

GAF Value Collection® Brochure (Western Version)

Updated: 1/15



*Quality You Can Trust...From
North America's Largest Roofing Manufacturer!™*

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V A L U E C O L L E C T I O N



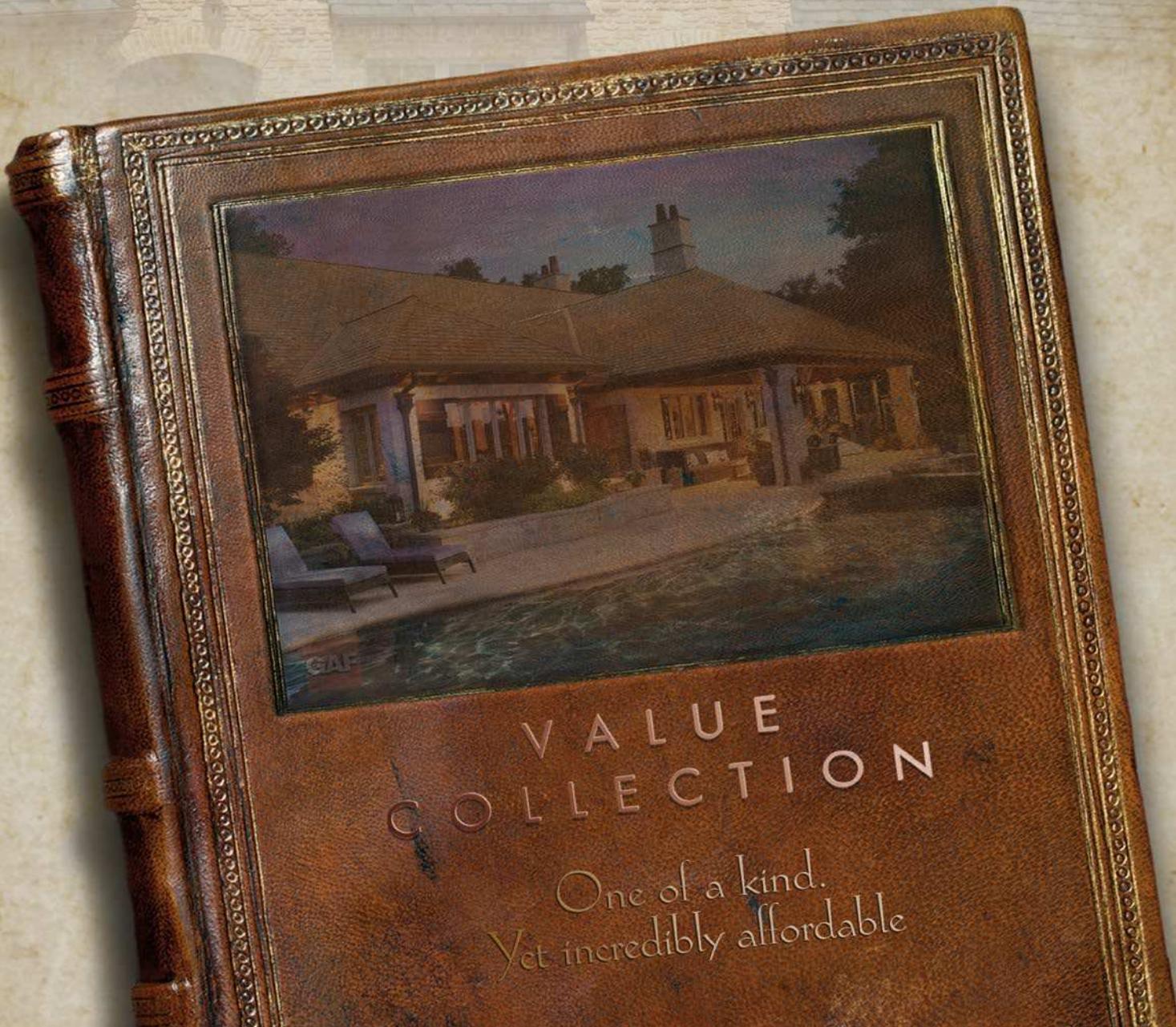
L I F E T I M E

Designer

S H I N G L E S

Quality You Can Trust... From North America's Largest Roofing Manufacturer!™

gaf.com



V A L U E
C O L L E C T I O N

One of a kind.
Yet incredibly affordable



L I F E T I M E *Designer* S H I N G L E S

Your house holds your life story. Every improvement you make adds a chapter.
It isn't what you spend that tells your tale—it's what you value.
Choose the roof that suits your style.

Classic Style

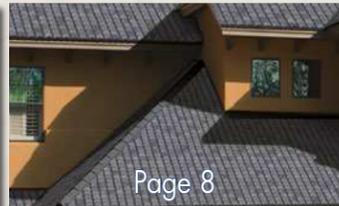
From the subtle beauty of Camelot® II, to the bold shadow lines and tapered cut-outs of Slateline®, to the genuine European tile-look of Monaco®, our classic shingles offer a luxurious look at a very affordable price.

Camelot® II



Page 4

Monaco®



Page 8

Modern Style

Sienna® adds distinction with its modern interpretation of old world elegance—and for only pennies-a-day more than standard architectural shingles.

Sienna®



Page 10

Hand-Crafted Style

Both Grand Sequoia®, with its rugged wood-shake look, and Woodland®, designed after hand-cut European shingles, create a dramatic visual impact for prestigious homes—without the prestigious price.

Grand Sequoia®



Page 12

Woodland®



Page 14

PREMIUM COLOR BLENDS

New Premium Color Blends!

Drawing on GAF's deep expertise in shingle color design, our experts have developed Premium Color Blends — unique, new shingle color blends now available to you for the first time. Premium Color Blends combine our latest granule colors with GAF's advanced blending technology, resulting in exceptionally vibrant, premium color options for your home. These select blends are now available on certain shingles across our Lifetime Designer Shingle collection.

