



MATTERHORN[®]
METAL ROOFING





WHAT'S INSIDE...

- 1 | Why Metal Roofing?
- 2 | Why Matterhorn®?
- 3 | Matterhorn® Performance
- 4 | Matterhorn® Design
- 5 | Inspiration



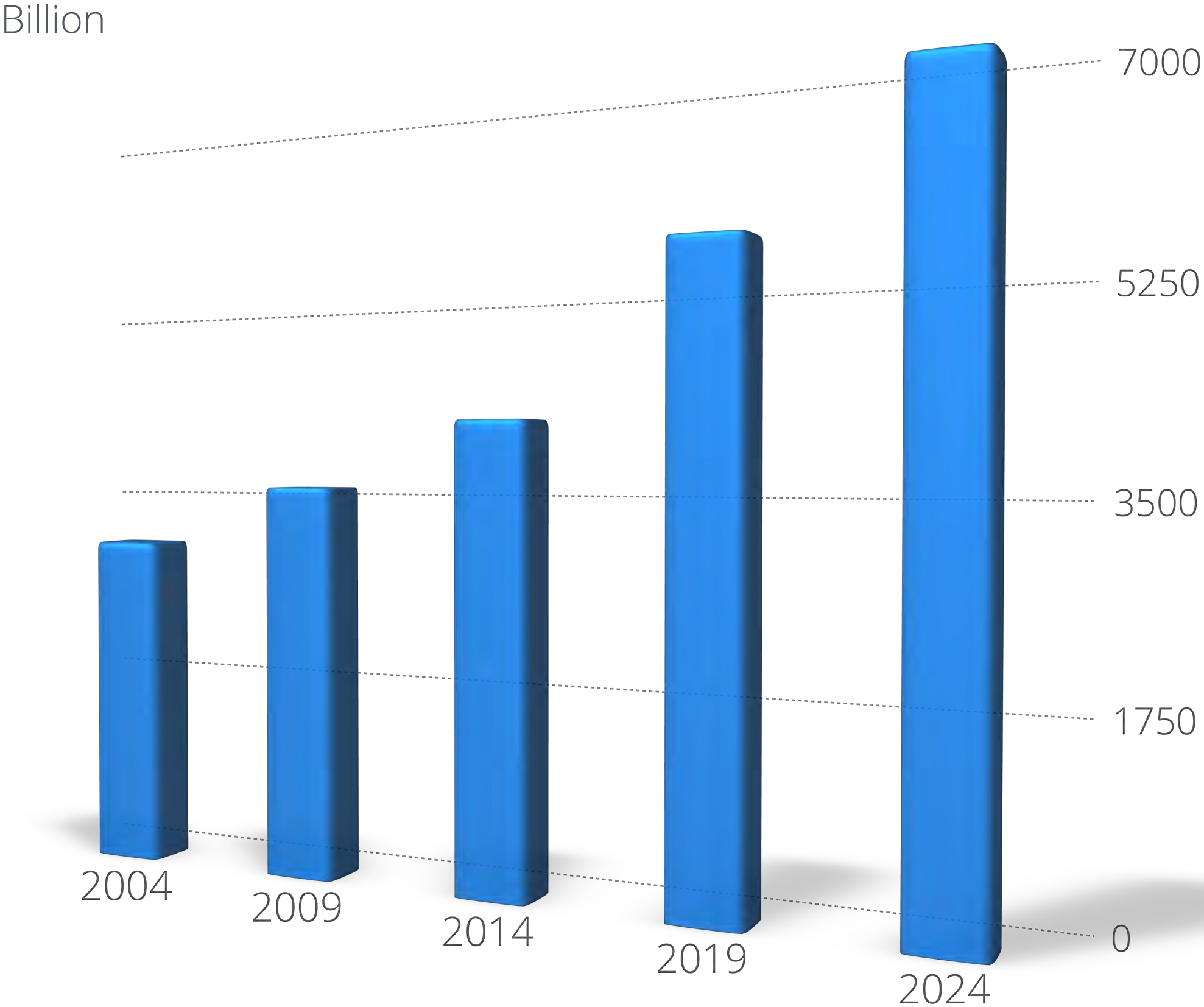
1 | Why Metal Roofing?

OVERVIEW



Today in the U.S., Metal Roofing is trending and is the fastest growing segment in the roofing industry.

THE GROWTH IN METAL ROOFING



- ① Metal Roofing is already a huge segment in the U.S. - \$4 Billion annually
- ① Metal is the fastest growing segment in the roofing industry - forecasted to be \$7 Billion by 2024



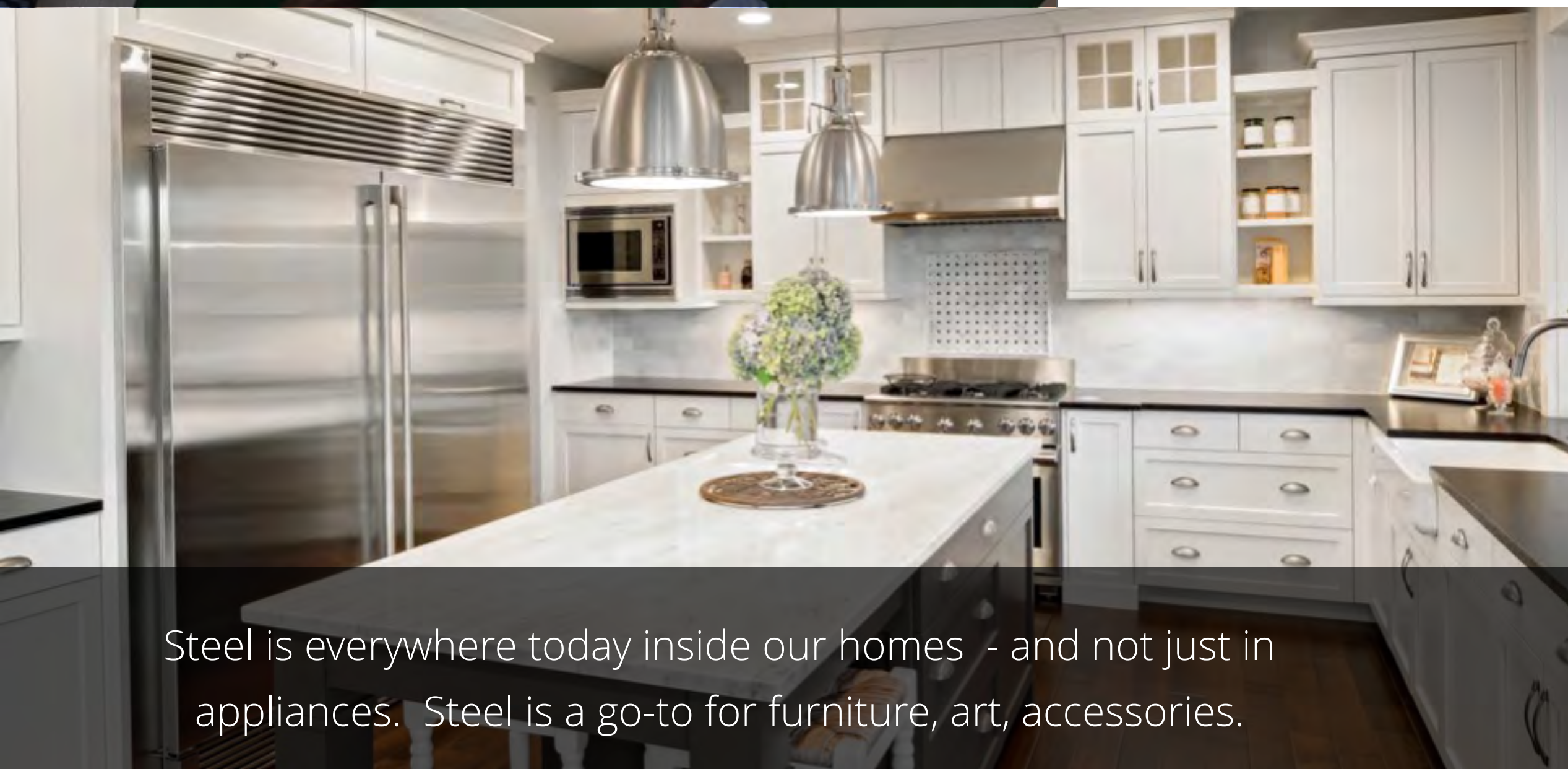
Consumers are quickly moving away from a disposable mindset.

Metal roofing offers a strong ROI for your customers and lower insurance premiums.



Metal Roofing offers a fresh, contemporary, and current look.

WHAT'S BEHIND THE GROWTH IN METAL ROOFING?

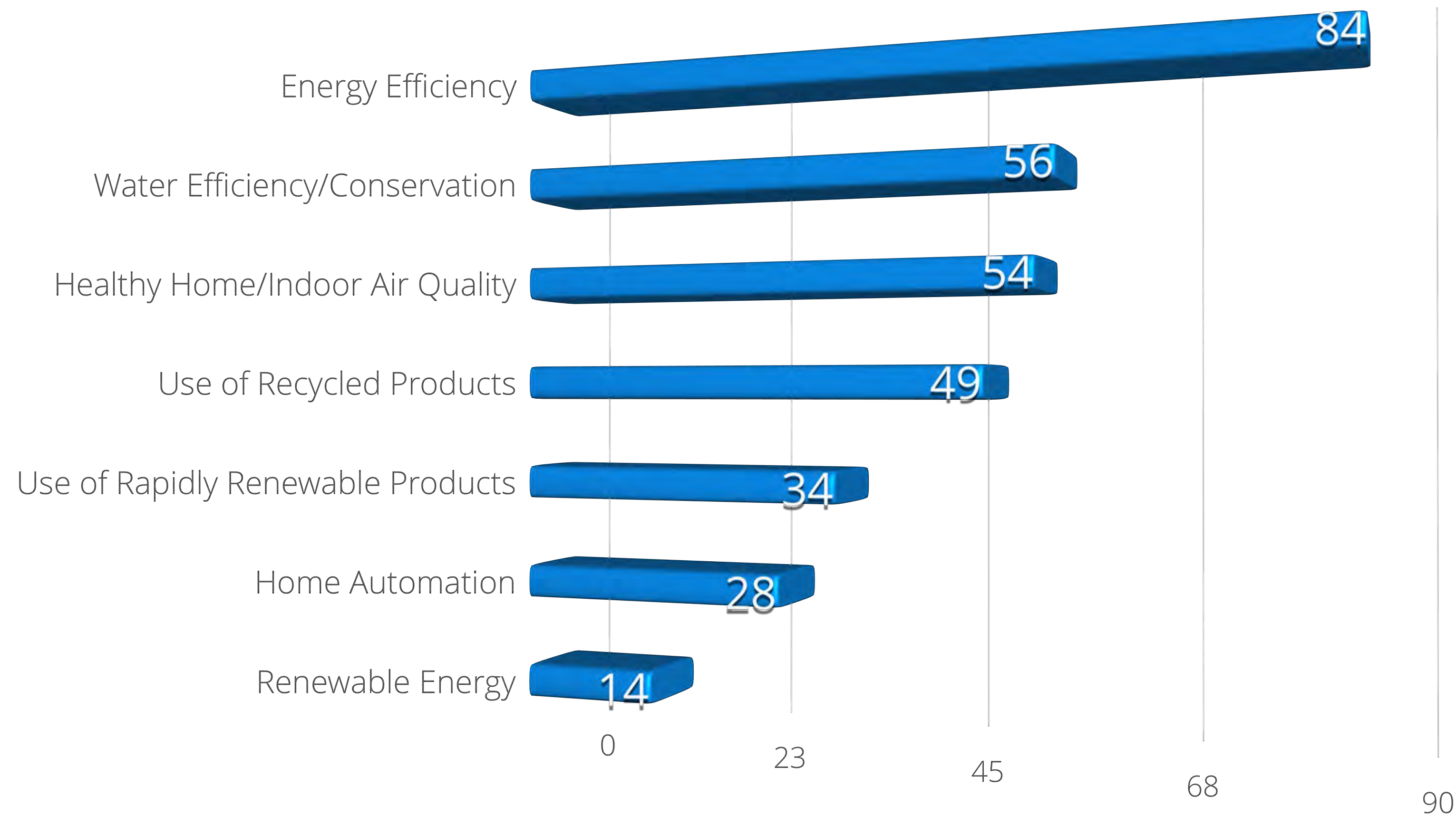


Steel is everywhere today inside our homes - and not just in appliances. Steel is a go-to for furniture, art, accessories.



