



How To Make It To The Top With The "World's Best Roof"[®]



DURO-LAST[®] ROOFING, INC.



The Best Value In Roofing.

"Duro-Last is the most user-friendly roofing system in the marketplace. Labor savings and prefabrication go hand-in-hand. It's easy to install, virtually foolproof. I understand what value is. Sometimes you pay more up front, but if you look at the life-cycle costs, it works out in your favor over the long run."

KIRK DUER

President, Duerson Corporation
Des Moines, Iowa
Duro-Last Contractor
since 1988



The best way to build your business and reputation is to offer your customers a product that provides excellent performance and long-term value. Duro-Last roofing systems give you the opportunity to sell and install a high-quality, proven product that delivers that value – along with great profitability for your own company.

"The way Duro-Last manufactures its material, it's so easy for us to install and we can install so much more in a short period of time. On new construction, we can get the building closed in quicker in all kinds of weather, so they can finish the interior work faster. Thanks to Duro-Last precision prefabrication, my labor costs are lower. For the customer, time is money."

GEOFF BRANDLE

Vice President, Brandle Roofing
Midland, Michigan
Duro-Last Contractor since 1986



Compare for yourself.

Do your current roofing systems offer all these benefits? If not, maybe you should check into the value of Duro-Last.

- Precision fabrication of all components for every job
- Up to 85% of seaming done in a controlled factory environment
- Easy, fast, quiet, and safe installation in all kinds of weather
- Leak-proof and virtually maintenance-free
- Promptly issued comprehensive warranty at no extra cost to the customer
- Distinctive branded products for energy-efficient and metal roof retrofit applications

Breakers Hotel
Cedar Point, OH



Northern Arizona University
Flagstaff, AZ



Boat World
and West Lake Marinas
Seattle, WA



Chope Union Paper Plant
Detroit, MI

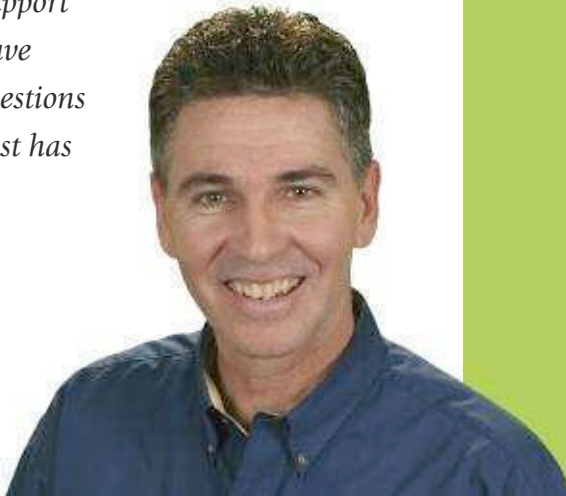


The Best Support In The Industry.

As a roofing contractor, you want to buy roofing systems from a manufacturer that will answer your questions, respond to your needs, and support you and your crew every step of the way. When you work with Duro-Last, there are no distributors or middlemen between you and us. Contractor support is a top priority for every employee at Duro-Last.

"I don't think any other company I've been associated with has given me the support that Duro-Last has. They always have someone available to answer my questions and make a decision. And Duro-Last has warranty down to an art."

DAVE DAMSCHRODER
President and Owner
Damschroder Construction Co., LLC
Fremont, Ohio
Duro-Last Contractor since 1985



"With 40 people in the field, we install a lot of roofs, but if we ever run into an unexpected situation, all I have to do is pick up the phone and call Duro-Last's Engineering Services Department. Whatever advice or help I need – they are entirely, 100 percent, contractor supportive."

BOB WALCIK
President
Jaco Construction, Inc.
Texas and Louisiana
Duro-Last Contractor since 1988

Compare for yourself.

Check and see if you could benefit from the many types of support available to Duro-Last contractors.

- Lead generation programs and referrals from Duro-Last representatives
- Technical advice and hands-on training, including roof measuring, estimating, ordering, and installation
- Engineering support, including CAD design of roofing systems
- Marketing and sales support, including customizable literature, direct mail and advertising, sales training, and joint sales calls
- Ad PLUS Incentive Program, which helps contractors fund local marketing programs

Grenada Medical Complex
Grenada, MS

Benchmark Electronics
Angleton, TX

Best Western Hotel
Page, UT

Garrett Aviation
Houston, TX



The Best Way To Build Your Business.

The best and most profitable business relationships are those that last. Wouldn't you rather work with a supplier that is willing to invest in your success and help you become the best business person you can be?



"Duro-Last offers marketing support as well as technical support. We're very active in trade shows for hospitals, nursing homes and schools, so we often use Duro-Last booth panels and other materials. They have literature specific to about every facet of building we might come across. We also take advantage of Duro-Last's Ad-PLUS program, which offers advertising incentives for contractors."

BOB WALCIK
President
Jaco Construction, Inc.
Texas and Louisiana
Duro-Last Contractor since 1988

Compare for yourself.

Check the items that you think might help your business grow and prosper.

- Contractor sales seminars
- Tag-team sales presentations
- Rooftop sales support, including measuring education, pre-bid roof walks, and rooftop seminars for your prospects
- Sales tools, including sales kits, PowerPoint presentations, Proposal Writer software and on-loan trade show booths
- Business plan development
- Airplane tours for building owners

Ready to take your business to the next level?