As with all our Lifetime Designer Shingle color blends, GAF's Premium Color Blends complement a wide variety of home styles. So no matter which of our shingle color blends you choose, you'll not only be certain to increase your home's curb appeal — you'll also be sure to love its look. Just look for the Premium Color Blend logo!



U.S. only

L I F E T I M E *Designer* S H I N G L E S

Maximizing your home's "visual appeal" with Value Collection Lifetime Designer Shingles from GAF can be exciting, fun—and a smart investment

All Of GAF's Value Collection Lifetime Designer Shingles Offer You These Great Benefits:

- **Affordable Luxury...** GAF Lifetime Designer Shingles are only a fraction of the cost of traditional slate or wood shakes
- **Sophisticated Designs...** Artisan-crafted shapes combined with dimensional designs result in a sophisticated beauty unmatched by typical shingles
- **Custom Color Palettes...** Specially formulated color palettes are designed to accentuate each shingle's natural appeal



- **High Performance...** Designed with Advanced Protection® Shingle Technology, which reduces the use of natural resources while providing excellent protection for your home (visit gaf.com/aps to learn more)



- **StainGuard® Protection...** Helps ensure the beauty of your roof against unsightly blue-green algae*

- **Highest Fire Rating...** Class A fire rating from Underwriters Laboratories

- **Stays In Place...** Dura Grip™ Adhesive seals each shingle tightly and reduces the risk of shingle blow-off. Shingles warranted to withstand winds up to 130 mph! (209 km/h)†

- **The Ultimate Peace Of Mind...** Lifetime Ltd. transferable warranty with Smart Choice® Protection (non-prorated material and installation labor coverage) for the first ten years**



- **Perfect Finishing Touch...** For the best look, use Timbertex® Premium Ridge Cap Shingles with StainGuard® protection or Ridglass® Premium Ridge Cap Shingles.***

*StainGuard® protection is available only on shingles with StainGuard®-labeled packaging. StainGuard® protection is not available on Grand Sequoia® Shingles. See *GAF Shingle & Accessory Ltd. Warranty* for details.