The media's reporting on the benefits of steel and the internet's influence on showcasing beautiful, aspirational design trends.

"30% of home improvements were initiated by the desire for green & sustainable materials."



Source: Harvard Joint Center for Housing



According to the EPA,
"69% of consumers are willing
to pay more for a product
if it will save energy."

CONSUMER EXPERIENCE

Metal roofs have long been preferred in agricultural settings - in part because homes are passed from generation to generation.



In more recent years, metal roofing has been used as a design element to complement other materials.

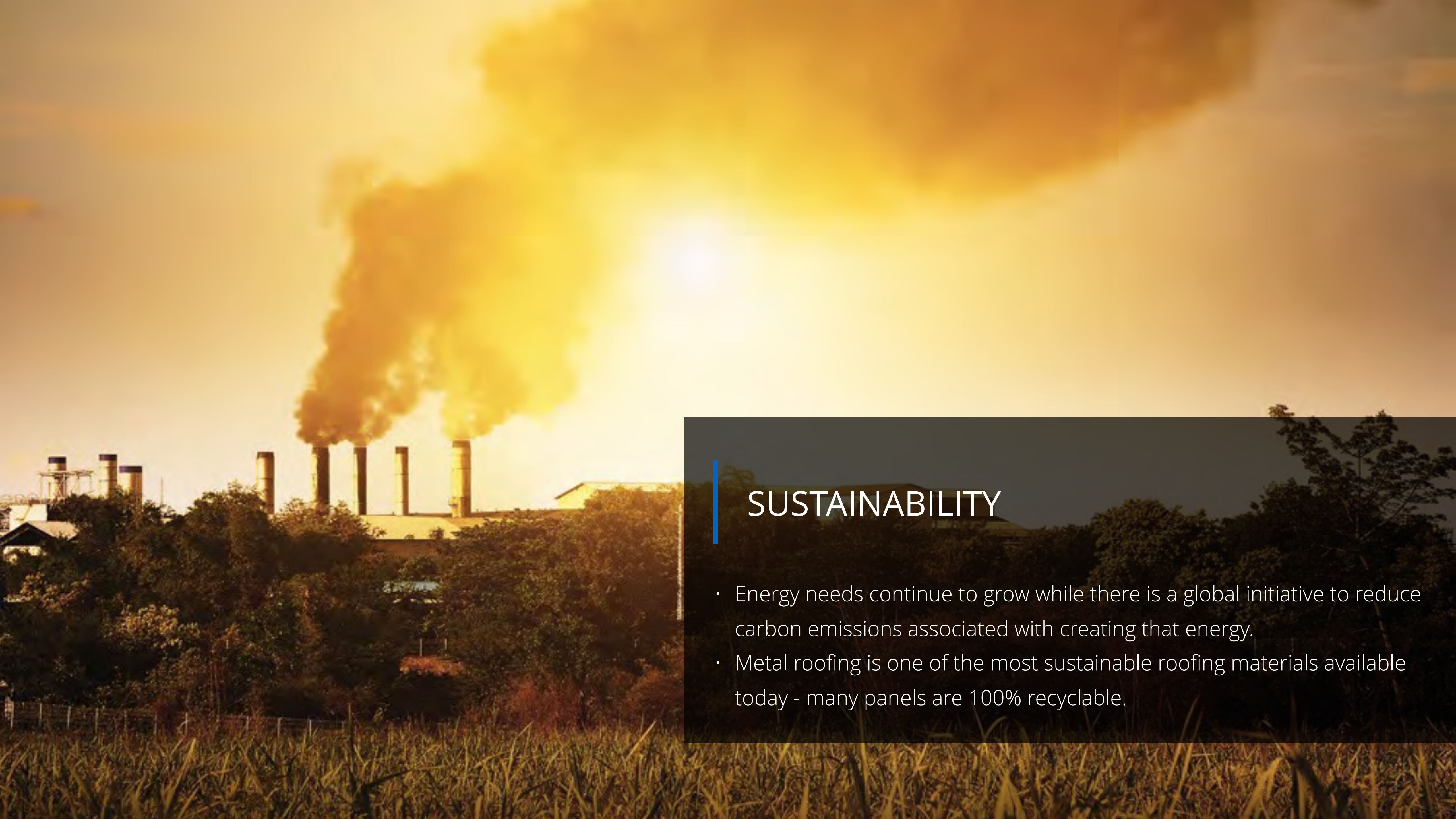


Metal roofs often have outlasted the structures they reside on.



ENERGY CONSUMPTION & COSTS

- U.S. Households spend over \$22 billion on air conditioning cost each year—31% of all greenhouse gas comes from generating electric power.
- Energy consumption and costs continue to increase annually, worldwide.
- Metal Roofing is among the most energy efficient roofing available today.

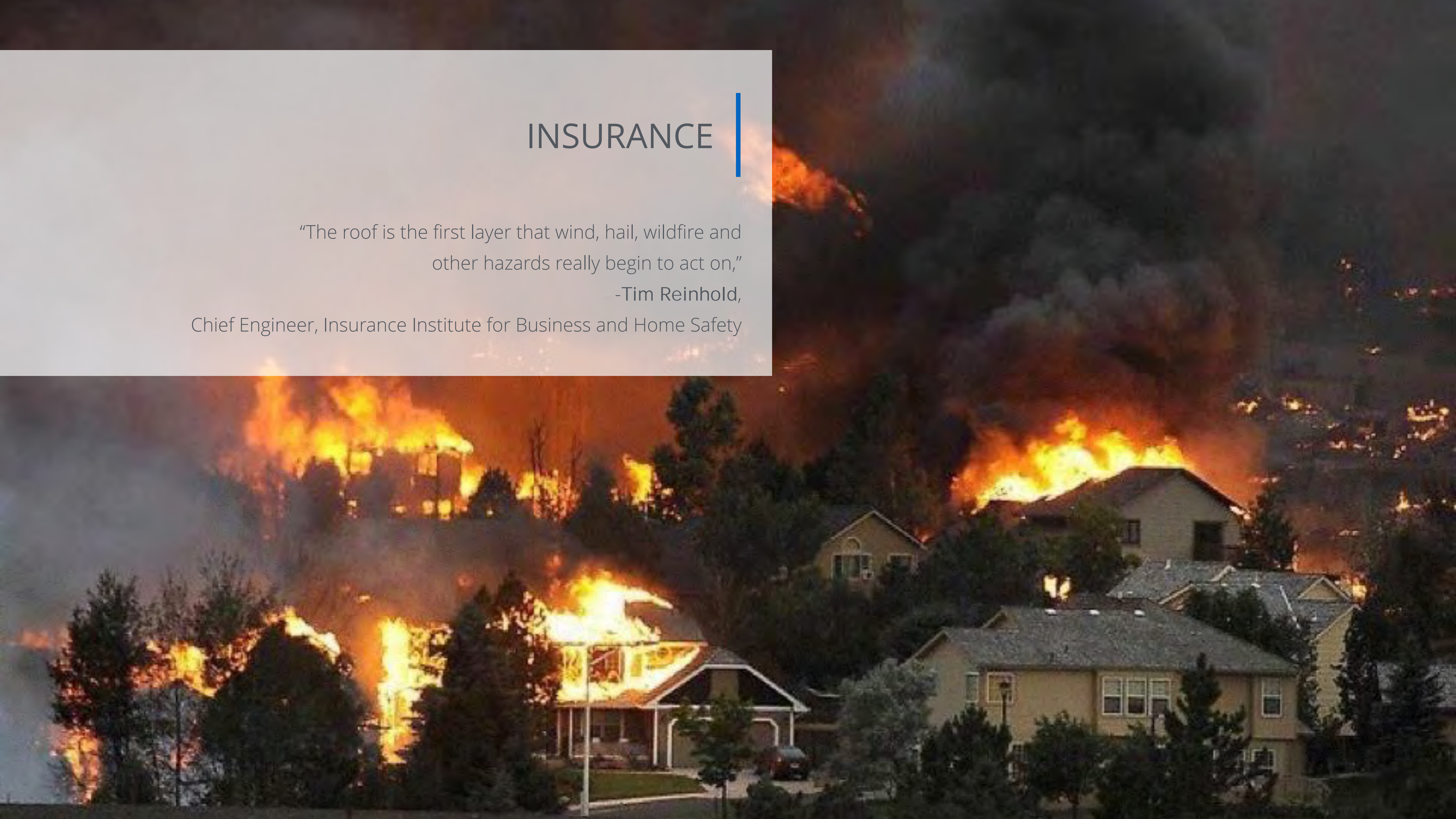


SUSTAINABILITY

- Energy needs continue to grow while there is a global initiative to reduce carbon emissions associated with creating that energy.
- Metal roofing is one of the most sustainable roofing materials available today - many panels are 100% recyclable.

INSURANCE

“The roof is the first layer that wind, hail, wildfire and other hazards really begin to act on,”
-Tim Reinhold,
Chief Engineer, Insurance Institute for Business and Home Safety



