

Enviroshake®

Quality Engineered Roofing

The Art of Simplicity

Our society is progressing rapidly at what sometimes feels like lightning speed, and it is a challenge to manage the ever-increasing demands that go with it. Finding ways to simplify our lives is important, and whole industries have sprung up to help us. Professional home organizers abound, TV shows teach us how to de-clutter, and entire magazines are devoted solely to the topic of simplified living.

Choosing low-maintenance products is one way to make our lives easier and less stressful. We need only look up to find one place at home where maintenance chores can be eliminated. While many love the rustic charm of natural cedar, cedar roofs must be cleaned regularly, kept free of debris and moss, and treated to remain in peak condition. It's a beast of a job to do yourself and expensive if done professionally. And in spite of all this effort, a cedar roof will still need to be replaced every 10–15 years.

Beauty Without the Beast

Enviroshake® is a composite product engineered to replicate the beauty of naturally weathered, hand-sawn cedar shakes. Performance engineered from 95% post-industrial recycled material, Enviroshake is guaranteed to last a lifetime. And the best part of all: *it requires no maintenance*. Now that's harmony of form and function!

Enviroshake Fast Facts

- Moss-, mildew-, and insect-resistant
- Resists severe weather, hail, and fire
- Requires no treatment
- Lasts up to 3 times longer than cedar
- Carries a limited lifetime fully transferable warranty
- Offers various colour options
- Authentically replicates natural cedar



Art for Your Roof

"I've had several folks look at the roof, and they think it's wood. It looks great, and with the long warranty, I expect it will continue that way for years to come!"



Audience Engagement

If de-stressing and simplifying their lifestyles tops your audience's list of interests, Enviroshake would like to work with you address how certain home improvement options can help them find balance without compromise—a beautiful roof without the usual maintenance hassles.

For the consideration of integration opportunities, Enviroshake can provide

- product
- installation
- technical expertise
- visually engaging demonstrations: side-by-side “dare to compare” examinations of our various products and their natural counterparts as well as fire retardancy and impact resistance demonstrations
- consumer roofing tips and web content
- access to knowledge insiders who are shaping today's green economy through advances in agricultural waste and reclaimed plastics technology
- a behind-the-scenes “how it's made” video
- trained media spokespeople

To discuss a possible integration with your show, please contact Ashley Smith, Enviroshake's Vice President of Marketing and Sales, at (226) 779-5265 or ashley.smith@enviroshake.com.

About Enviroshake

A pioneer in the composite roofing industry since 1998, Enviroshake develops durable, attractive, and premium-quality roofing products using a superior proprietary composite formulation. The company's signature product, Enviroshake®, is a long-lasting and sustainable eco-friendly alternative to natural cedar shakes that captures their appeal while vastly outperforming the natural material. Even Enviroshake's manufacturing process is environmentally responsible—all scrap materials are recycled back into the system, and the finished product itself is recyclable.

Enviroshake has been featured in numerous high-profile new construction and renovation projects, such as the Henry David Thoreau home, and highlighted on a variety of television shows. Available internationally, Enviroshake is installed exclusively through Factory Trained Enviroshake Installers to ensure the highest installation quality.

Enviroshake® is a registered trademark of Enviroshake.