**See *GAF Shingle & Accessory Ltd. Warranty* for complete coverage and restrictions. The word "Lifetime" means as long as the original individual owner(s) of a single-family detached residence (or the second owner(s) in certain circumstances) owns the property where the shingles are installed. For owners/structures not meeting the above criteria, Lifetime coverage is not applicable.

***Timbertex® Premium Ridge Cap Shingles are available across the U.S. (except the Western Area) and throughout Canada. Ridglass® Premium Ridge Cap Shingles are available only in the Western Areas of both the U.S. and Canada.

†This wind speed coverage requires special installation (see *GAF Shingle & Accessory Ltd. Warranty* for details).





CAMELOT II
LIFETIME Designer SHINGLES

Camelot® II Shingles Embody All The Beauty Of Our Original Camelot® Shingles...At An Incredibly Affordable Price!



Each home becomes its family's own world. For the Mitchells, their den serves as a showcase for their daughter's show ribbons. Their backyard becomes a weekend flying zone. Even their striking Camelot® II roof does double duty as a runway for those occasional emergency landings.



The Mitchells.

They take quality time as a family very seriously. But they also find time for that extra-special moment together once the kids are tucked into bed.

Their house:
Contemporary.

Their roof:
Camelot® II in
Weathered Timber.

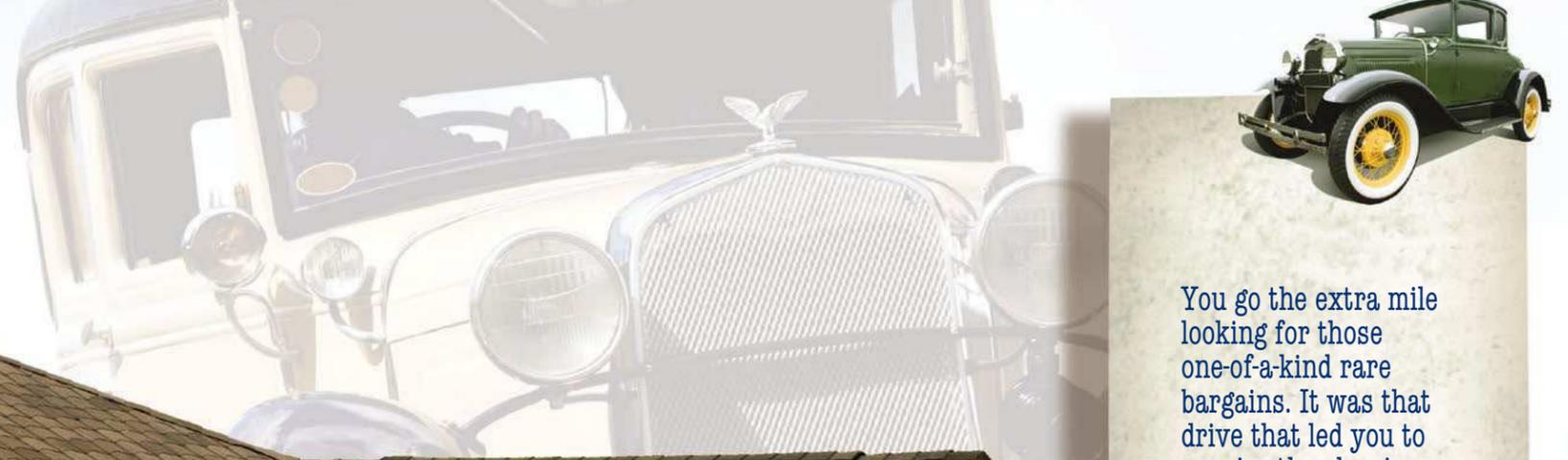


"With Their Dimensional Appearance And Slate-Like Design, Camelot® II Shingles Provide Classic Style And Refinement."