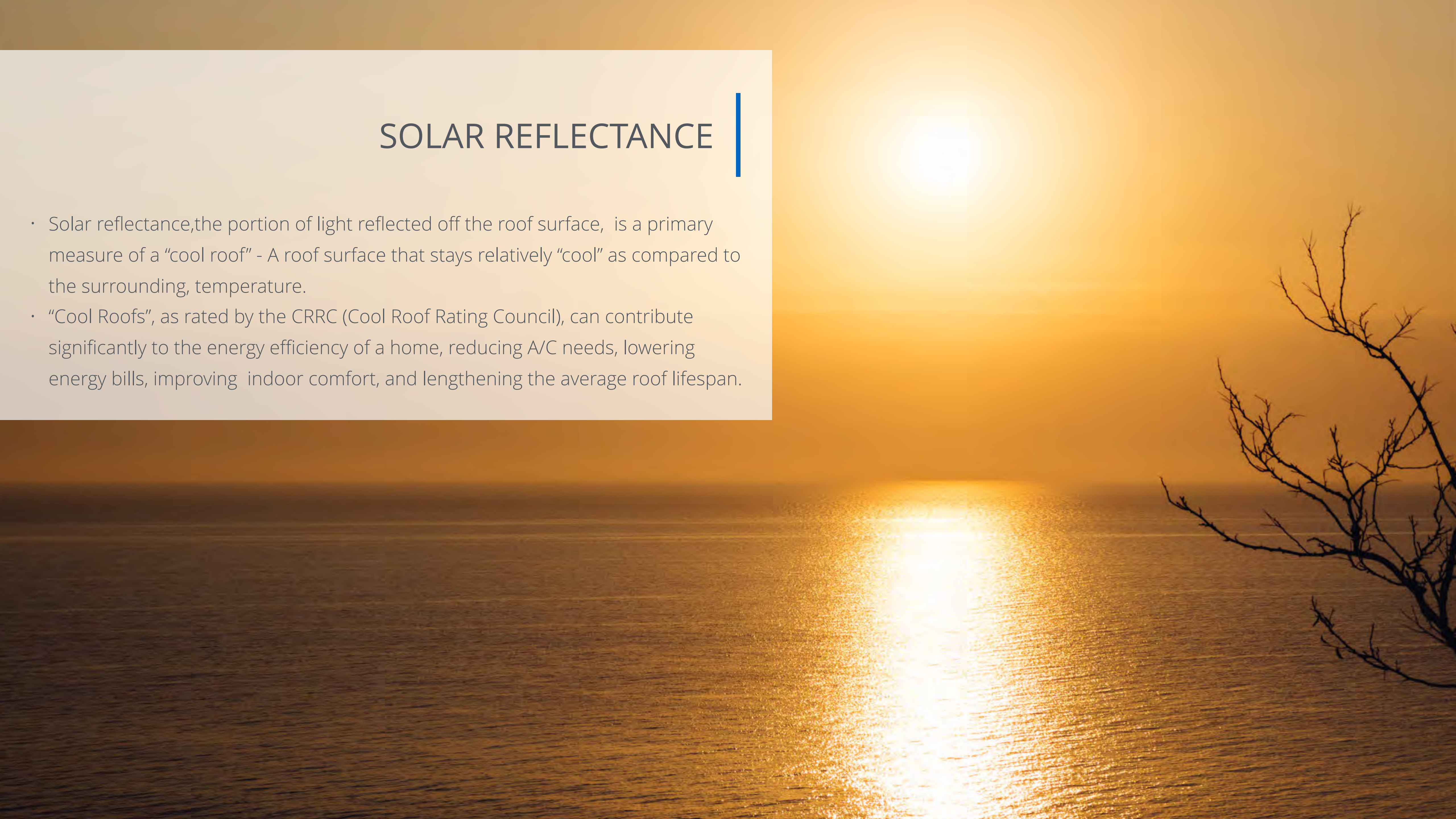
A photograph of a garden scene featuring a rainwater collection system. On the left, a grey metal downspout is attached to a wall, with a small metal spout at the bottom pouring a stream of water into a large, dark-stained wooden rain barrel. The barrel is made of vertical wooden planks and has two horizontal metal bands. The background is a lush garden with various plants, including tall red and yellow flowers, green foliage, and a tree in the distance. The lighting is bright, suggesting a sunny day.

WATER QUALITY

- Roofing material has a measurable impact on the quality of water from rooftop runoff, as the material elements can leach into rainwater.
- Metal roofs are commonly preferred for collecting rainwater for domestic, non-potable use.

SOLAR REFLECTANCE

- Solar reflectance, the portion of light reflected off the roof surface, is a primary measure of a “cool roof” - A roof surface that stays relatively “cool” as compared to the surrounding temperature.
- “Cool Roofs”, as rated by the CRRC (Cool Roof Rating Council), can contribute significantly to the energy efficiency of a home, reducing A/C needs, lowering energy bills, improving indoor comfort, and lengthening the average roof lifespan.





2 | Why Matterhorn®?

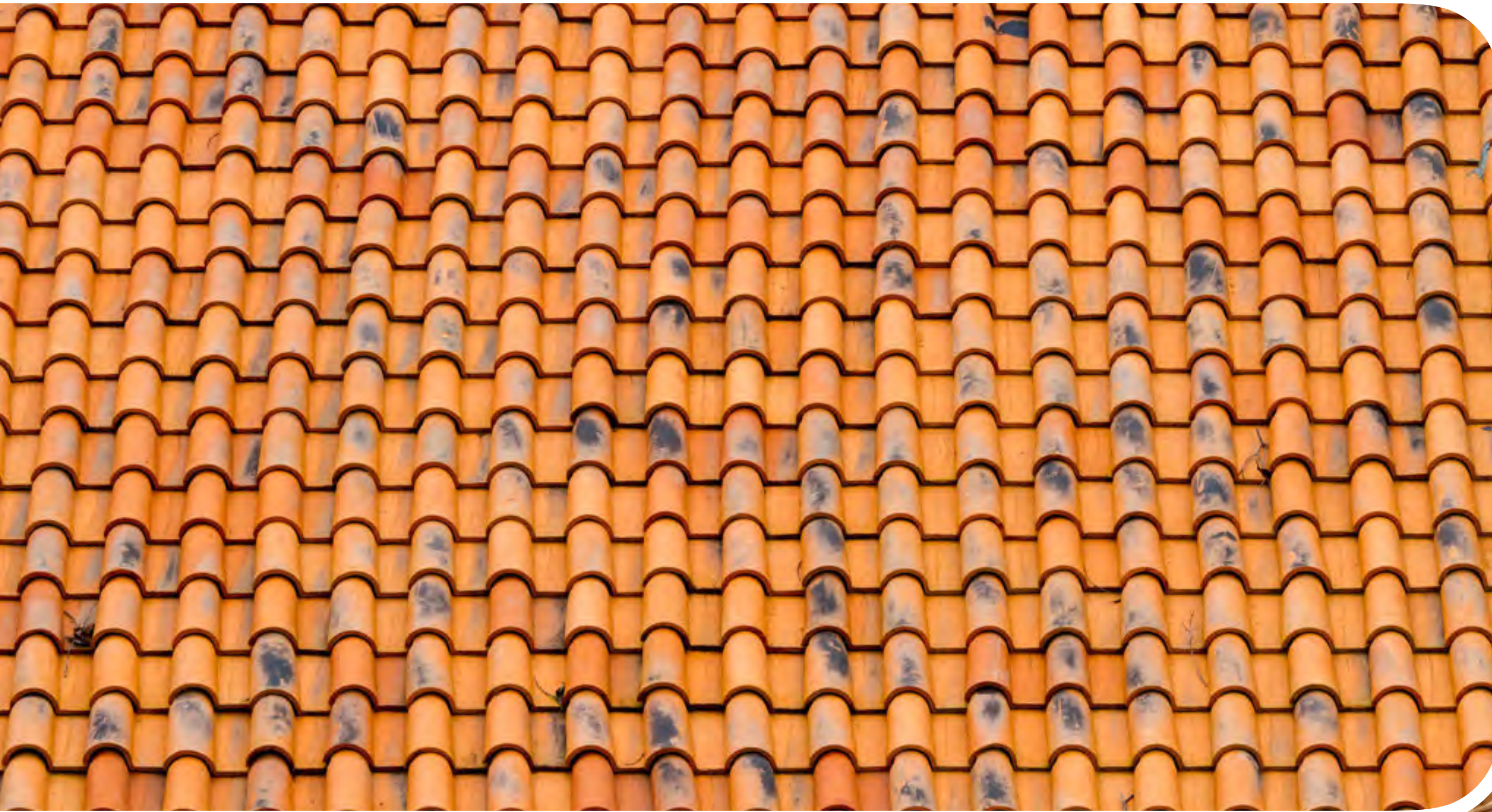
INTRODUCTION



Why Choose Matterhorn®?

Timeless look and strength of natural materials without the cost and weight.

Materials and designs that add prestige and character to a home with the performance of metal.



CLAY TILE

- 700-1100 lbs. per square
- Color pigment is on the surface only, so color fade is common
- Susceptible to cracking & chipping from walking, hail, falling tree limbs
- Not ENERGY STAR or CRRC rated for energy efficiency
- Costly installation



MATTERHORN METAL ROOFING - CLAY

- 98 lbs. per square
- Fade-resistant PVDF paint system
- Class 4 Impact Resistance Rating - the highest rating available
- 8 ENERGY STAR & CRRC rated colors
- 22 x 48 panel size allows for quick install
- Available in 2 and 4-course options with hidden fasteners for quick installation





NATURAL SLATE

- 600-800 lbs. per square
- May require extra structural support to install
- Susceptible to cracking & chipping from walking, falling tree limbs
- Not ENERGY STAR or CRRC rated for energy efficiency
- Costly installation
- Requires periodic repair maintenance

MATTERHORN METAL ROOFING - SLATE

- 96 lbs. per square
- No additional structural support required
- Class 4 Impact Resistance Rating - the highest rating available
- 2 ENERGY STAR & CRRC rated colors available
- 22 x 48 panel size allows for quick install
- Maintenance free





WOOD SHAKE

- 20-25 year average lifespan
- Requires ongoing maintenance to prevent insects, mold, algae, and rot
- Susceptible to rot, splits, and cracks
- Not ENERGY STAR rated
- Most shakes unrated for fire safety codes
- Not recyclable



MATTERHORN METAL ROOFING - SHAKE

- 96 lbs. per square
- 50+ year lifespan
- Maintenance free
- Class 4 Impact Resistance
- 4 ENERGY STAR & CRRC rated colors available
- Class A Fire Rating
- 100% recyclable



ROOFING COMPARISON

	MATTERHORN®	CLAY TILE	WOOD SHAKE	NATURAL SLATE
Annual Maintenance \$	\$0	\$1,500	\$1000	\$1,500
Insurance Discount	YES	NO	NO	NO
ENERGY STAR® Rated	YES	NO	NO	NO
Algae Resistant	YES	NO	NO	NO
Impact Resistance	YES	NO	NO	NO
Lightweight	YES	NO	NO	NO
Warranty	Lifetime	Varies	Limited	Limited



3 | Matterhorn[®] Performance

FORM, MEET FUNCTION.

STRONGER THAN STEEL.

Multiple layers of protective coatings are applied to each Matterhorn® Metal Roofing Shake, Slate, and Tile panel. These coatings create a self-healing surface and the result is a metal roofing product that is quite literally, **stronger than steel.**

Each Matterhorn Panel is made of:
**DDS High Performance
Carbon Tech 90™**

Clear Coat

Tri-Pigment Reflective Technology®
Featuring a PVDF Paint System and ENERGY STAR® rated Cool Roof Technology.

Zinc Phosphate
An additional anti-corrosive layer that provides a superior bond for the paint system.

Thermally Deposited
Anti-Corrosive G90 Coating

DDS High-Performance
Steel Alloy

Solid Painted Back
Every surface is covered.

ENERGY EFFICIENT



A DIFFERENCE YOU CAN FEEL

Energy efficiency can amount to major savings in energy costs. Matterhorn's ENERGY STAR® qualified products reflect more of the sun's rays. **This can lower roof surface temperature by 50-70°F**, decreasing the amount of heat transferred into a building.

As a result, Matterhorn® can help reduce the amount of air conditioning needed in buildings, and can reduce peak cooling demand by 10-15%.

SUSTAINABLE



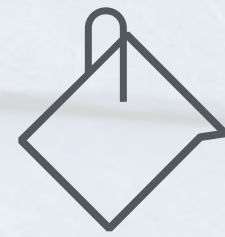
A RESPONSIBLE CHOICE

Matterhorn® panels have between 25% and 50% recycled content. This level of recycled content allows metal roofing to be routinely included on listings for “green” and recycled content products.

All Matterhorn metal roofing is
100% recyclable.



FADE RESISTANT PAINT



COLOR THAT WON'T FADE

Matterhorn® roofs are painted with a high performance Valspar® paint system, the same specialty material used on bridges and skyscrapers. It is specifically engineered for fade resistance to last a lifetime.

Each Matterhorn panel has multiple advanced polymer coatings used over the metal substrate. That, along with the modern metallic alloys, provides outstanding rust resistance.



SOLAR REFLECTANCE



COOL ROOF TECHNOLOGY

Matterhorn's Tri-Pigment Reflective Technology turns a normal metal roof into one that **can reflect up to 66% of the sun's rays**. This can dramatically reduce your home's total energy cost and carbon footprint - your home won't need to work so hard to stay cool, meaning you'll use less energy.

