



*protection and prestige under one roof*



*a lasting roof makes a lasting impression*

## Would you buy a house if it had exterior walls that needed to be replaced every 15-20 years?

Never. Yet millions of homeowners annually purchase asphalt shingle roofs that will only last 20 years at best.

Fortunately, this is changing.

Homeowners are discovering a far more permanent roofing solution – metal.

Explore the clear advantages of metal roofing today – why metal has become the fastest-growing category of roofing, and why a Metal Sales™ roof offers the best value to today's well-informed homeowner.



BURNISHED SLATE



DARK BRONZE



TAUPE

## COMMON MYTHS OF METAL ROOFS

### *“When it rains, metal roofs are noisy.”*

This is one of the most common misconceptions of residential metal roofing. This likely stems from a common experience with the sound that rain makes on old barns and worn buildings. The difference between a barn and residential roof is a solid roof deck. This deck combined with underlayment dampens noise, resulting in a roof that is no more or less noisy than any other type of roof.

### *“Metal roofs get struck by lightning.”*

Lightning strikes the highest point in an area, regardless of material. Metal roofs are as likely to be struck as asphalt shingles, slate, wood or any other type of roof material.

### *“Metal roofs are heavy.”*

Surprisingly, metal roofing is generally 50% lighter than an asphalt roof and 75% lighter than concrete tile, fiber cement shakes and slate.

### *“Metal roofs rust.”*

Metal roofs have come a long way. Metal Sales roof panels feature multi-layer protection that starts with a galvanized or Galvalume® coating over the base metal, and employ high-quality color systems that carry industry-leading warranties. The advanced alloys in these protective coatings have undergone real-world weathering tests and ensure that your metal roof will remain impervious to corrosion for decades to come.

### *“You can’t walk on a metal roof.”*

Metal roofing is very durable. With adequate fall protection, you can safely walk on a metal roof without causing damage to the panel. The solid roof deck under the metal panels provides ample structure to easily hold a person. Before you walk your roof, please consult your installer or roof manufacturer. They can advise on the safest walking practices based on your roof's style and pitch.

### *“Metal roofs are hot.”*

Roofs naturally get hot under sunlight. However, metal roofs come in a variety of ‘cool’ colors that reflect solar heat. Metal also releases solar heat quicker than asphalt shingles, reducing the heat load on a home. According to the Heat Island Group,<sup>1</sup> reflective metal roofs reduce the need for cooling homes during hot summer months by up to 40%, saving energy and money.

<sup>1</sup>Lawrence Berkeley National Laboratory

# WHY METAL?

## Longevity

A metal roof will likely be the last roof you ever purchase. A quality metal roof will last for generations – three times or longer than an asphalt shingle roof.

## Resale Value

On average, a quality metal roof increases the value of a home by \$1.45 per square foot.<sup>1</sup> Asphalt shingle roofs are often a liability when it's time to sell.

## Aesthetics

Metal roofs offer a wide variety of profiles and unlimited colors to complement and dramatically improve the curb appeal of any style home.

## Virtually Maintenance Free

Metal roofs are easily maintained with simple washing of water or with household detergents for areas with heavy dirt deposits.

## Reduced Insurance Premiums

Unlike asphalt or wood shingles, a metal roof exposed to burning embers will not catch fire.<sup>2</sup> Also, metal roofs fare better than shingles in high winds. These advantages can save up to 35% on insurance premiums.<sup>3</sup>

## Environmentally Responsible

Steel is the #1 recycled material in the world, and residential metal roofs are made from up to 30% recycled steel. Asphalt shingles contain petroleum, are rarely recycled, and contribute 11 million tons of landfill waste per year.<sup>4</sup>



<sup>1</sup> Cool Metal Roofing Coalition. <sup>2</sup> In areas of high fire incidence, installation of a fire barrier may be advisable. <sup>3</sup> Metal Roofing Alliance (MRA). <sup>4</sup> Environmental Protection Agency (EPA)

HEMLOCK GREEN



## WHY METAL SALES?

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### Best Quality

Metal Sales™ roofs feature the safest and highest quality protective coating systems to ensure that your roof remains pristine, holds its color, and is free of corrosion for generations to come. Beware of cheap imported steel, as it generally uses inferior coatings that do not last and may contain dangerous toxins, including lead.