Note: It is difficult to reproduce the color clarity and actual color blends of these products. Before selecting your color, please ask to see several full-size shingles.

**Uses premium shingle granules in an exclusively formulated color blend.*



MONACO[®] LIFETIME Designer SHINGLES

You go the extra mile looking for those one-of-a-kind rare bargains. It was that drive that led you to acquire the classic vintage car you so proudly show off on special occasions. You both enjoy adding personal touches to every corner of the house. Including the handmade look of your Monaco[®] roof.

The Clarks.

Devoted collectors. They also share a passion for everything baseball.

Their house: Mediterranean.

Their roof: Monaco[®] in Monticello Brown.



The Look Of Genuine European Tile...
With A Substantial Installed Cost Savings!



Venetian Coral



Monticello Brown



Valencia Sunset

"Traditional Beauty...
Affordable Luxury."

Note: It is difficult to reproduce the color clarity and actual color blends of these products. Before selecting your color, please ask to see several full-size shingles.



SIENNA®

LIFETIME Designer SHINGLES



In your home, the performance is the thing. Strains of music—everything from Swan Lake to Springsteen—can be heard from room to room. Every repetition underscores just what it takes to achieve excellence: strength, versatility, endurance, reliability—all key characteristics of a top performer. Just like your new Sienna® roof.

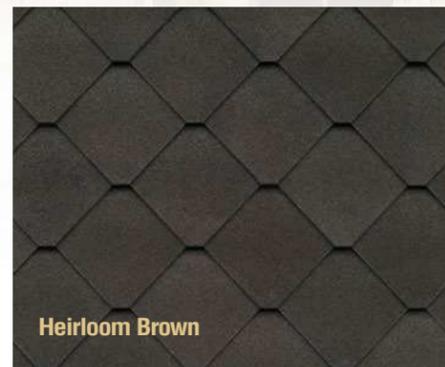
The Smiths.

Live and breathe the arts.

Their house: French Country.

Their roof: Sienna® in Aged Oak.

Affordable Old World Elegance... In A Unique Diamond Shape



Heirloom Brown



Chateau Gray



Harbor Mist



Aged Oak

"Its Rich Appearance And Clean Lines Add Distinction To Any Home."



Note: It is difficult to reproduce the color clarity and actual color blends of these products. Before selecting your color, please ask to see several full-size shingles.



GRAND SEQUOIA®

LIFETIME Designer SHINGLES

A Great Value For A Rugged Wood-Shake Look

"Its Extra-Large, Rugged Design Makes A Bold And Beautiful Statement."



Note: It is difficult to reproduce the color clarity and actual color blends of these products. Before selecting your color, please ask to see several full-size shingles.



Your garden is your family's canvas. The perennials you nurture add delightfully soothing splashes of color, accentuated by the brightness of your daughter's laughter as she and Cody chase butterflies around the forsythia. It's a work of art that only gets more beautiful with each passing year... just like your Grand Sequoia® roof.



The Campbells.

Natural "painters."

Their house: Craftsman.

Their roof: Grand Sequoia® in Cedar.





Woodland®

LIFETIME Designer SHINGLES

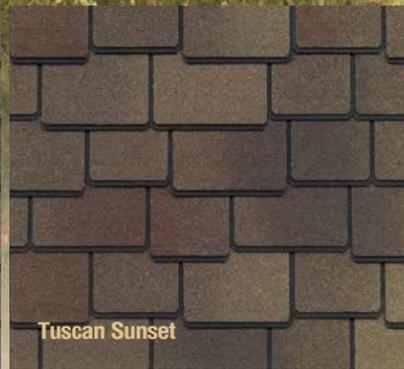


The Rustic Look Of Hand-Cut European Shingles

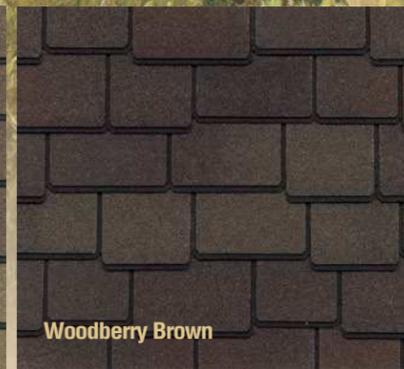
"Natural Charm Meets High Performance!"