All of Matterhorn® Shake and Tile colors, and two of Matterhorn's Slate colors are ENERGY STAR rated.

EXTREME TESTING



130 MPH WIND RATING

Rated for winds up to 130 mph, Matterhorn® panels are more durable than many other materials including wood shake and natural slate.



CLASS 4 IMPACT RESISTANCE

Matterhorn® metal Roofing has Class 4 Impact Resistance Rating - the highest rating possible and is tested to UL2218.



CLASS A FIRE RATING

Metals like steel are famously non-combustible, and provide great protection from external fires. All Matterhorn® profiles have a Class A Rating.



4 | Matterhorn® Design

NATURAL BEAUTY



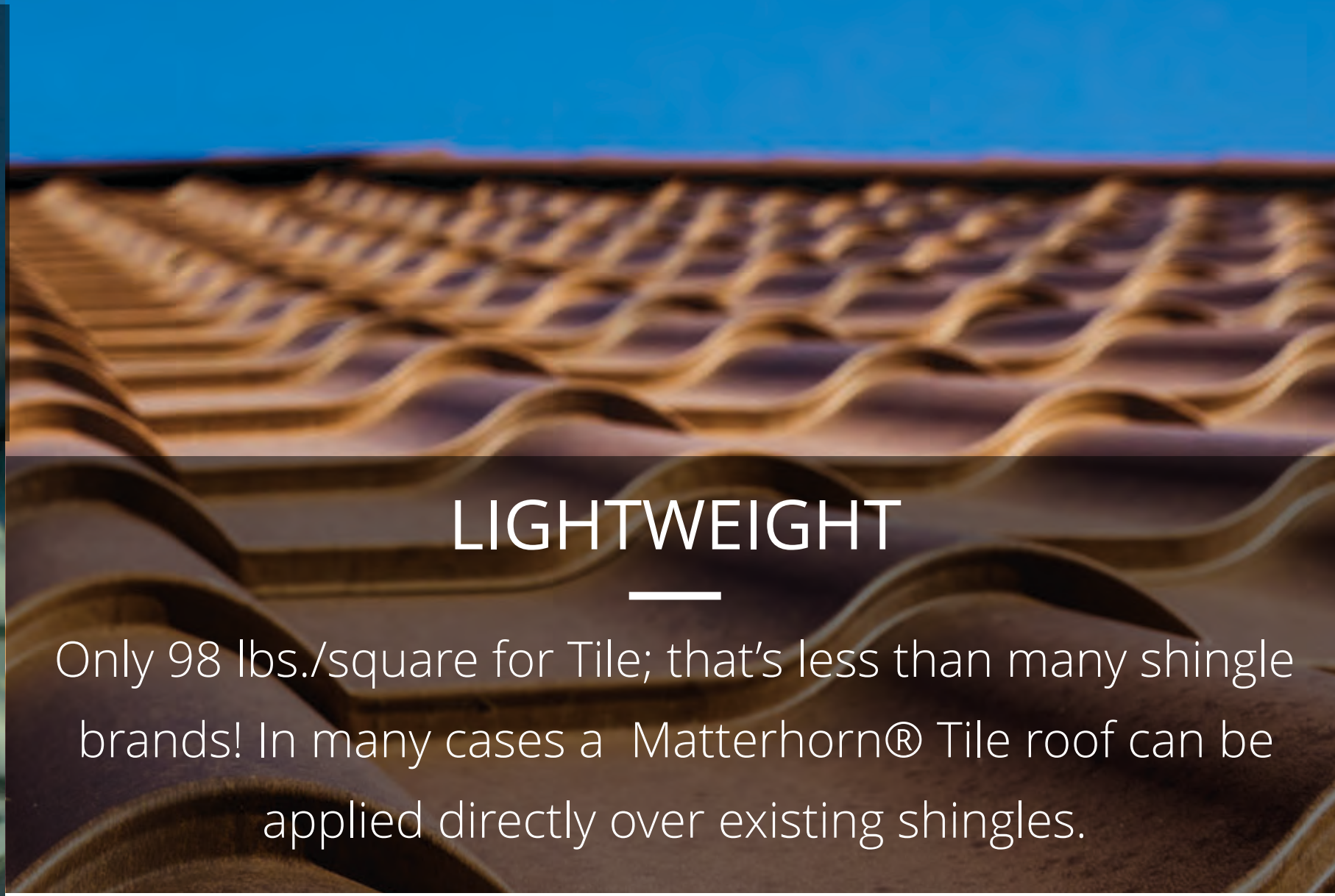
COLOR

Eight colors make up our Tile line. Traditional and contemporary colors come together for a hue that will complement any style home.



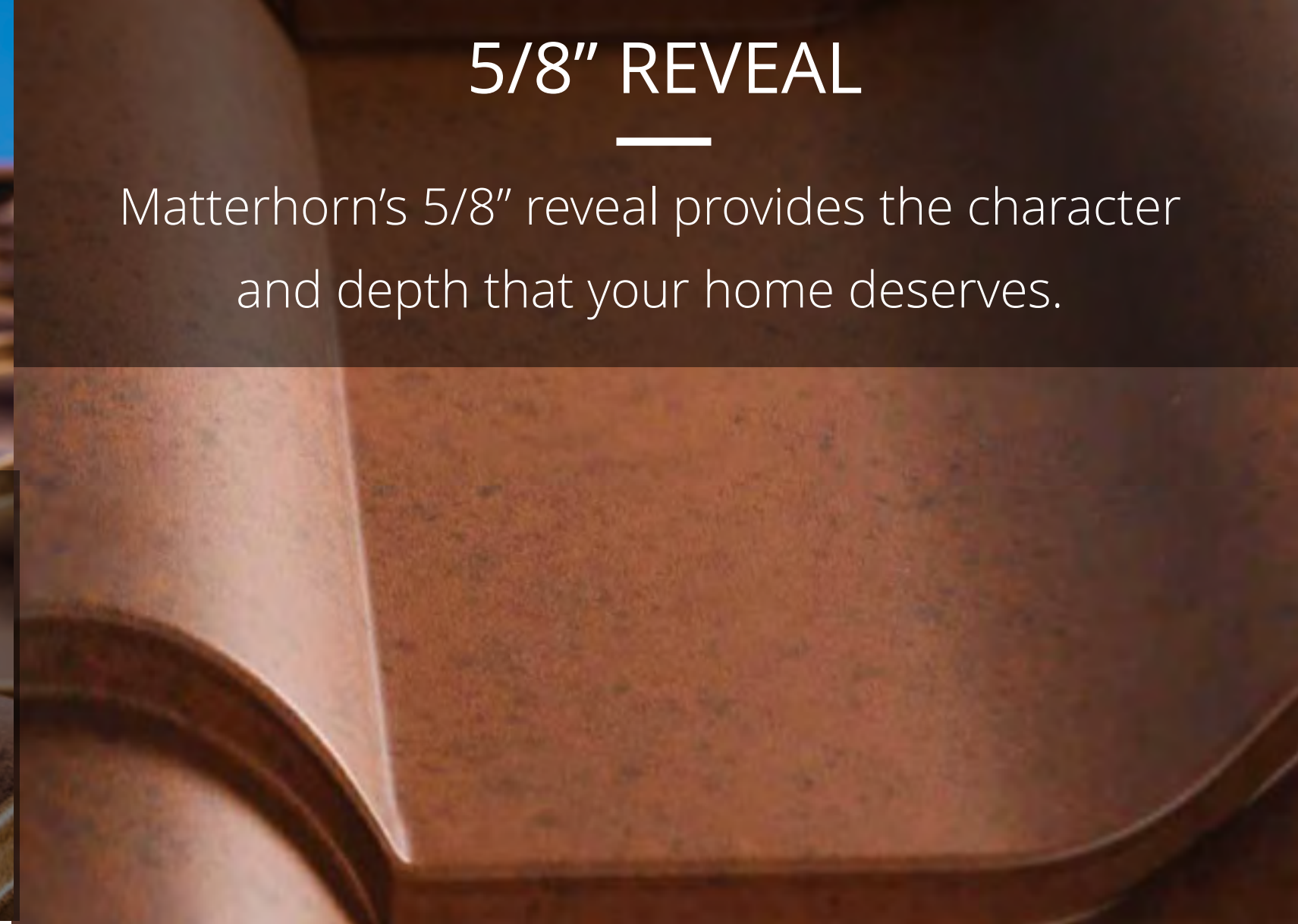
LIGHTWEIGHT

Only 98 lbs./square for Tile; that's less than many shingle brands! In many cases a Matterhorn® Tile roof can be applied directly over existing shingles.



5/8" REVEAL

Matterhorn's 5/8" reveal provides the character and depth that your home deserves.



TILE

Expertly curated, our metal tile panels are hyper-realistic, mimicking the look and feel of clay tile roofing.



CONCEALED FASTENING SYSTEM

Attached with a tongue and groove fit.



STYLE

Tile isn't just for southwestern style homes anymore.

TILE



Weathered Canyon

Initial Solar Reflectivity: 0.25
Measured Initial Emissivity: 0.89
Panel Size: 20 5/8" x 48"
Thickness: .019"



Brick Blend

Initial Solar Reflectivity: 0.26
Measured Initial Emissivity: 0.89
Panel Size: 20 5/8" x 48"
Thickness: .019"



Weathered Sequoia

Initial Solar Reflectivity: 0.28
Measured Initial Emissivity: 0.89
Panel Size: 20 5/8" x 48"
Thickness: .019"



Tuscan Stone

Initial Solar Reflectivity: 0.27
Measured Initial Emissivity: 0.89
Panel Size: 20 5/8" x 48"
Thickness: .019"



Weathered Terracotta

Initial Solar Reflectivity: 0.29
Measured Initial Emissivity: 0.87
Panel Size: 20 5/8" x 48"
Thickness: .019"



Terracotta

Initial Solar Reflectivity: 0.32
Measured Initial Emissivity: 0.87
Panel Size: 20 5/8" x 48"
Thickness: .019"



Weathered Sage

Initial Solar Reflectivity: 0.30
Measured Initial Emissivity: 0.89
Panel Size: 20 5/8" x 48"
Thickness: .019"



Jade

Initial Solar Reflectivity: 0.29
Measured Initial Emissivity: 0.89
Panel Size: 20 5/8" x 48"
Thickness: .019"





 **MATTERHORN[®]**
METAL ROOFING

SHAKE



SHAKE

Shake panels designed from pencil sketches and custom paint to emulate the look and feel of real wood shake.

Patented engineering details include:
Water Channel, Elevation Changes, Shadow Bead Fold, EC2 Clip & Indent, and Chiseling/Embossing



COLOR

Select from four different shades, mimicking the stages in the life cycle of a cedar roof.