Now that you've heard from a few of our contractors and have had a chance to compare our roofing systems and contractor support to what you're currently receiving, maybe you're ready to learn more.

We want to give you the complete picture of how the Duro-Last roofing system can help you "Make It To The Top."

Just complete the enclosed reply card, or call us today at 800-248-0280. We'll put our comprehensive contractor catalog in the mail to you right away, and schedule a no-obligation face-to-face meeting with you and our local representative.

In the meantime, visit us at www.duro-last.com and find out more about how you can sell and install the "World's Best Roof."®

Honeysuckle
Elementary School
Dothan, AL

Greencroft Nursing Home
Goshen, IN

DeKorne's Ethan Allen
Furniture Warehouse
Grand Rapids, MI

Artino Ford
Huron, OH



The Top 10 Reasons To Be A Duro-Last Contractor

- 10** *You can install a better roof faster.* Precision fabricated Duro-Last roofs allow you to install a custom fit roof up to 30% faster, with less labor, increasing your production and profits.
- 9** *You can install in any weather, all year long.* The Duro-Last roofing system easily accommodates wide temperature extremes. That means you can install in all kinds of weather, so your crew can work more days a year.
- 8** *Building owners will appreciate you.* Not only can you give them a durable, leak-proof, energy-saving roof that's virtually maintenance-free, you can demonstrate that a Duro-Last roof will cost less over its lifetime than many competing roofing systems.
- 7** *Building occupants will welcome you.* The Duro-Last roof goes on quickly, quietly, and safely, with no noxious fumes, hazardous chemicals or hot tar. In many cases, a Duro-Last roof can be installed over the existing roof, eliminating messy tear-offs and expensive disposal.
- 6** *You can offer unbeatable warranties.* Because we have over 30 years of proven performance behind us, we can offer the best warranties in the roofing industry. Even better, our technical representatives inspect every job promptly, and issue a warranty right away, so you don't have to wait to get paid.
- 5** *You can offer energy-efficient and metal roof retrofit systems.* Duro-Last Cool Zone® roofing systems position you to take advantage of the exploding interest in energy-efficient building materials. You can also offer the perfect solution to the metal roof retrofit market, with Duro-Shield® roofing systems. These and all other Duro-Last roofing systems come with customized stacks, flashings and other accessories that give you an edge in the marketplace.
- 4** *You get free technical support and ongoing training for your crew.* We do all we can to ensure your success, from comprehensive installation training for you and your crew, to on-site pre-bid roof evaluations, material estimating and CAD drawings as needed for bid package approval.
- 3** *Our sales resources will make you shine.* Our nationwide network of Duro-Last sales representatives and corporate staff is ready to provide sales support, telemarketing training, lead development, product comparisons, and joint sales calls. We can even fly your top prospects to our headquarters to show them firsthand why Duro-Last is the "World's Best Roof."®
- 2** *You'll profit from industry-leading marketing tools.* From our Ad-PLUS Incentive Program that can be used to fund your local marketing activities, to a complete inventory of professional literature and direct mail tools that can be customized for your business, to a "hands-on" sales kit that holds all the samples you'll need to sell your customers on Duro-Last, we're here to help you build your business.
- 1** And the number one reason to become a Duro-Last contractor? *Duro-Last is the only prefabricated single-ply roofing system on the market.* Only Duro-Last delivers a complete roofing system with all accessories included. In fact, unlike most other manufacturers, Duro-Last makes virtually all components in-house, including perimeter details. You can install Duro-Last with confidence, knowing the quality your customers expect from the "World's Best Roof" will be there, edge to edge.

THE PRECISION FABRICATED DURO-LAST ROOFING SYSTEM

The Duro-Last roofing system is ideal for commercial and industrial buildings with flat and low-sloped roofs. The Duro-Last roofing system membrane is a proprietary thermoplastic single-ply membrane with a weft-inserted scrim laminated between two layers of film. This construction gives the membrane exceptional strength and durability.

All Duro-Last roofing systems are precision fabricated to fit each building, with up to 85% of the seaming completed in our factory. It is a mechanically-attached roofing system with all accessories included. The Duro-Last membrane is available in white, tan or gray.

Duro-Last Roofing, Inc. Manufacturing Facilities

CORPORATE HEADQUARTERS

Michigan

525 Morley Drive
Saginaw, MI 48601
800-248-0280
Fax: 800-432-9331

OTHER LOCATIONS

Oregon

111 N. Valley Drive
Grants Pass, OR 97526
800-356-6646
Fax: 800-566-2698

Mississippi

6200 I-55 South
Jackson, MS 39272
800-434-3876
Fax: 866-602-4387

Iowa

1409 E. SADC Avenue
Sigourney, IA 52591
888-500-3574
Fax: 888-501-3574



www.duro-last.com

You've got two choices.

You can keep on doing whatever you're doing right now.
Or you can build your business with Duro-Last®.

I want to learn more about building my business with Duro-Last.

- Have my local Duro-Last sales representative call me to set up a no-obligation appointment.
- Send me your Capabilities and Services Booklet so I can get the complete picture of the comprehensive support you provide to contractors.
- Protect the environment. Send me the literature electronically.

Contact Name

Company Name

Address

City

State

Zip

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Telephone

Fax

E-mail

To learn more about Duro-Last products and contractor support, and to read more building owner case histories, visit us online at www.duro-last.com.





BUSINESS REPLY MAIL

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Saginaw MI 48601-9974

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UNITED STATES