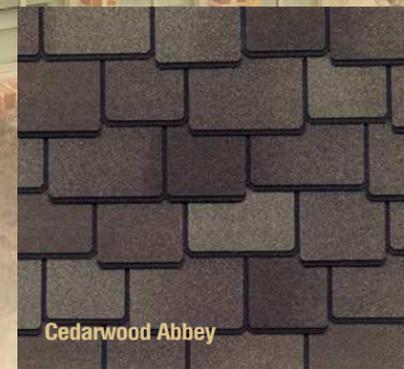
Castlewood Gray



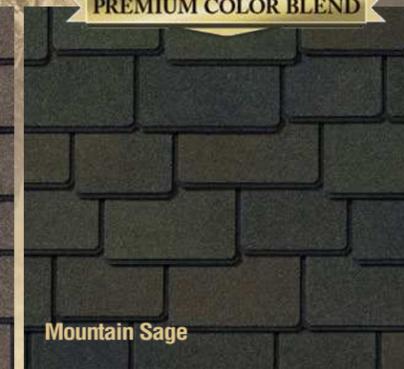
Tuscan Sunset



Woodberry Brown



Cedarwood Abbey

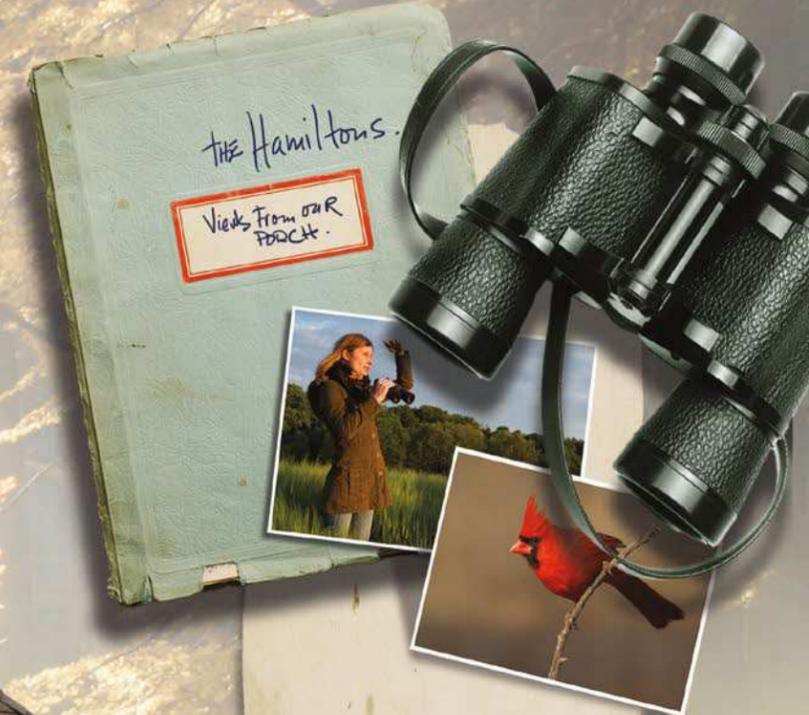


Mountain Sage

PREMIUM COLOR BLEND*

Note: It is difficult to reproduce the color clarity and actual color blends of these products. Before selecting your color, please ask to see several full-size shingles.

**Uses premium shingle granules in an exclusively formulated color blend.*



You make your own imprint as soon as you walk into your new house. It's the reason for the unique plants, the bird feeder that welcomes those colorful little neighbors, and the time you spend in the backyard listening to them. It's also why you wanted your new roof to be just as natural and welcoming.

