


## The essentials for a roofing system.

It takes more than just shingles to create a high performance roof. Owens Corning® Roofing Essentials® Accessory Products work with our shingles to create a roofing system with excellent performance and protection.

- a** **VentSure® Ventilation Products.** Help protect a roof from premature failure by helping remove heat and moisture from the attic. 
- b** **PINK® FIBERGLAS® Blown-In Insulation.** Tiny air pockets trapped in the insulation resist the passage of heat flow.
- c** **Owens Corning® Hip & Ridge Shingles.** Help protect the ridge vent and add an attractive, finished look to a roof's hips and ridges.
- d** **Owens Corning® Shingles.** Add durable beauty to a home. Shingles are the first line of defense against the elements.
- e** **Owens Corning® Underlayment Products.** Add an extra layer of protection between the shingles and the roof deck to help prevent damage from wind-driven rain.
- f** **WeatherLock® Self-Sealing Ice & Water Barrier Products.** Help guard vulnerable areas where water can do the most damage to a roof: eaves, valleys, dormers and skylights.
- g** **Owens Corning® Starter Shingle Products.** The first step in the proper installation of shingles.
- h** **Owens Corning® Undereave Ventilation Products.** Help prevent moisture buildup in the attic by working with ridge vents to keep air moving.



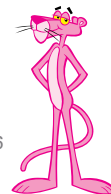
**TruDefinition® DURATION® SERIES SHINGLES**  
**with SureNail® Technology**  
 A technological breakthrough in roofing



Want to know more about Owens Corning® roofing products or find an Owens Corning® Roofing Preferred Contractor in your area? It's easy to reach us:  
**1-800-GET-PINK® | www.owenscorning.ca**



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\* See actual warranty for complete details, limitations and requirements.

\*\* Owens Corning Roofing and Asphalt, "Voice of the Customer" research July 2010–January 2011.

† *Tru-Bond*® is a proprietary premium weathering-grade asphalt sealant that is blended by Owens Corning Roofing and Asphalt, LLC.

†† This illustration depicts *Triple Layer Protection* and the amount of *Triple Layer Protection* may vary on a shingle-to-shingle basis.

‡ Where allowed by code.

# ENHANCED APPEARANCE. TRIPLE LAYER PROTECTION.™

## TruDefinition® Duration® Series Shingles with SureNail® Technology

All TruDefinition® Duration® Series Shingles come with the added benefits of SureNail® Technology. The colors have been specially formulated to provide greater contrast and deeper dimension.

**BREAKTHROUGH DESIGN.** A tough, woven engineered reinforcing fabric in the nailing area that promotes easy, fast and consistent nail gun fastening.

**Blow-Through Resistance.** During extensive field trials,\*\* 87% of contractors rated the new Duration® shingles with SureNail® Technology as “clearly the best” for blow-through resistance, as compared to other shingles they have installed in this category. Less blow-through can result in fewer callbacks.

*“It’s much stronger than the competing product’s nail line, avoiding blow-through for shingles that are being installed with pneumatic nail guns.”*