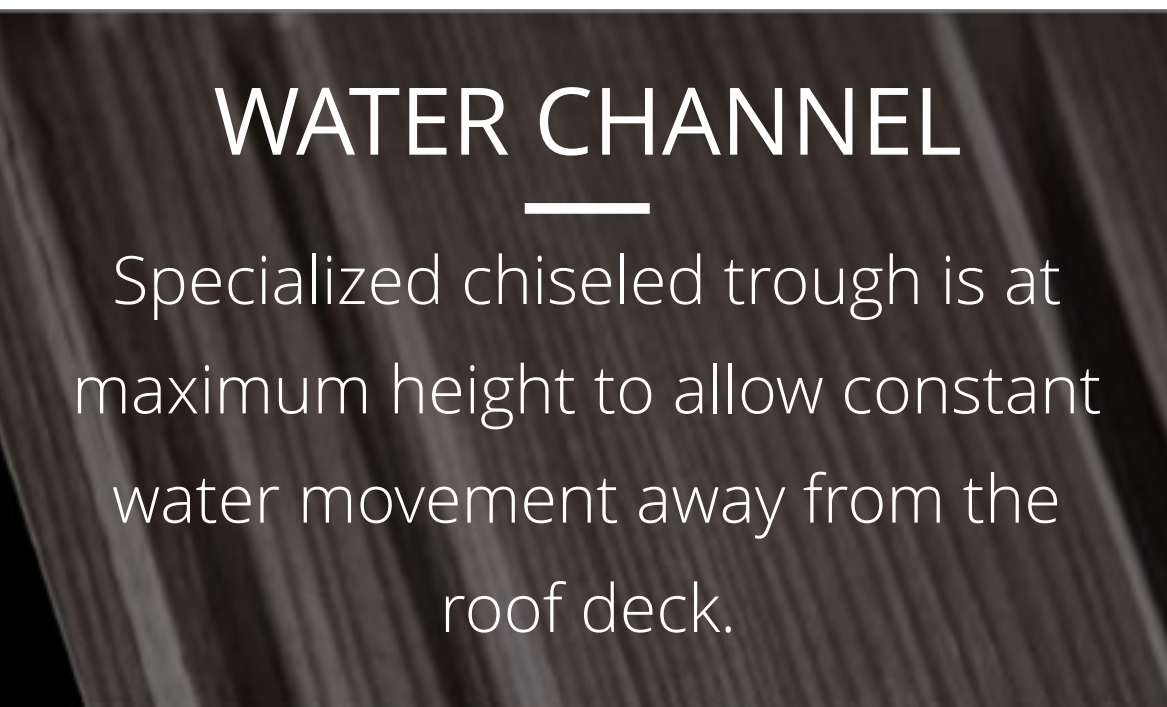
SHADOW BEAD FOLD

Placed where the shadow line would be on real wood shake when the wood shrinks up and creates a gap.



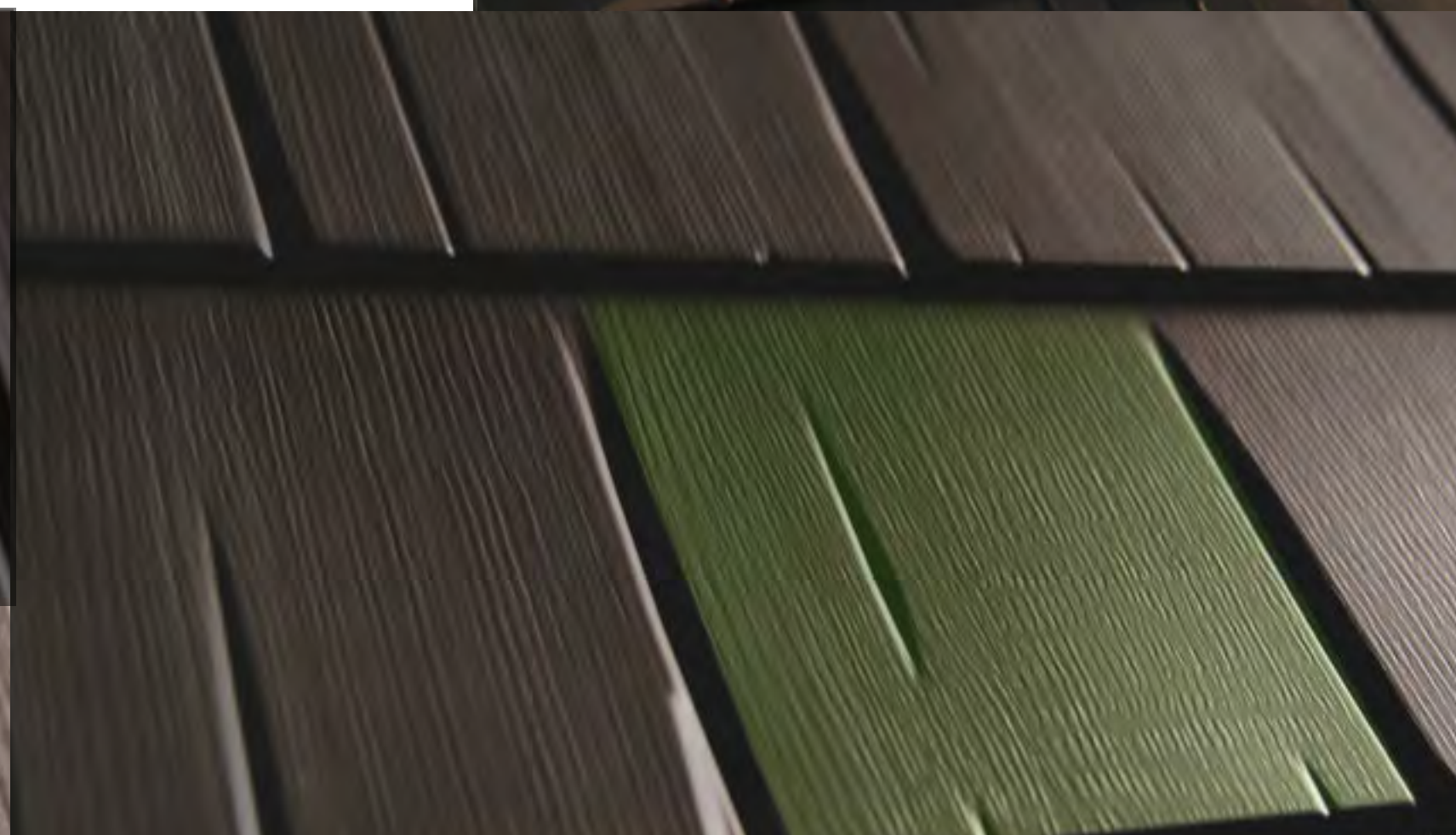
EC2 CLIP & INDENT

THE EC2 Clip is our four-point locking system secured with a patent-pending concealed clip. A special stamped pocket on each panel allows for proper, concealed placement clip.



WATER CHANNEL

Specialized chiseled trough is at maximum height to allow constant water movement away from the roof deck.



ELEVATION CHANGES

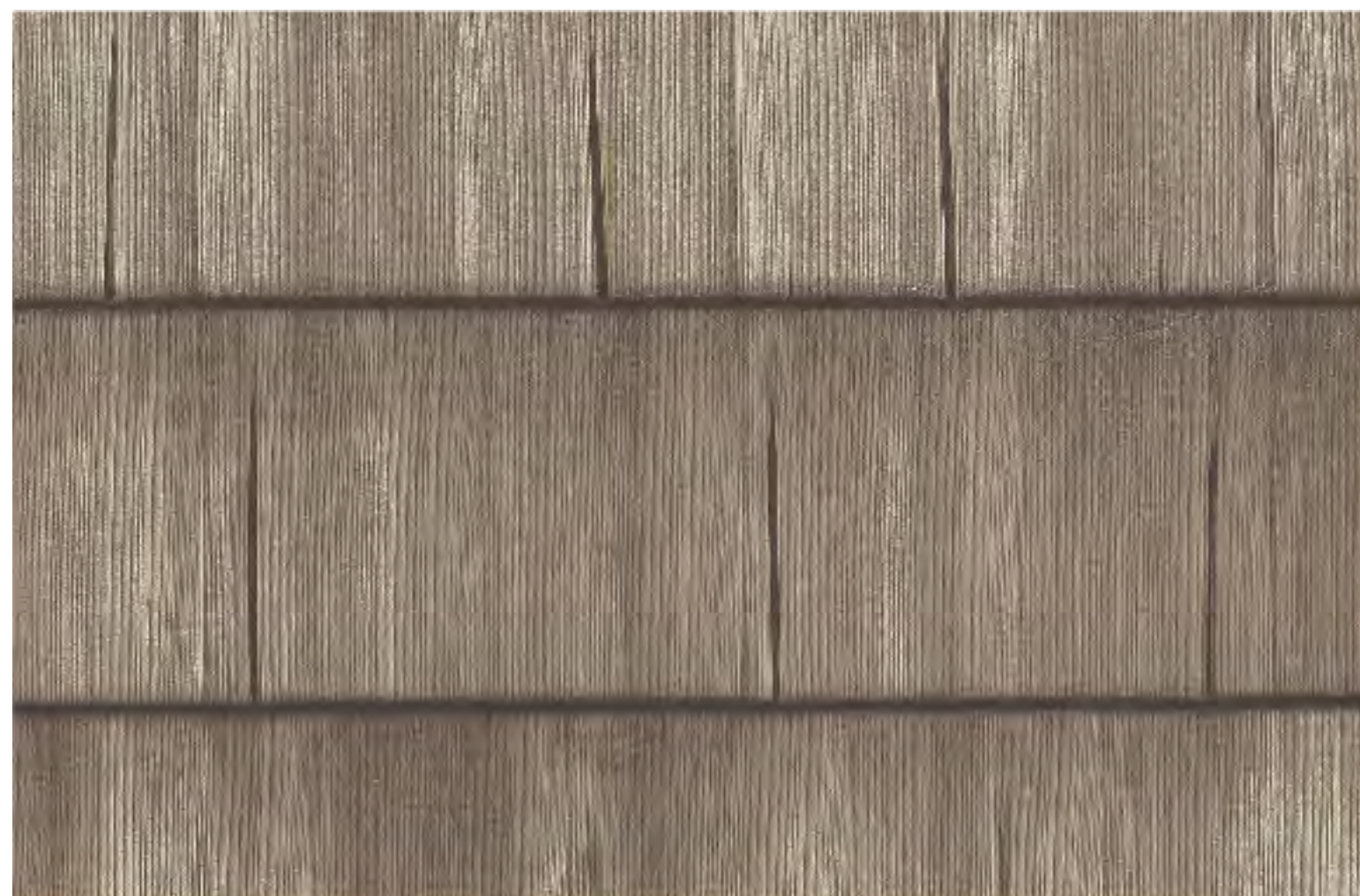
Eight separate elevation changes to replicate the irregularity of real wood shakes.