The Hamiltons.
Nature lovers.
Their house:
French Country.
Their roof:
Woodland® in
Cedarwood Abbey.



COLOR & STYLE

ADVICE FROM THE EXPERTS

Patricia Verlodt & Emily Videtto

Color & style go hand in hand when considering what shingle to use on your roof.

The color and style of your shingle are important! After all, your roof represents up to 40% of your home's curb appeal, so it will always have a big impact on your home's overall look.

When you look at home exterior color trends, you'll notice that they're typically much more muted than the color trends you see in fashion; for example, if bold greens are in the fashion magazines, you might see the introduction of new home exterior palettes in warm, earthy green tones. Why? Because bold green might not be "in" two years from now (likely not), but you will still have the same roof. Color choices in exteriors are long-term decisions, so make sure the palette that you select is not only one that fits your personality and taste today but also one that you'll enjoy ten years down the road.

- Observe how much of your roof is visible from the street or common view. A larger roof looks best in neutral tones. If the roof angle is normal or slight, you can use more colorful shingles or interesting patterns.
- Use colors in the same color family as the body of your house for a simple, non-accented combination. An example is a gray roof on a gray house, whether light or dark gray. Trim in white or black will keep it understated.
- Use bright colors to make a design statement. For example, a green roof on a red brick house or a red roof on a gray house.
- And remember, follow your instinct. Choose the color and style that make you comfortable. After all, you're the one looking at it every time you come home!

Patricia Verlodt has been responsible for coloring products for many Fortune 500 companies; she has a specialty in exterior products. Her work has been featured in major newspapers as well as in many magazines such as *Real Simple*, *Better Homes and Gardens*, and *Forbes*.

When it comes to the style of your shingle, it's important to think about the overall look and shape of your home. If your roof has a low pitch, the shingle profile will be more important than the shape; for a roof with a steep pitch, a unique design or color pattern may be more important. If you have a large roof surface, you don't want the color pattern of your shingle to be too busy (it can be overwhelming!). On the other hand, a larger surface gives you a great opportunity to really change your home's look. So, make sure the design and color you select integrate extremely well with the rest of your house.

- Choose a shingle that complements your home's architectural style. For example, for a Colonial home, select a shingle with a clean line that complements the home's design. A Victorian house could take on a more colorful or complex design.
- The use of colors and textures can create a comfortable feel for your residence. For example, if focusing on the exterior of a Shingle Style home, adding color and textured design elements make the home much more approachable.

Emily Videtto is a highly respected and sought-after product and design expert with over a decade of experience in the building materials industry. She is also Vice President, Shingles and New Product Development at GAF. Emily has been seen on HGTV's *Curb Appeal*, *The Balancing Act*, *Niki Taylor's Having it All*, and *Orange Country Choppers*.





Quality You Can Trust...From North America's Largest Roofing Manufacturer!

gaf.com

More Than Just Coverage On Your Shingles!

Get Automatic Lifetime Protection On Your Entire GAF Roofing System!*

When you install any GAF Lifetime Shingle and at least 3 qualifying GAF accessories, you'll automatically get:

- A Lifetime Ltd. warranty on your shingles and all qualifying GAF accessories!*
- Non-prorated coverage for the first 10 years!*



