

# ROOFING RESPONSIBLY™ and more...

## Everyday, CertainTeed makes a commitment to sustainability.

CertainTeed Roofing recycles, reuses and re-envision our environment. Here are 6 ways we put ideas into action with green as our goal.



**Recycling and the road to success.**  
We recycle nearly 90% of our manufacturing production waste into asphalt materials for road construction.



**Bring nature back.**  
Our Oxford facility, the world's largest roofing plant, has its own wetlands and a water management system where wildlife thrives.



**Use it (don't lose it).**  
We use recycled content including slag, stone granules, corrugated mixed paper and sludge, reducing landfill waste and carbon emissions.



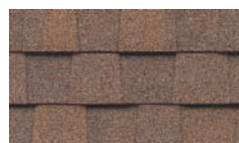
**We believe in leading by example.**  
We belong to the U.S. Green Building Council and champion their Leadership in Energy and Environmental Design (LEED) Green Building Rating System™. And we also strongly support the National Green Building Standards™ of the National Association of Home Builders.



### ENERGY STAR rated products.

These products lower rooftop and attic temperatures by reflecting the sun's rays from the building's roof helping reduce energy costs.

**CertainTeed ENERGY STAR rated products include:**



Dusky Clay

### LANDMARK Solaris™ GOLD & PLATINUM COLLECTION

#### Landmark Solaris

Aged Cedar Dusky Clay  
Crystal Gray Sunset Shake

#### Landmark Solaris Gold

Max Def Burnt Sienna Max Def Stonegate Gray  
Max Def Heather Blend Max Def Weathered Wood  
Max Def Resawn Shake

#### Landmark Solaris Platinum

Coastal Tan Santa Fe Sierra Buff



Max Def Weathered Wood

### PRESIDENTIAL Solaris™ LUXURY SOLAR REFLECTIVE SHINGLES

Max Def Burnt Sienna  
Max Def Weathered Wood



Silver Birch

### LANDMARK SERIES Designer Shingles

Mist White Silver Birch Star White



Star White

### EXTRA TOUGH 30, EXTRA TOUGH 25, CT 20 Traditional Shingles

Star White



### Reaching for the ENERGY STARS.

As a 2011 ENERGY STAR Sustained Excellence recipient for Energy Management, we are proud of our commitment to designing high quality, sustainable roofing products.

### ASK ABOUT ALL OF OUR OTHER CERTAINTEED® PRODUCTS AND SYSTEMS:

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

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# CertainTeed



## A New Contractor Program that Adds Value for Homeowners and Sets You Apart from the Competition.



# CertainTeed

SAINT-GOBAIN



# Make the Sale and Make a Difference.

## Become a CertainTeed RoofingRESPONSIBLY™ Contractor

Over 12 million tons of asphalt shingle waste went into landfills last year. Now there is an option to keep those old shingles out of the landfill and set you apart from other roofing contractors by offering a new, green, environmentally-friendly solution.



RoofingRESPONSIBLY from CertainTeed.

### No added Cost. Big added Value.

CertainTeed's RoofingRESPONSIBLY program includes the recycling of torn-off roofs into materials for road paving. It's easy to use with a compartmentalized dumpster that keeps recyclable materials separate from the rest of the load.

And the best part...*it is cost effective, usually costing no more than typical dumpster and disposal fees*, but means much more to homeowners and the planet.



## Step-by-Step, It's Easy to Recycle

Provided by CertainTeed Roofing and our recycling partners.

- STEP 1** **Register for FREE as a CertainTeed RoofingRESPONSIBLY Contractor.**  
Read the CertainTeed Roofing Responsibly program terms and conditions, then submit the program application to participate. It's easy to register on-line at [certainteed.com/roofingresponsibly](http://certainteed.com/roofingresponsibly).
- STEP 2** **Show prospective customers you care about the environment.**  
Being green can help you win the sale. With successful participation, your company will be differentiated on the CertainTeed contractor locator with the roofing responsibly designation in addition to your credential. You will be provided with marketing tools that support the recycling program.
- Homeowner Brochures
  - Sample of Homeowner Certificate
  - Contractor Certificate of Participation
  - Yard Sign
  - PDFs of Logo
- STEP 3** **Your company and your crew will be trained on how to properly segregate tear off materials and dumpster loading protocol to ensure a smooth and cost efficient recycling process.**
- STEP 4** **Tell Your Customers to Check Online for the Daily Grind.**  
Give your homeowners peace-of-mind along with their new roof. When the old roof is taken away, point them to the recycler's website for confirmation when their shingles have been processed, ready for new life as paving materials. A recycling certificate will be directly sent to your customer recognizing them for keeping tons of shingle debris out of the landfill.

It's that simple when you're a CertainTeed RoofingRESPONSIBLY Contractor. For more information or to enroll in the recycling program go to [certainteed.com/roofingresponsibly](http://certainteed.com/roofingresponsibly).

If you have any questions, please call your local CertainTeed Territory Manager.