Owens Corning to Showcase Shingle Performance at International Roofing Expo 2020

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TOLEDO, Ohio--(BUSINESS WIRE)--Roofing experts from Owens Corning (NYSE: OC), a global leader in insulation, roofing, and fiberglass composite materials, will showcase their shingle performance test findings, and feature a wide range of hands-on demonstrations, at their booth during the International Roofing Expo (IRE), Feb. 4-6, in Dallas.

Owens Corning researchers conducted tests [3] on the company’s Oakridge® and Duration® Series shingles, and competitors’ shingles, measuring the products’ ability to resist wind uplift; how often nails were over-driven through the shingle; and shingle layer separation during and after installation. All tests were in accordance with American Society for Testing and Materials criteria. ASTM is an international organization that develops and publishes voluntary consensus technical standards.

Oakridge® shingles, featuring a full double-layer in the nailing area, delivered up to two-times better nail pull-through resistance; up to seven times better nail blow-through resistance; and up to one-and-a-half times better resistance to shingle-layer separation, compared to competitors’ shingles with a wide, single-layer nailing zone. In those same tests, Duration® Series shingles, with SureNail® Technology and Triple Layer Protection®, delivered up to two-and-a-half times (pull-through resistance); nine times (nail blow-through resistance); and two times (shingle-layer separation) better performance than the competition.

“Oakridge® and Duration® Series shingles outperform competitors with wide, single-layer nail zones. We proved it in testing, and we will demonstrate our methods at IRE,” said Brian King, Vice President of Roofing Strategic Marketing at Owens Corning.

“That’s why Oakridge® and Duration® continue to be top-selling shingles and why Owens Corning is the most trusted brand in roofing.”

Owens Corning’s presence at IRE also will feature:

Duration FLEX® demonstrations:
Roofing contractors will have the opportunity to evaluate the strength and nail pull-through resistance, cold weather handleability, and the granule adhesion performance of Owens Corning’s newest shingle.

Build Your Roof™:[4]
Owens Corning’s new 3-D digital roof experience educates homeowners on the critical elements of the roof and gives homeowners more control of the re-roof experience than ever before.

Business Building Resources:[5]
Features collaboration from 15 business services partners who support Roofing contractors, each showcasing their innovative solutions.

ProSell™ App:[6]
New for 2020, Owens Corning is offering a QuickStart program to help contractors tap into the power of ProSell™ app by following five simple steps. The exclusive sign-up opportunity for contractors to join the ProSell™ app for free has been extended into June 2020.

Catch a Pacific Wave:[7]
Bringing an element of fun to the booth experience, Owens Corning will feature a surfboard photo experience and an opportunity to enter to win a custom California surfboard. The Owens Corning® 2020 Color of the Year, Pacific Wave, brings a fresh perspective to the roof, looking equally at home on a coastal beach house, modern farmhouse or stately colonial.

Synthetic Underlayment:[8]
Contractors will have the opportunity to see and feel how much tougher, safer, and water repellant synthetic underlayment is compared to felt paper.

About Owens Corning
Owens Corning is a global leader in insulation, roofing, and fiberglass composite materials. Its insulation products conserve energy and improve acoustics, fire resistance, and air quality in the spaces where people live, work, and play. Its roofing products and systems enhance curb appeal and protect homes and commercial buildings alike. Its fiberglass composites make thousands of products lighter, stronger, and more durable. Owens Corning provides innovative products and solutions
that deliver a material difference to its customers and, ultimately, make the world a better place. The business is global in scope, with operations in 33 countries. It is also human in scale, with 20,000 employees cultivating local and longstanding relationships with customers. Based in Toledo, Ohio, USA, the company posted 2018 sales of $7.1 billion. Founded in 1938, it has been a Fortune 500® company for 65 consecutive years. For more information, please visit www.owenscorning.com.

About International Roofing Expo
The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. The official show sponsor is NRCA; the official show publication is Roofing Contractor; and the digital destination and official residential publication is Replacement Contractor. Formerly owned by NRCA, the show was sold to Hanley Wood Exhibitions in May 2004. Hanley Wood Exhibitions was acquired by Informa Exhibitions U.S. in December 2014.

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