CHISELING & EMBOSSING

Chiseling and cracks are used to mimic the organic look of real

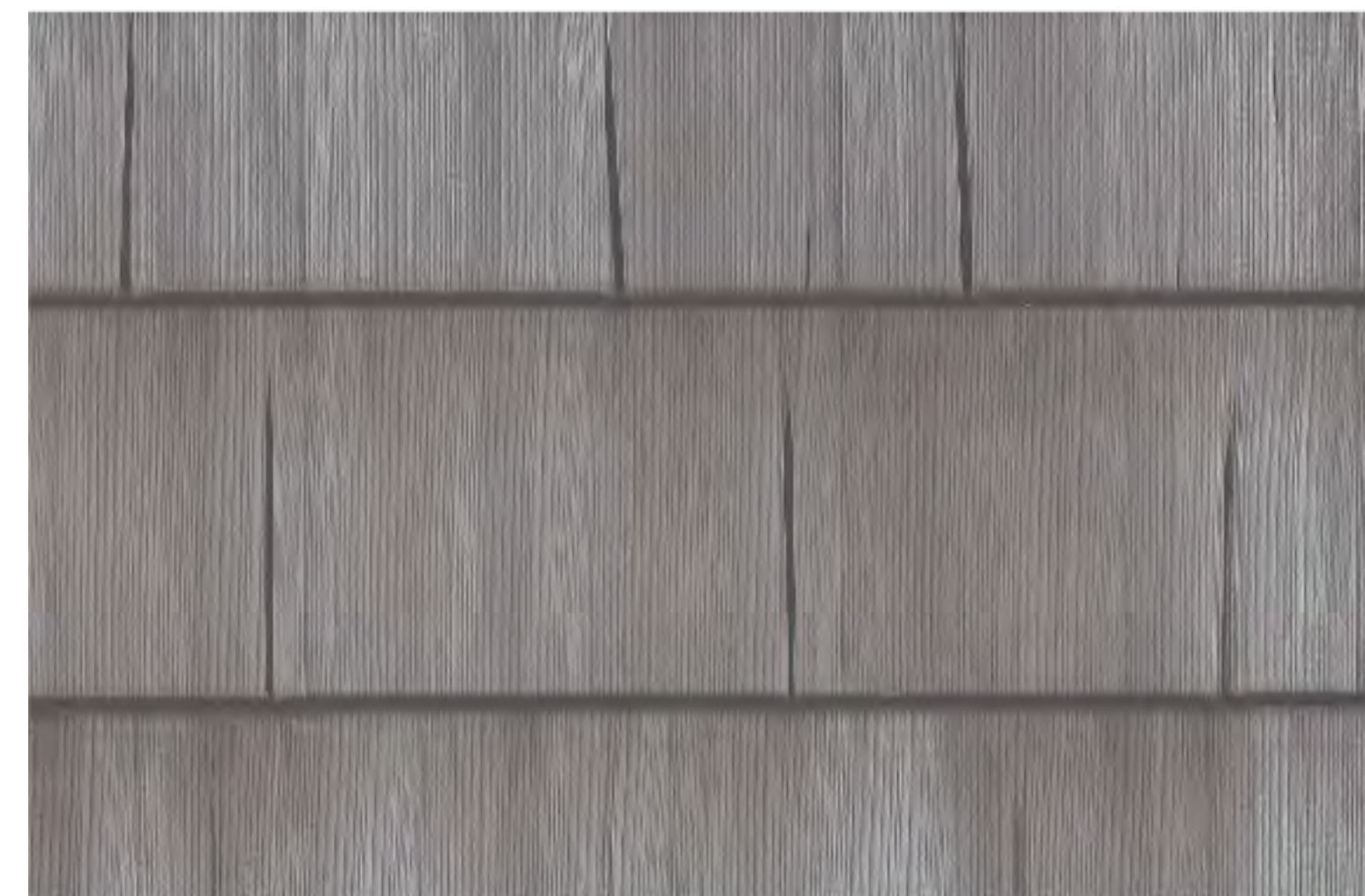
SHAKE



Cedar

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

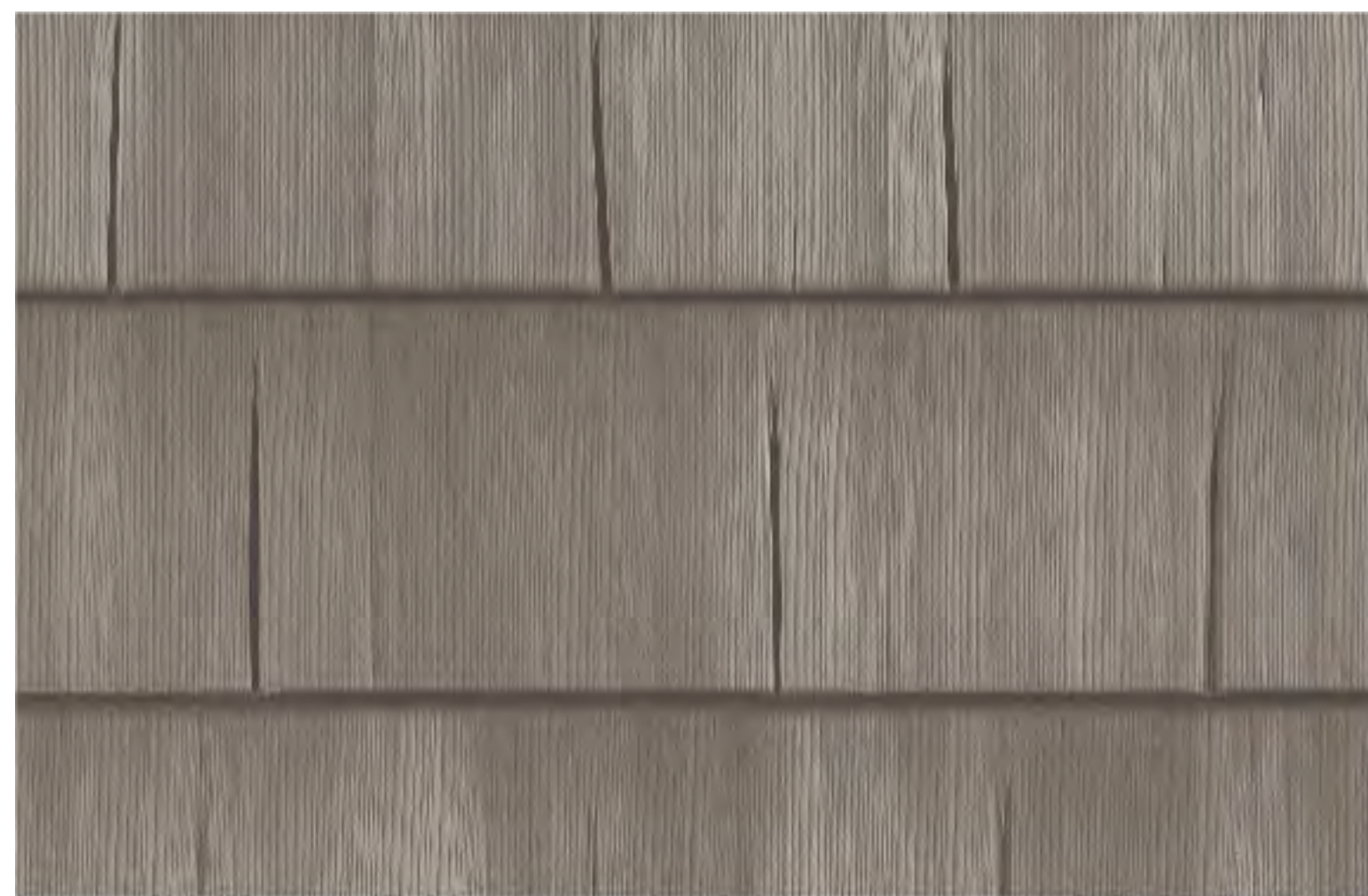
Initial Solar Reflectivity: 0.37
Measured Initial Emissivity: 0.88



Weathered Wood

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

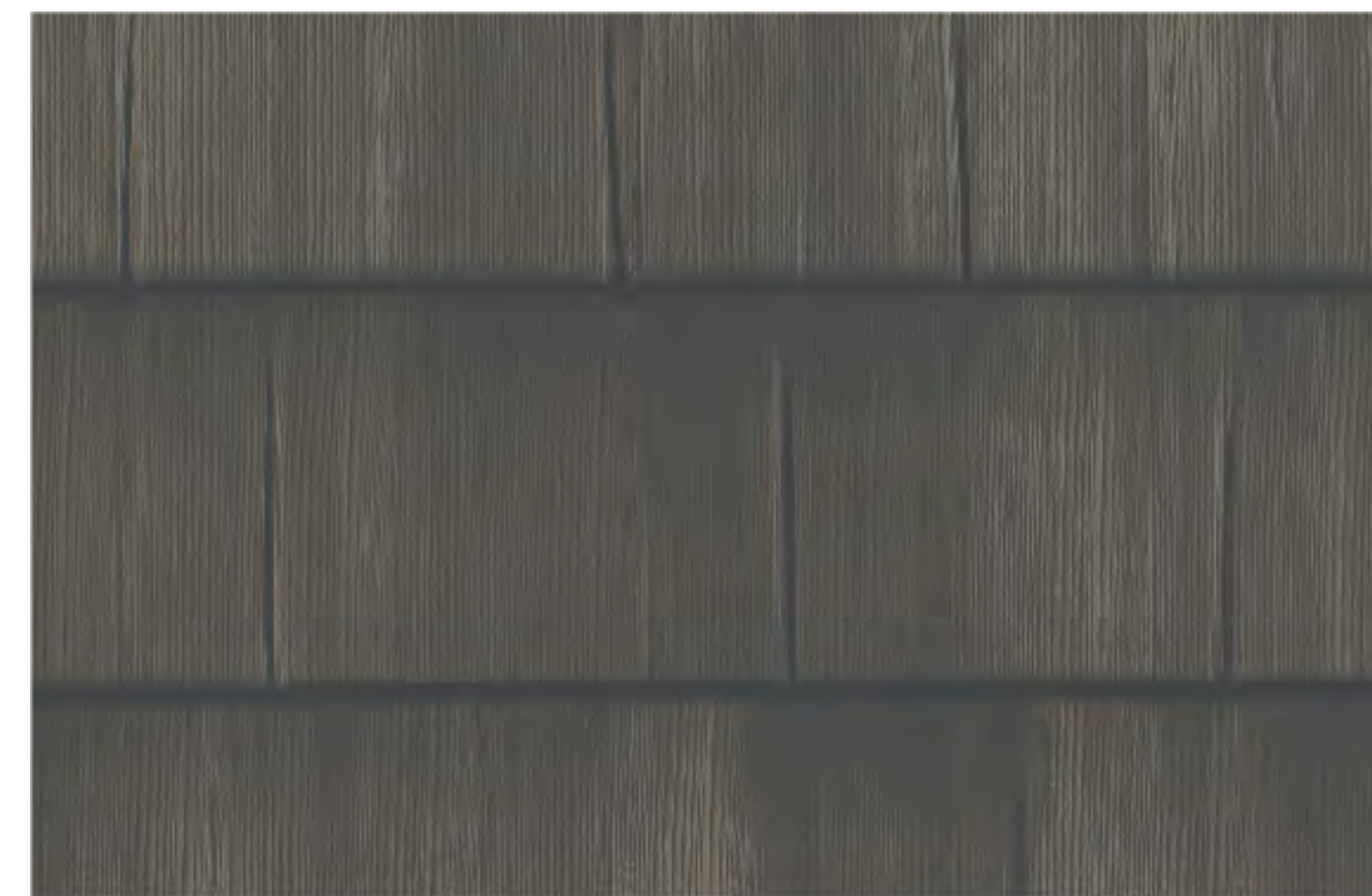
Initial Solar Reflectivity: 0.32
Measured Initial Emissivity: 0.88



