



“Quality You Can Trust since 1886...from
North America’s Largest Roofing
Manufacturer”

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TO: OUR VALUED CUSTOMERS

2/20/2015

Timberline® American Harvest® Shingles – Product Enhancement Announcement- Michigan City Service Area

In January 2015, GAF introduced a new and improved version of our popular Timberline® American Harvest Lifetime shingles. We are excited to announce changes that will enhance overall contrast and aesthetics. Additionally, we will be launching new regional colors. These new improvements will result in a **Do-Not-Mix**.

Please see below for more details:

New! Timberline American Harvest Colors	<p>The new American Harvest® shingle line will have two primary enhancements:</p> <ul style="list-style-type: none"> • Higher Contrast... reformulation of the existing colors has increased the contrast levels for an improved look to meet the market trends. • New Regional Color... New Regional color “Midnight Blush” has been added to the line to further expand the American Harvest color palate. 																					
Do Not Mix?	<ul style="list-style-type: none"> • Yes... current and previously produced shingles may NOT be mixed. With the new American Harvest® shingles, you gain the new enhanced look of American Harvest® with increased color contrast, all at no additional cost. • How to Identify... the following new product SKUs have been created to differentiate between the old and new: <table border="1" data-bbox="545 1260 1325 1516"> <thead> <tr> <th>Color</th> <th>Original SKU</th> <th>New SKU</th> </tr> </thead> <tbody> <tr> <td>Appalachian Sky</td> <td>0461024MC</td> <td>0464024MC</td> </tr> <tr> <td>Cedar Falls</td> <td>0461165MC</td> <td>0464165MC</td> </tr> <tr> <td>Golden Harvest</td> <td>0461354MC</td> <td>0464354MC</td> </tr> <tr> <td>Nantucket Morning</td> <td>0461486MC</td> <td>0464486MC</td> </tr> <tr> <td>Saddlewood Ranch</td> <td>0461747MC</td> <td>0464747MC</td> </tr> <tr> <td>Midnight Blush (NEW)</td> <td>-</td> <td>0464479MC</td> </tr> </tbody> </table> • Different Color Codes... see the 6 character color code ink jetted on the end of each bundle. <ul style="list-style-type: none"> ○ Do not mix different color codes on the same roof. ○ Color Code Example: XY123A • Suggestions – Avoid Mixed Product <ul style="list-style-type: none"> ○ Segregate Current Inventories... be especially careful of partial pallets ○ Use F.I.F.O. Inventory Procedures... sell older product out of your warehouse first 	Color	Original SKU	New SKU	Appalachian Sky	0461024MC	0464024MC	Cedar Falls	0461165MC	0464165MC	Golden Harvest	0461354MC	0464354MC	Nantucket Morning	0461486MC	0464486MC	Saddlewood Ranch	0461747MC	0464747MC	Midnight Blush (NEW)	-	0464479MC
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When?	<ul style="list-style-type: none"> • February, 2015... the transition to the enhanced American Harvest colors will begin February 2015; timing will be contingent upon market demand and inventory levels. 																					
Who is Affected?	<ul style="list-style-type: none"> • Central Areas including: North Dakota, South Dakota, Nebraska, Idaho, Minnesota, Wisconsin, Illinois, Indiana, Ohio, Michigan and Kentucky 																					

Pallet Quantity?	<ul style="list-style-type: none"> • No Change
Ridge Product?	<ul style="list-style-type: none"> • See the following chart for complementary ridge cap product details for the new 2015 American Harvest[®] shingles.

Timberline[®] American Harvest[®] (Michigan City) & Ridge Cap Matrix

2015 <u>New</u> Timberline American Harvest Colors	Ridge Cap Products			
	Timbertex		Seal-A-Ridge	
Cedar Falls	Cedar Falls	0845165MV	Cedar Falls	0850165MO
Appalachian Sky¹	Appalachian Sky (<i>New SKU</i>)	0846024MV	Appalachian Sky (<i>New SKU</i>)	0852024MO
Nantucket Morning	Nantucket Morning	0845486MV	Nantucket Morning	0850486MO
Saddlewood Ranch	Saddlewood Ranch	0845747MV	Saddlewood Ranch	0850747MO
Golden Harvest	Golden Harvest	0845354MV	Golden Harvest	0850354MO
Midnight Blush	Midnight Blush	0845479MV	Midnight Blush	0850479MO

IMPORTANT NOTES:

Existing ridge SKUs can be used with both "Old" and "New" American Harvest shingles except Appalachian Sky

¹Use only NEW Appalachian ridge SKU's (highlighted in blue) with NEW Timberline American Harvest Appalachian Sky shingles

Please contact your local GAF territory manager, national accounts manager, or customer care representative if you have any further questions.

Thank you again for your continued support!