### Best Warranty

Compare Metal Sales warranty options to any other roofing manufacturer and you'll discover true peace-of-mind. Metal Sales 45 year durability warranties are the best in the industry.

### Best Value

Metal Sales offers homeowners the best overall value in metal roofing because of our purchasing power and commitment to using only the highest quality steel and coating systems.

### Best Support

Metal roofs must be installed by experienced and skilled contractors to ensure trouble-free longevity. Metal Sales operates 21 locations nationwide to provide roofing contractors with hands-on training and support to ensure that your roof is installed expertly.

### Cool Roofing Energy Savings

All Metal Sales color coatings – even the darkest – are ENERGY STAR® listed for their ability to remain cool. This results in up to 40% annual energy savings and may qualify a homeowner for utility rebates and tax credits.<sup>1</sup>

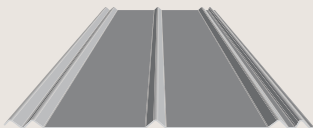
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Today's discerning homeowner demands higher quality, longer lasting, and environmentally-sound products. Metal Sales has more than 50 years of experience as an industry leader in providing exactly this type of product.

<sup>1</sup> Metal Roofing Alliance (MRA).

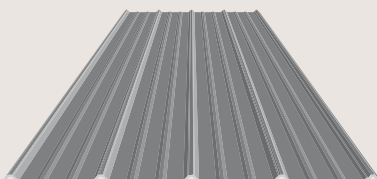
## POPULAR METAL SALES™ ROOFING SYSTEMS

### 5V-Crimp



26 and 29 gauge standard

### Classic Rib

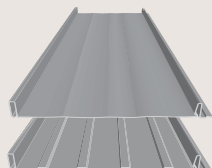


26 and 29 gauge standard

### EXPOSED FASTENED SYSTEMS

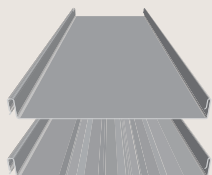
- Lightweight option
- Cost-effective
- Install easily

### Image II™



26 gauge standard

### Vertical Seam



24 and 26 gauge standard

### CONCEALED FASTENED SYSTEMS

- Ultimate in weathertightness
- Superior durability
- Distinctive appearance

Ask your contractor about  
color and panel options,

or visit [metalsales.us.com/residential](http://metalsales.us.com/residential)





## OTHER THINGS TO CONSIDER

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### Metal Thickness

Gauge is the measurement of sheet metal thickness and is an important consideration when choosing a metal roof. With metal, the higher the gauge number, the thinner the material. So 29 gauge is thinner than 26 gauge. For residential roofing, 29 gauge is the minimum recommended, while 26 gauge is suitable for most applications. In areas with high winds, incidence of hail or severe weather, 24 gauge is advisable.

### Concealed Fastened Roof

Some concealed fastened panels use hidden clips that attach the metal panels to the roof substrate, allowing the panels to expand and contract freely and extending the life of the roof. Another type of concealed fastened panel is attached to the roof substrate with screws along the edge of the panel. The adjoining panel covers the row of screws, protecting them from rain, snow, ice and sun.

### Exposed Fastened Roof

This more economical option uses screws that penetrate the roof panel to attach to the roof substrate. The color-matched screws include a neoprene gasket that helps prevent leaking at the penetration.

### Protective Coatings

Multi-layer coatings are factory-applied to metal roof panels for long-term corrosion resistance, and to keep your roof cooler during sunny days. It helps to understand these systems when making a choice for your home. Quality coating systems offer superior protection and durability, have undergone real-world testing, and usually come with a warranty that guarantees optimal performance.

### Profile

The rib height of a panel is an important consideration when choosing a metal roof system. Low rib heights give a 'softer' appearance than taller ribs. Some panels have a flat expanse between seams while others feature several ribs per panel.

## VISUALIZE YOUR METAL ROOF TODAY

Choose your style of home and explore your color options at  
[metalsales.us.com/visualizer](https://metalsales.us.com/visualizer)



Protection, Prestige & Performance



[metalsales.us.com/residential](https://metalsales.us.com/residential)  
800.406.7387