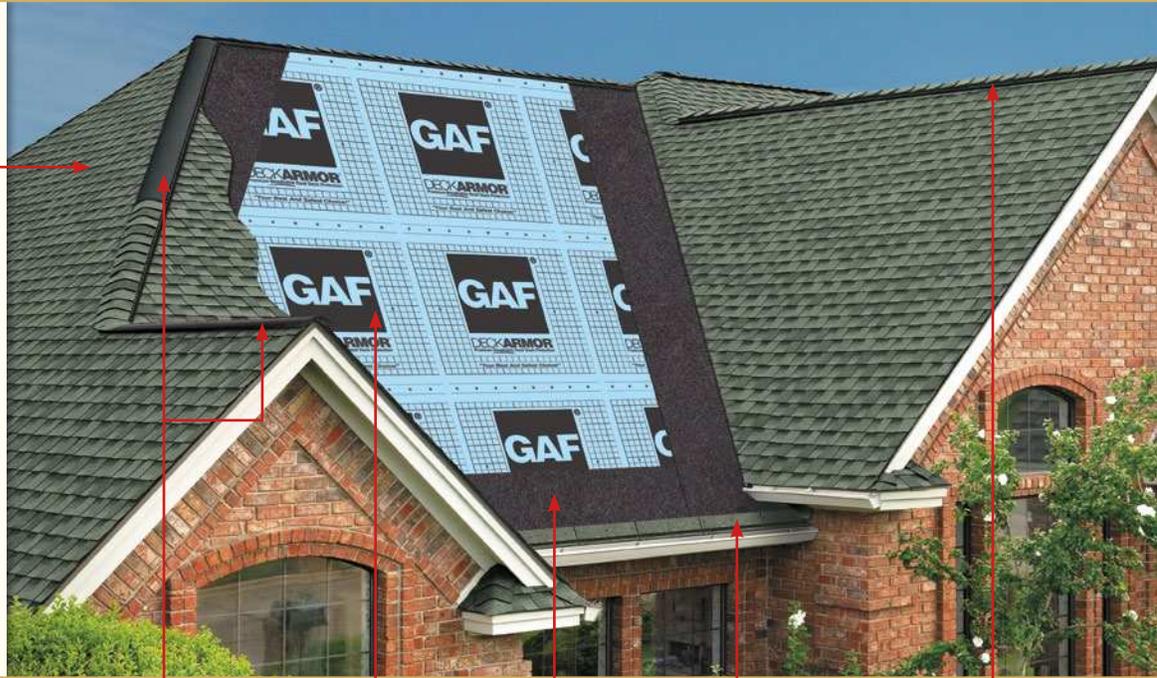
LIFETIME

SHINGLES

GAF offers you many great Lifetime Shingle choices, including **Timberline®** Shingles with Advanced Protection® Shingle Technology. They're the #1-selling shingles in North America!

Advanced Protection® Shingle Technology provides excellent protection for your home while reducing the use of precious natural resources. That's better for your home—and better for the environment!

To learn more about why Advanced Protection® Shingles are your best choice, visit gaf.com/aps.



†In the North, building codes require the use of Leak Barrier at the eaves.



Cobra® Attic Ventilation

Helps remove excess heat and moisture from your attic to promote energy efficiency in your home and help extend the life of your roof.



Roof Deck Protection

Provides an exceptionally strong layer of protection against wind-driven rain; some even allow moisture to escape from your attic. Also, lies flatter for a better-looking roof.



Leak Barrier

Provides exceptional protection against leaks caused by roof settling and extreme weather. Ideal upgrade at all vulnerable areas (including at the eaves in the North!).



Starter Strip Shingles

Saves time, eliminates waste, and reduces the risk of blow-off...and may even help qualify for upgraded wind warranty coverage (see *GAF Shingle & Accessory Ltd. Warranty** for details).



Ridge Cap Shingles

Enhances the beauty of your home while guarding against leaks at the hips and ridges.



*See *GAF Shingle & Accessory Ltd. Warranty* for complete coverage and restrictions. The word "Lifetime" means as long as the original individual owner(s) of a single-family detached residence (or the second owner(s) in certain circumstances) owns the property where the shingles and accessories are installed. For owners/structures not meeting the above criteria, Lifetime coverage is not applicable. Lifetime Ltd. warranty on accessories requires the use of at least three qualifying GAF accessories and the use of Lifetime Shingles.



The GAF Lifetime Roofing System has earned the prestigious Good Housekeeping Seal, which means that Good Housekeeping stands behind the products in this system. (Refer to Good Housekeeping Magazine for its consumer protection policy. Applicable in U.S. only.)

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