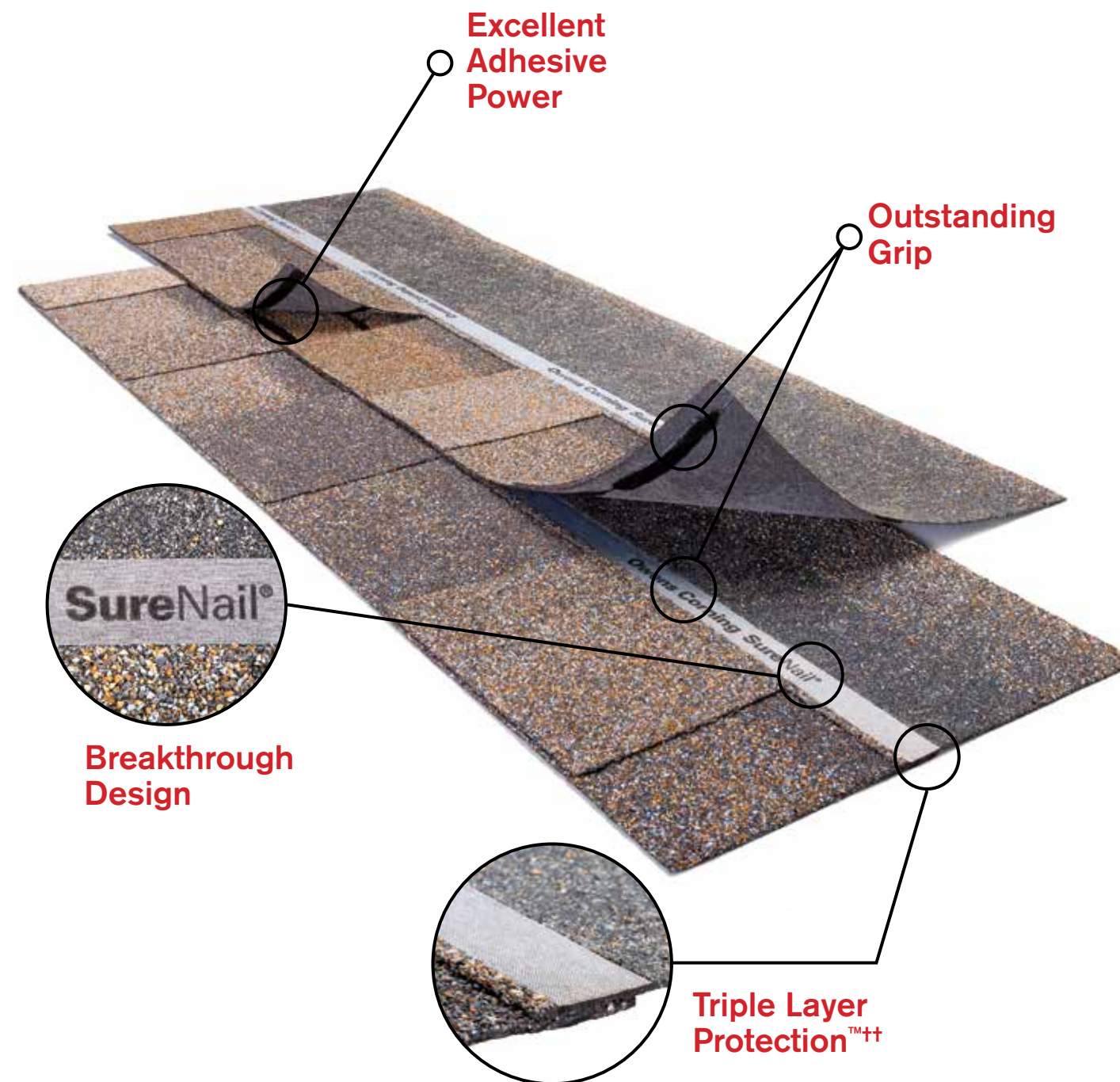
–Dale Tadlock, Tadlock Roofing, Tallahassee, FL

**Excellent Adhesive Power.** Specially formulated, wide adhesive bands help keep shingle layers laminated together.

**Triple Layer Protection.™** A unique “triple layer” of reinforcement occurs when the fabric overlays the common bond of the shingle laminate layers, offering excellent fastener holding power.

*“The wide nail area hits both layers of the shingle—so when it comes to nail pull-through, this is the strongest shingle I have ever used.”*

–Keith Stern, Keith Stern Roofing, Orange Park, FL



**LAYS FLAT.** The new reinforced nailing strip retains the lay flat characteristics you have come to expect from Duration® Series products. The result is a flat installed look with less potential for shingle deformation and homeowner callbacks.



Shingles have a flatter installed look—without cupping—thanks to SureNail® Technology



Cupping in shingles without SureNail® Technology

**EXCELLENT ADHESION.** Our enhanced Tru-Bond®+ sealant grips tightly to the engineered fabric nailing strip on the shingle below.



**Exceptional Wind Resistance.** The industry’s first asphalt roofing shingle engineered to deliver 209 KM/H\* / 130 MPH wind warranty performance with only 4 nails. 33% fewer nails are required for maximum warranty protection,† which can mean fewer deck penetrations.

**CLOSE MORE JOBS—A VISIBLE DIFFERENCE.**

The highly visible reinforced woven fabric nailing strip gives contractors a selling advantage by offering tangible product differentiation.

*“It’s easy to see and feel the strength of the nailing strip. This is going to make me want to sell more Duration shingles.”*

–Charles Dampier, Frank’s Roofing, Fort Myers, FL

Owens Corning is a brand name customers everywhere know and trust. This strong brand recognition is one of the most powerful selling tools you can have.

