



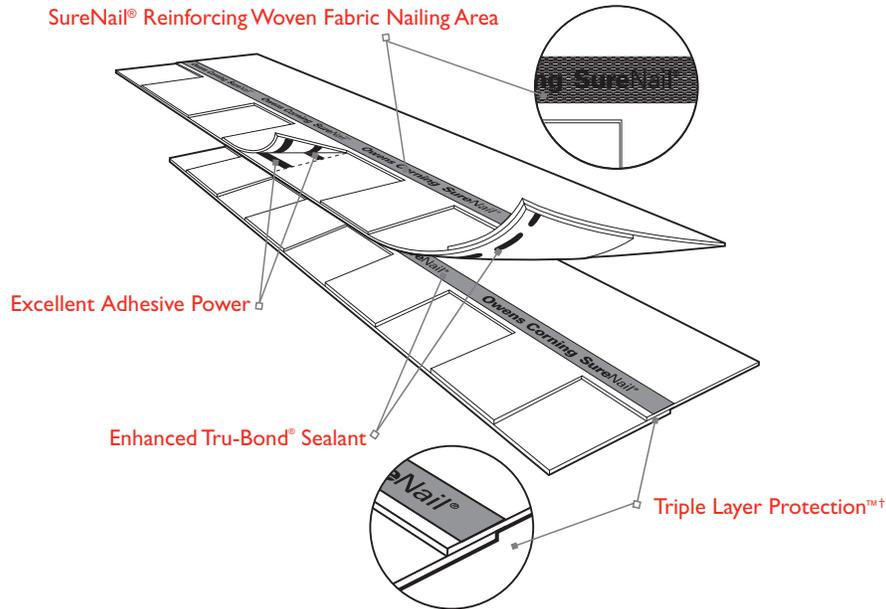
INNOVATIONS FOR LIVING®



# TALKING POINTS

## TruDefinition™ DURATION® SERIES SHINGLES

with New SureNail® Technology



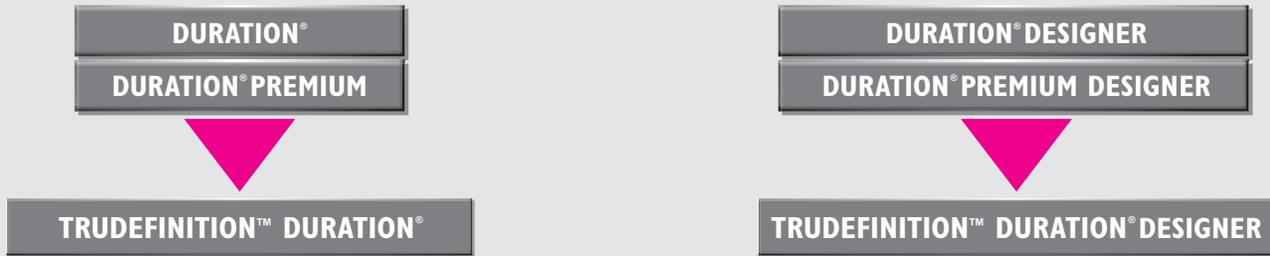
### FEATURES AND BENEFITS

<p><b>New SureNail® Fabric Strip</b></p>	<p>Provides a selling advantage offering tangible product differences</p> <ul style="list-style-type: none"> <li>- A tough woven engineered reinforcing fabric for the nailing strip.</li> </ul> <p><b>Promotes fast, easy and consistent nail gun fastening</b></p> <ul style="list-style-type: none"> <li>- A reinforced nailing area that promotes easy, fast, and consistent nail gun fastening.</li> </ul> <p><b>Excellent lay flat</b></p> <ul style="list-style-type: none"> <li>- These new features help improve the speed of quality installation and maintain the lay flat characteristics of the current Duration® Series product line.</li> </ul>
<p><b>Triple Layer Protection™</b></p>	<p><b>Excellent fastener holding power</b></p> <p>A unique "triple layer" of reinforcement when the new <i>SureNail</i> fabric overlays the common bond of the laminate layers.</p>
<p><b>Blow-Through Resistance</b></p>	<p><b>Can result in less call backs</b></p> <p>Ongoing contractor feedback** has told us that setting new industry benchmark standards for blow-through resistant shingles would be a highly valued attribute.</p>
<p><b>Nail-Pull Resistance</b></p>	<p><b>Resists forces that can tear the shingle away from the nail</b></p> <p>Contractors who have installed the new <i>SureNail</i> Technology design were very positive about the product enhancements with most rating the new <i>SureNail</i> Technology as a feature that allows the shingles to be clearly the best at resisting forces that could tear the shingle away from the nail.**</p>
<p><b>Enhanced Tru-Bond® Sealant</b></p>	<p><b>Grips tightly to the engineered fabric strip below</b></p> <p>An enhanced sealant formula that, in combination with the new <i>SureNail</i> strip, provides superior adhesion.</p>
<p><b>New Sealant Configuration</b></p>	<p><b>Easy shingle separation from the bundle</b></p> <p>A new sealant configuration that means less sticking in the bundle and easier removal of shingles from the package.</p>
<p><b>TruDefinition™ Aesthetics</b></p>	<p><b>More lively colors, enhanced curb appeal</b></p> <p>A high end premium look that gives homeowners the bold and lively aesthetics they desire at an attractive price.</p>

