



# “New” Oakridge® Shingles

## Frequently Asked Questions

### What are the changes that you are talking about?

Changes	Standard Oakridge® Shingles	New Longer Oakridge® Shingles	Comments
Shingle Length	38.75"	39.375"	One meter wide (matches the old Oakridge PRO 40® & 50® shingles)
Shingles / Sales SQ	66	64	
Bundles / Sales SQ	3 bundles 22 shingles / bundle	3 bundles 2 bundles - 22 shingles 1 bundle - 20 shingles	One bundle of 20 and 2 bundles of 22 make up one square
Coverage per sales square	99.9 Sq. Ft.	98.4 Sq. Ft.	Matches the old Oakridge PRO 40® & 50® shingles coverage

### Will the new Oakridge® shingles be mixable with old Oakridge® shingles?

- Yes, it's mixable with older Oakridge PRO 30® product or Oakridge® shingles produced at the same plant. When intermixing just watch to maintain the usual 4" – 8" offset on the succeeding course.

### What about mixability on repair jobs?

- As you know, when making repairs on an aged deck, there can be appearance differences between the old and new shingles. The new Oakridge® shingles will not be any more noticeable than the “old” Oakridge® shingles.

### What benefits would the new Oakridge® shingles provide?

- A bigger shingle with improved cutability, cool weather flexibility and tear resistance will improve productivity.

### Have you field tested the product?

- Yes, and there was an overwhelming positive response in the areas of:

#### Better Handling

- Improved cold weather flexibility/better warm weather stiffness
- Flatter/ easier to position panels
- Easier to cut shingles

#### Increased Workability

- Less breakage and brittleness
- More scuff resistance

#### Improved Productivity

- Easier positioning and easier to cut larger shingles
- Faster application

### How did you achieve this?

- We've modified the shingle construction. We've engineered glass mat improvements, raised the weathering specs of the asphalt and changed the ratio of mat to asphalt to deliver product enhancements.

### Why are you making these changes?

- The Market is trending towards longer shingles
  - Oakridge PRO 40® & Oakridge PRO 50® shingles were longer
  - Some competitors have already transitioned
  - Others are exploring making the change
  - Customers have been insisting on some of the enhancements
- We believe these benefits will provide added benefit to the contractor.
- We believe these changes can help keep us competitive.

### **Why make these changes now?**

- The increased emphasis on green and sustainability and with crude costs skyrocketing, the time was right to look at shingle construction options. In days past, glass mat was a significant cost component and asphalt was an abundant cheaper raw material. Now it makes sense to put more emphasis on enhancing mat technology to enable using a little less but higher standard asphalt to get the same performance.

### **Will you deliver the same long term performance? How do you know it will work?**

- We've increased weather cycle test requirements for our asphalt by 29%. In addition, we have 20 years experience with similar constructions in select products and trials. We have an enormous amount of confidence in this construction.

### **Are you making the changes all at once?**

- We're starting the length change in Denver on May 26<sup>th</sup> and Medina in late June. At the end of the summer we'll continue converting to the Midwest, Southeast, Northeast, Pacific Coast and then Texas at a rate of 2 – 3 plants per month. The mat changes will roll out in Denver plant first, continue with our southern plants, then head north, at about the same rate.

### **Would the pallet be the same size?**

- Yes

### **Will UPC codes be the same?**

- Yes

### **Would it be the same number of squares per pallet?**

- Yes

### **Will i-2 of 5 codes be the same?**

- Yes

### **Would it be the same number of bundles per square?**

- Yes

### **Would it be the same number of bundles/pallet?**

- Yes

### **Will I be able to double stack the pallets?**

- Yes, on level, hard, flat surfaces. (As usual, avoid double stacking in very hot weather.)

### **Would it be the same number of squares per truckload?**

- The product changes may allow an additional pallet to be shipped on each truck at some plants. As the plant reviews this and if a change can be made, we'll advise our customer service team and get the word out, and change our Roofing Plant Guide on our website.