Shorewood

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

Initial Solar Reflectivity: 0.35
Measured Initial Emissivity: 0.88



Timber Ash

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

Initial Solar Reflectivity: 0.26
Measured Initial Emissivity: 0.88

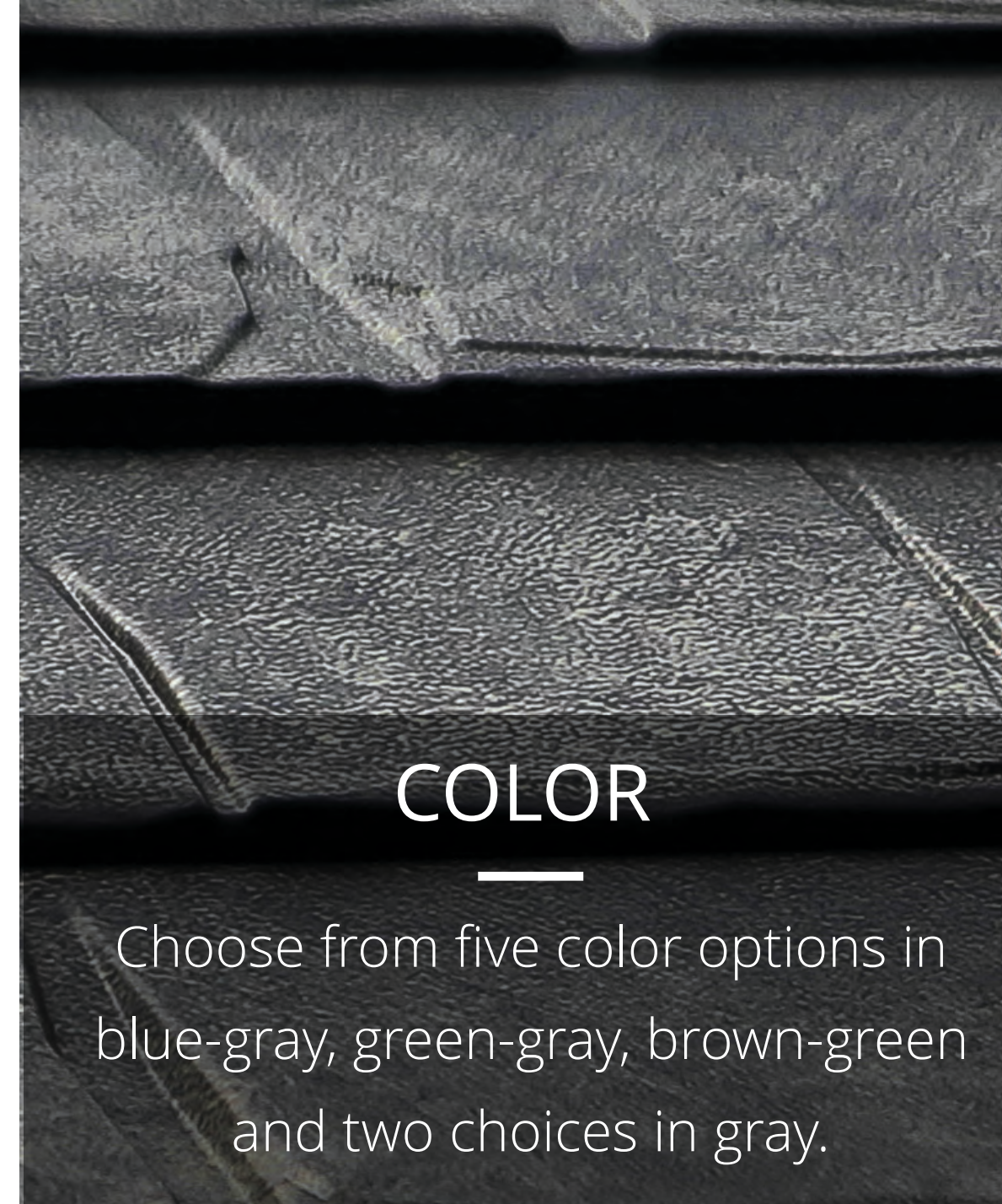




SLATE

Slate panels designed from pencil sketches and custom paint to emulate the look and feel of natural slate.

Patented engineering details include:
Water Channel, Elevation Changes, EC2 Clip & Indent, and
Chiseling/Embossing



COLOR

Choose from five color options in blue-gray, green-gray, brown-green and two choices in gray.

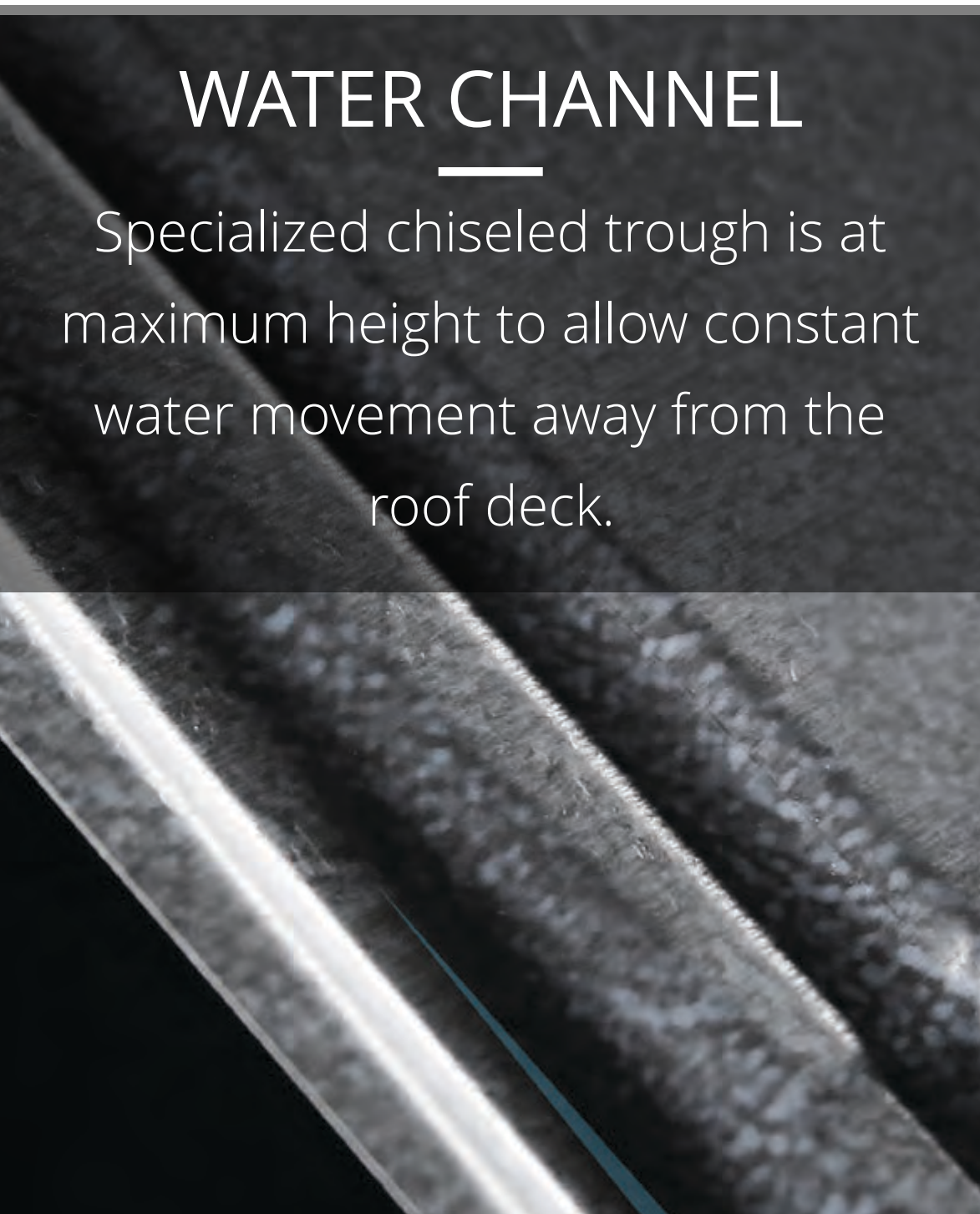


EC2 CLIP & INDENT

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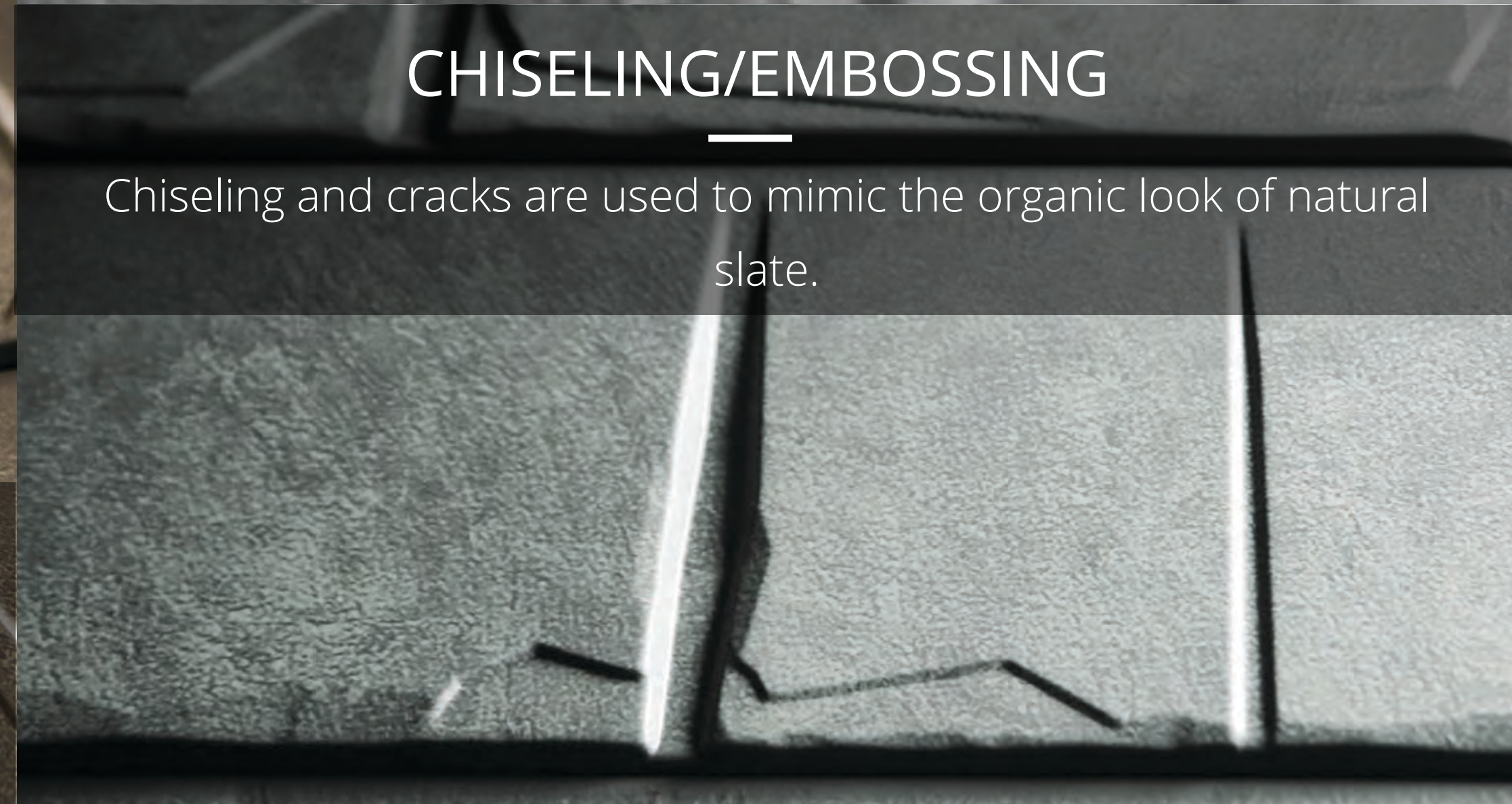
WATER CHANNEL

Specialized chiseled trough is at maximum height to allow constant water movement away from the roof deck.



ELEVATION CHANGES

Eight separate elevation changes to replicate the irregularity of natural slate.

