

## Owens Corning Roofing Introduces its Next Generation of Shingles: High Performance TruDefinition® Duration® Series Shingles with Enhanced SureNail® Technology

Committed to delivering the latest in building materials technology, Owens Corning Roofing & Asphalt unveiled its next generation of shingles designed to offer maximum durability – and these shingles are now available at Allied Building Products.

The new TruDefinition® Duration® Series Shingles are stunning, with bold color and contrast, and are engineered with patented SureNail® Technology for outstanding performance against the elements. The perfect combination of brawn and beauty, TruDefinition Duration Series Shingles unite enhanced protection and an attractive, dimensional look.

New SureNail Technology is a breakthrough design in roofing that features a tough, woven engineered reinforcing fabric in the nailing area to deliver fast, easy and consistent fastening during installation. Its unique triple layer design offers excellent fastener holding power and helps enable the shingles to withstand winds up to 130-mph using only four nails per shingle, which can mean fewer deck penetrations.

“The introduction of TruDefinition® Duration® Series Shingles represents our continued effort to bring new and innovative ideas to the market that will benefit our customers and end-users. Not only do these shingles help improve a home’s appearance and offer tremendous curb appeal, but our enhanced SureNail® Technology provides shingles with added strength and durability,” said Sue Burkett, marketing leader, Owens Corning Roofing & Asphalt, LLC.

“This technology delivers the solutions desired by homeowners and contractors alike in one shingle family. During field trials,<sup>1</sup> 87 percent of contractors rated shingles with SureNail Technology as “clearly the best” for blow-through resistance, compared to other shingles they have installed in this category. We understand every job counts for our contractors and TruDefinition Duration Series Shingles are the right choice for beauty and performance.”

A streamlined family of products, the TruDefinition Duration Series provides three unique offerings – all featuring SureNail Technology, a Limited Lifetime Warranty<sup>2</sup>, and wind warranty coverage of 130-mph<sup>3</sup>.

- **TruDefinition® Duration® Shingles** are beautifully blended and specially formulated to provide greater contrast and dimension to any roof.
- **TruDefinition® Duration® Designer Colors Collection Shingles** help bring the look of the home together, improving exterior aesthetics and curb appeal with maximum vibrancy and a full palette of colors, including unique blends of coordinating colors that cannot be found anywhere else.
- **TruDefinition® Duration STORM™ Shingles** also feature Owens Corning-patented WeatherGuard® Technology to help these shingles meet one of the industry’s toughest standards for impact resistance, UL 2218, Class 4. Homeowners may even qualify for insurance premium discounts. Designed for maximum holding power, these shingles are offered in six beautiful colors to suit any home exterior.

For more information, visit: [www.roofing.owenscorning.com](http://www.roofing.owenscorning.com)

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<sup>1</sup> Owens Corning Roofing & Asphalt, “Voice of the Customer” research July 2010–January 2011

<sup>2</sup> 40-year limited lifetime warranty com commercial products

<sup>3</sup> See actual warranty for complete details, limitations and requirements