# Frequently Asked Questions

## What are the key changes to the Duration® Series product line?

As of February 1, 2012, we're streamlining our *Duration* and *Duration Designer* family of products from 4 to 2 shingle lines:



As a result, both *Duration Premium* and *Duration Premium Designer* product lines will be discontinued. Given the *Duration Series Shingle* line has a Limited Lifetime Warranty,\* customers will benefit by having these premium color blends at this attractive price point. In addition, two new designer colors will be added to the *TruDefinition Duration Designer Colors Collection* product line.

## Are current *Duration* products mixable with new *TruDefinition Duration* products?

No.

## Will wrappers change?

Yes, new graphics on the wrapper along with the “*TruDefinition*” designation to help insure that the products are not intermixed with old.

## What does the term “*TruDefinition*” mean?

*TruDefinition* is the term we use to describe our enhanced aesthetics on the *Duration Series Shingle* platform. This is achieved by taking a look similar to that of current *Duration Premium* and *Duration Premium Designer Shingles* and putting it on *Duration* products. It's offering the high-end appearance the market desires at a more affordable price point the market wants.

## What do you mean by “*TRIPLE LAYER PROTECTION™*?”

In the nailing zone, the reinforced fabric acts as a third layer of protection when it overlays the 2 layers of shingle in the common bond area. This triple layer of protection offers excellent fastener holding power.

## Where in the nail zone do you have *Triple Layer Protection*?

By design, *Triple Layer Protection* should be realized in about 85% of the *SureNail* strip or nailing zone. Due to manufacturing variations, you will from time to time, encounter shingles with less or more than this amount of *Triple Layer Protection*. Understand that in these limited cases, these shingles are not defective and are guaranteed to perform in accordance to our claims and warranties.

## If a contractor nails in the *SureNail* zone but doesn't hit a common bond area is the installation still in warranty?

As long as the fastener is in the *SureNail* nailing strip, and is not on a mansard application, the shingle will be properly applied.

## How did you enhance the sealant?

The “enhanced sealant” formula on new *TruDefinition Duration* products represents a formulation advancement that gives the material higher strength. This sealant, in combination with other elements of our shingle technology, allows for better bonding and resistance to high wind events.

## Will the enhanced sealant make repair jobs more difficult?

Our testing shows the products are repairable and should be no more difficult than existing *Duration Series Shingles*.

## Why are you going from solid to dashed sealant line?

Contractors have told us that they want the peace of mind of excellent shingle bond strength with a minimum of instances of bundle sticking. Our new enhanced sealant along with the dashed bead configuration allows the best of both worlds—excellent bond strengths and easy removal from the package; great performance while enabling installation speed.

## In terms of handling, is there anything difficult about *TruDefinition Duration Shingles* with new *SureNail Technology*?

The woven fabric tape is thicker and tougher than the old *SureNail Strip*. It is advisable to ensure that all cutting devices are sharp and there is a slightly quicker motion when pulling the roofing knife through the shingle. Using a consistent motion to cut through the shingle and the fabric is the best way—avoiding an upward motion.

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

\*\* Owens Corning Roofing & Asphalt “Voice of the Customer” research January, 2011.

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

Owens Corning Roofing And Asphalt, LLC.

Printed in U.S.A. December 2011. THE PINK PANTHER™ & ©1964–2011 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The color PINK is a registered trademark of Owens Corning. ©2011 Owens Corning.