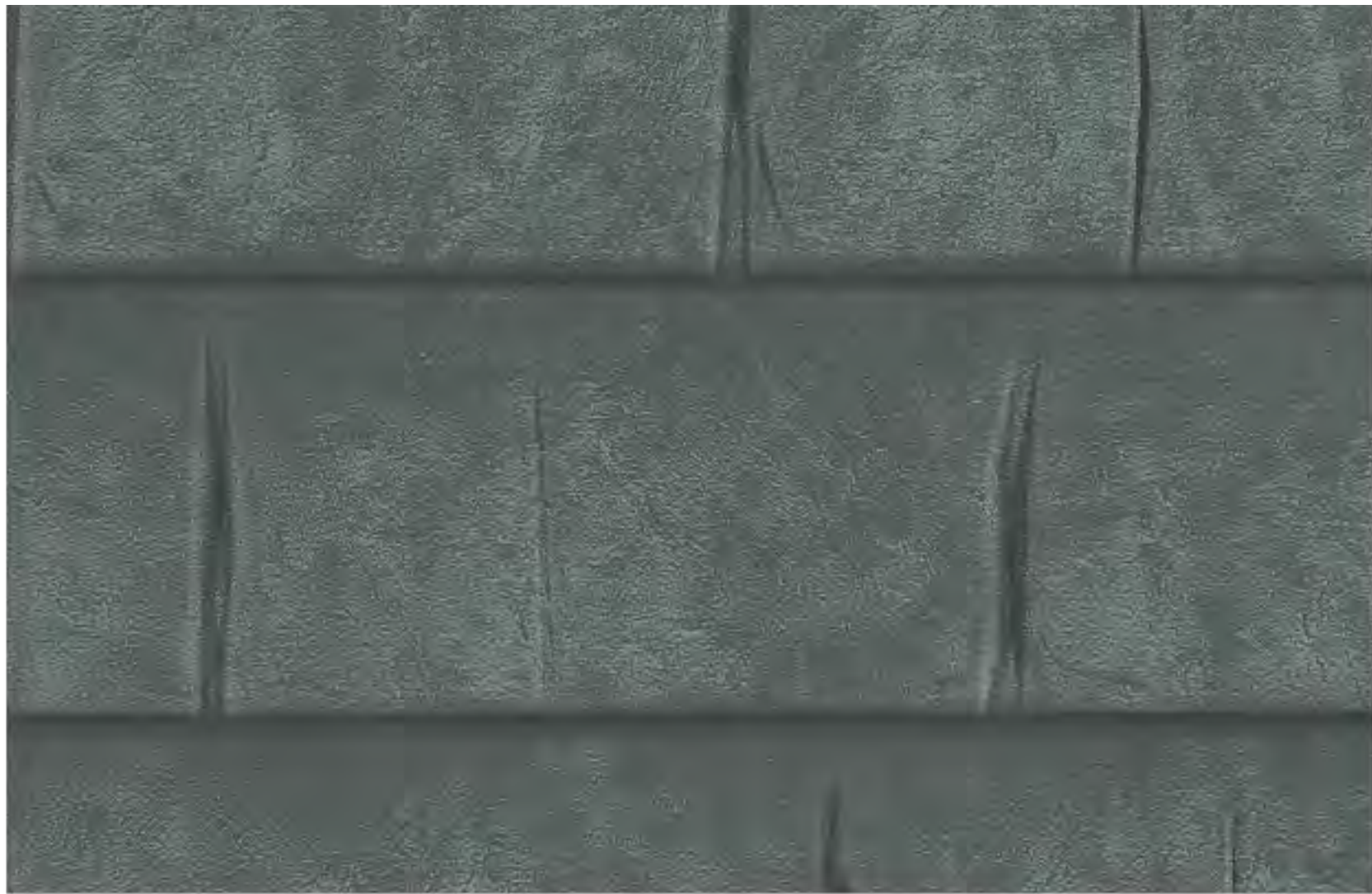


CHISELING/EMBOSSING

Chiseling and cracks are used to mimic the organic look of natural slate.



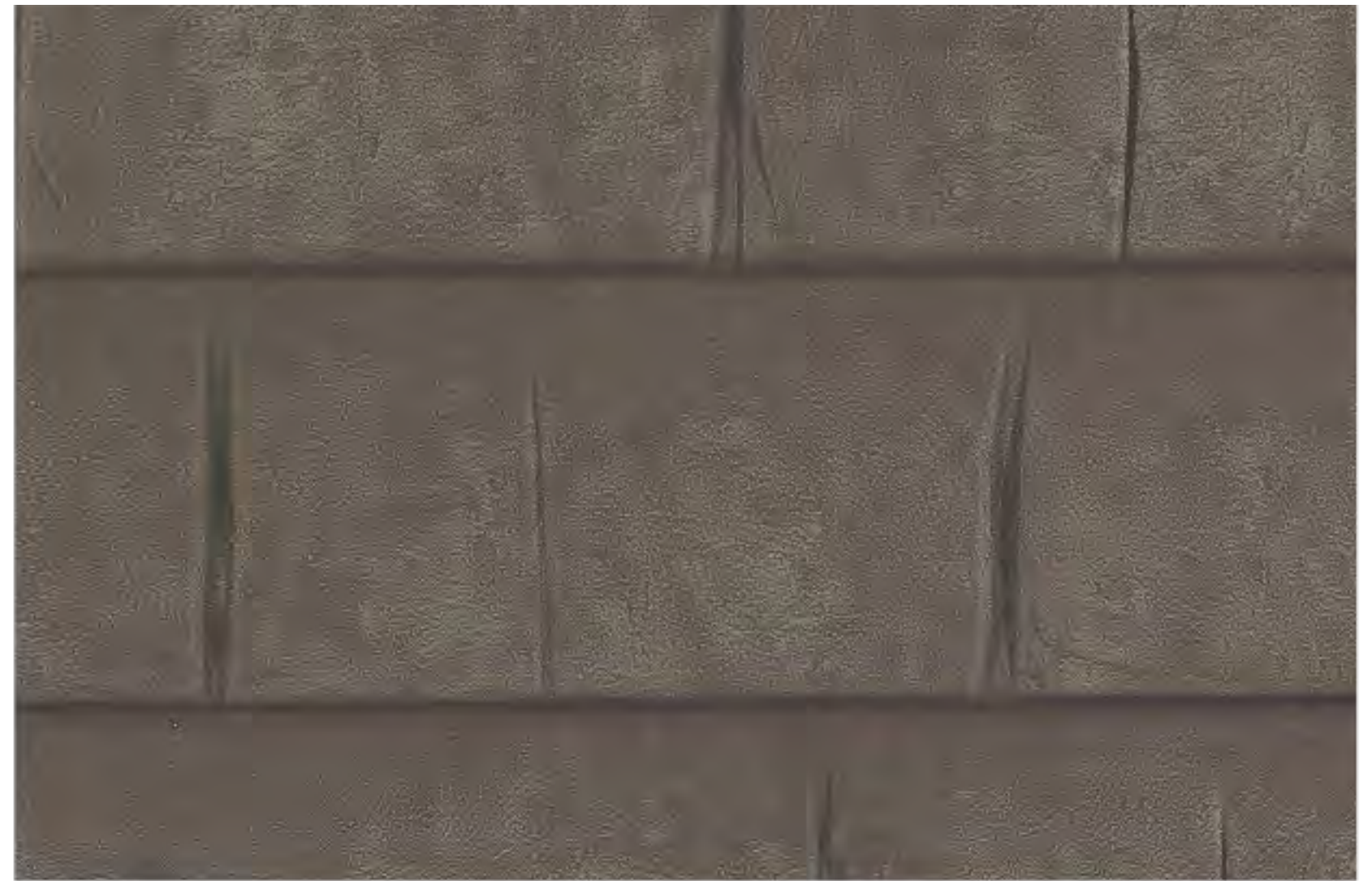
SLATE



Mountain Sage

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

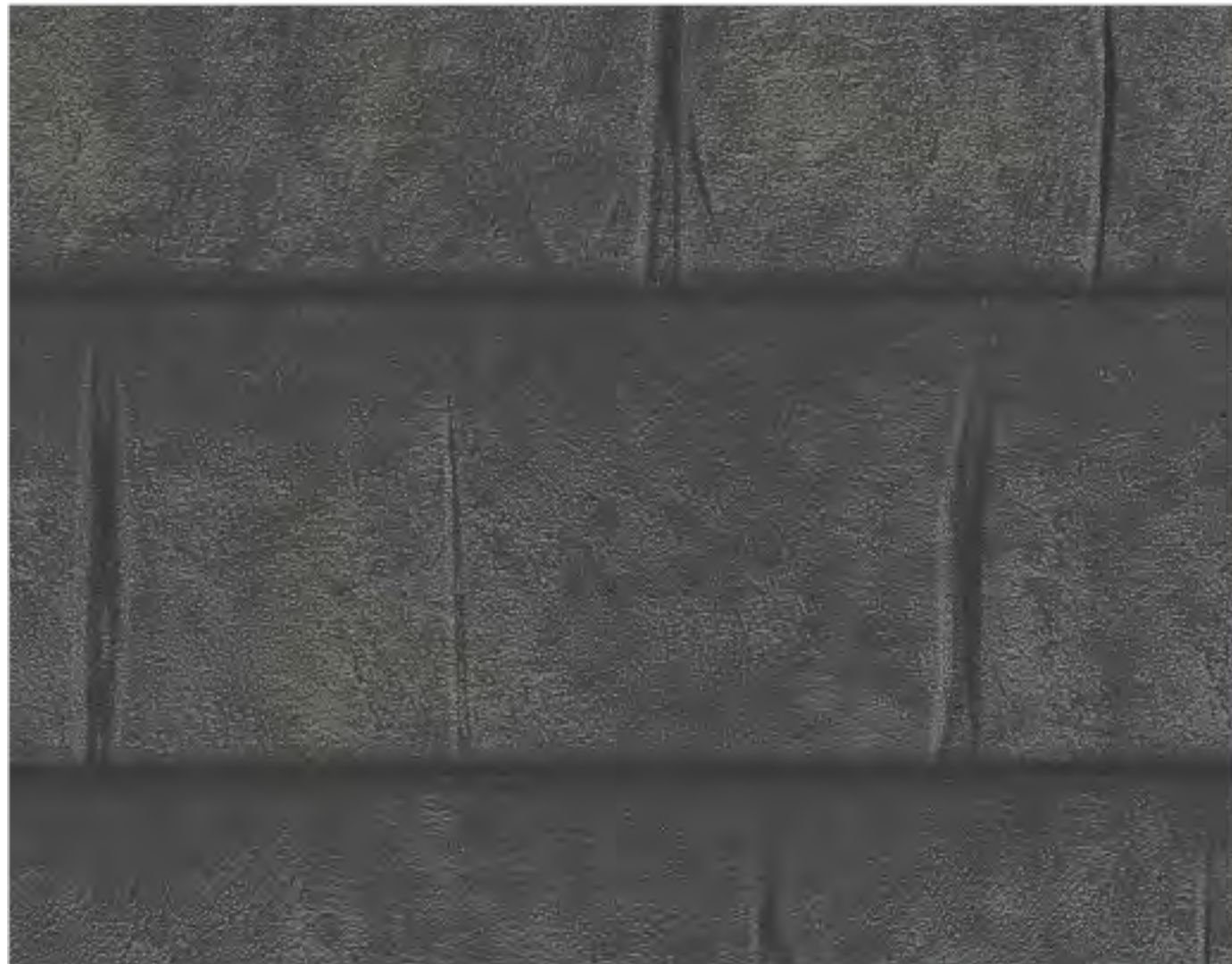
Initial Solar Reflectivity: 0.25
Measured Initial Emissivity: 0.87



Brownstone

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

Initial Solar Reflectivity: 0.26
Measured Initial Emissivity: 0.88



Castle Gray

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

Initial Solar Reflectivity: 0.23
Measured Initial Emissivity: 0.88



Colbalt

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

Initial Solar Reflectivity: 0.23
Measured Initial Emissivity: 0.88



Storm Slate

Panel Size: 22 1/8" x 47.5"
Thickness: .016"

Initial Solar Reflectivity: 0.06
Measured Initial Emissivity: 0.88



5 | Inspiration

STRENGTH | BEAUTY | SUSTAINABILITY | LONGEVITY

























