is the tool  
to get the job

# Experience the DECRA® Difference

## More Preferred Profiles



## Dedicated Support Team



## Lifetime Limited Warranty



## Proven Products



## Free Installation Training



## MyDECRA App



## Marketing Support



## Recognized Brand



## In-Home Selling Tools



## Roofing Product Visualizer



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