### **Will the re-engineered product be certified to meet all codes that Oakridge PRO 30® shingles met?**

- Yes – UL testing is complete and CSA testing is in progress.
- In addition, we've used sophisticated engineering and test methods which are over and above the normal industry standards to measure key product attributes.

### **Is the price expected to be the same as the current Oakridge® shingles?**

- It would be positioned where Oakridge® shingles are today.

### **If your sales square provides less coverage, am I essentially paying more for the product?**

- The coverage is no different than our Oakridge PRO 40® or PRO 50® shingles, Duration™ Premium, or some competitive products available.
- We believe the productivity improvements will more than offset:
  - from faster application offered by a longer shingle (with more area per shingle)
  - from faster / easier cutting
  - from less breakage due to less brittleness
  - from improved tear resistance
  - from less nails required per square
- The material cost difference is about 1 bundle / 20 square job. We believe the improvement in productivity & cost savings will more that offset this.

### **If you're making the product lighter, aren't you negatively impacting the long term durability of the product?**

- This is not about simply taking asphalt out of the product.
- This is about re-engineering the product to get enhanced performance out of an improved product construction.
- We've done our homework on accelerated aging with heat and humidity. All testing points to the same long life performance as Oakridge PRO 30® shingles.
- We've built in significant improvements in asphalt weatherability requirements with the new product.

- We've investigated the performance of similar compositions with 20 years of data and found no "red flags".

### **Is the warranty the same on the product?**

- Yes

### **If you're taking cost out of the product, where's my discount?**

- This is not about cheapening the product – the new Oakridge® product is more application and environmentally friendly providing the customer with the performance they want in the most effective manner.
- Owens Corning has incurred a lot of cost to develop these changes and improve key performance attributes. In addition, significant additional investments are required in our plants to make and deliver the product.
- Our expectation is that it will better enable:
  - Owens Corning to keep pace with competitive changes in the marketplace.
  - Contractors using Oakridge® shingles to be more productive.

### **What if the customers just bring back 20 count bundles when they return product?**

- There is not a visible way for the customer to differentiate between 20 and 22 count bundles on wrapped bundles.
- Our package will state the average coverage per bundle is 32.8 SF (98.4 SF divided by 3 bundles)
- Our package will state the number of shingles per bundle will be: "A minimum of 20 per bundle".
- The UPC code will be the same on every package.

### **What if a customer came in to buy just one bundle and selected a 20 count bundle?**

- In the unlikely case that someone came in to buy just one bundle, they would have a 33% chance of pulling a bundle that had 6% less coverage than average, and a 66% chance that they would pull a bundle with 3% more coverage.
- This is also the way some competitors package product; different shingle count bundles (20's and 22's). But on their wrapper they put "3 bundles covers approximately 100 SF." We're being more straight forward by putting it on the wrapper.

### **What if customers return more 20 count bundles, or more 22 count bundles? This could change what goes out on the next job, and so on.**

- Theoretically, a customer won't know whether a bundle has 20 shingles or 22 shingles. There's typically only a 5/16" difference in bundle height. Given the unevenness of the bundles and bundle deformation on the pallet, it's difficult to compare two bundles and know for sure which is the lighter. And you can't tell by looking at the pallet (We've tried).
- Given the law of averages, the product being returned to the stores have a 66% probability of being 22 count bundles (unless they've been opened).

### **What kind of ad campaign or promotion will you have behind this?**

- No large scale ad/promotion campaign is envisioned.

### **Will the wrapper change?**

- There will be only minor changes to the wrapper; primarily in the product specifications section.

### **How much lighter is the product?**

- Its slightly lighter...single digit percentages. These changes are not about weight take out. They are about product improvements. And the positive response we have had in field trials demonstrates this. Many of the applicators who trialed couldn't tell there was a difference. Those who did liked the shingle well enough that they didn't perceive it as a negative. Our technology allows us to begin making the point that a shingle doesn't have to be the heaviest in its class to be the best quality shingle.

### **Why are you showing me a Denver Plant Service Area Announcement when they don't service me?**

- We're starting with the Denver Plant and rolling these changes out across the country over the next 6 months. We wanted to announce these pending changes to all customers at one time.