

# **Slateline® Brochure (RESSL100)**

Updated: 4/16



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



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

# SLATELINE®

LIFETIME *Designer* SHINGLES

The Look Of Slate At A Fraction Of The Cost

[gaf.com](http://gaf.com)



“**Y**our house is a unique work of art. Every detail paints its canvas, from the pops of color in the garden to the lines and tones of your roof. With their sophisticated slate look, Slateline® Lifetime Designer Shingles provide that extra something special—the perfect finishing touch on an inviting showcase you’re proud to call home.”



The GAF logo is a red square with the letters "GAF" in white, bold, sans-serif font. It is positioned in the top left corner of the image.

GAF

*The sophisticated, dimensional design of Slateline<sup>®</sup> Shingles brings the timeless look of slate to your home*



# FACT:

## Your roof can represent up to 40% of your home's "curb appeal." Make it count!

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

With bold shadow lines and tapered cut-outs creating the striking appearance of depth and dimension, Slateline® Shingles offer the look of expensive roofing slate. And for only pennies-a-day more than standard architectural shingles. They're also backed by a Lifetime Ltd. warranty\* from GAF, North America's largest roofing manufacturer.

Slateline's custom color palette is designed to accentuate the shingle's natural appeal, enhancing your home's exterior and giving it unexpected depth and beauty.

So your roof will not only last—it'll be the talk of the neighborhood!



\* See *GAF Shingle & Accessory Ltd. Warranty* for complete coverage and restrictions. The word "Lifetime" refers to the length of coverage provided by the *GAF Shingle & Accessory Ltd. Warranty* and 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.

\*\* Slateline® Shingles have earned the prestigious Good Housekeeping Seal, which means that Good Housekeeping stands behind this product. (Refer to Good Housekeeping Magazine for its consumer protection policy. Applicable in U.S. only.)

*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.*





PREMIUM COLOR BLEND\*

# Royal Slate

*This shingle's vibrant burgundy and blue tones lend a sophisticated touch to a broad range of home styles and colors. It especially complements white, gray, and blue color families, as well as brick exteriors.*

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



U.S. Only

**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.









# Antique Slate

*This shingle captures the traditional look of slate; it's a cool gray hue that pairs well with cool companion colors. It also adds a rich look to light brick exteriors.*



U.S. Only

**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.







GAF

## *Weathered Slate*

*A delightful combination of warm and cool tones make this remarkable shingle an ideal choice for pairing with both the gray and brown color families, as well as with neutral palettes.*



U.S. Only

**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.











## *Emerald Green*

*This rich, cool color is a natural companion for surrounding landscapes and complements earthy exterior color palettes, creating a relaxed and peaceful setting.*



U.S. Only

*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.*









## English Gray

*Friendly and inviting, this strong neutral hue is one of the most versatile colors for home exteriors.*



U.S. Only

**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.









# SLATELINE®

LIFETIME *Designer* SHINGLES

## Slateline® Lifetime Designer Shingles Offer You These Great Benefits:

- **Affordable Luxury...**  
Slateline® Shingles are only a fraction of the cost of traditional slate or wood shakes
- **Sophisticated Design...**  
Artisan-crafted shapes combined with oversized tabs and a dimensional design result in a sophisticated beauty unmatched by typical shingles
- **Custom Color Palette...**  
Specially formulated color palette is designed to accentuate the 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](http://gaf.com/aps) to learn more)
- **StainGuard® Protection...**  
Helps ensure the beauty of your roof against unsightly blue-green algae\*
- **Highest Roofing Fire Rating...**  
UL Class A, Listed to ANSI/UL 790
- **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



U.S. Only

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

\* See *GAF Shingle & Accessory Ltd. Warranty* for complete coverage and restrictions.

\*\* See *GAF Shingle & Accessory Ltd. Warranty* for complete coverage and restrictions. The word "Lifetime" refers to the length of coverage provided by the *GAF Shingle & Accessory Ltd. Warranty* and 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.

**Note:** This product is not available in all areas. See [gaf.com](http://gaf.com) for availability and details.



# 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 shingles 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!

*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.

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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*.

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, Residential Marketing 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 County Choppers*.





# More Than Just Coverage On Your Shingles! Get **Automatic Lifetime Protection** On Your Entire GAF Roofing System!\*

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

[gaf.com](http://gaf.com)

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!\*

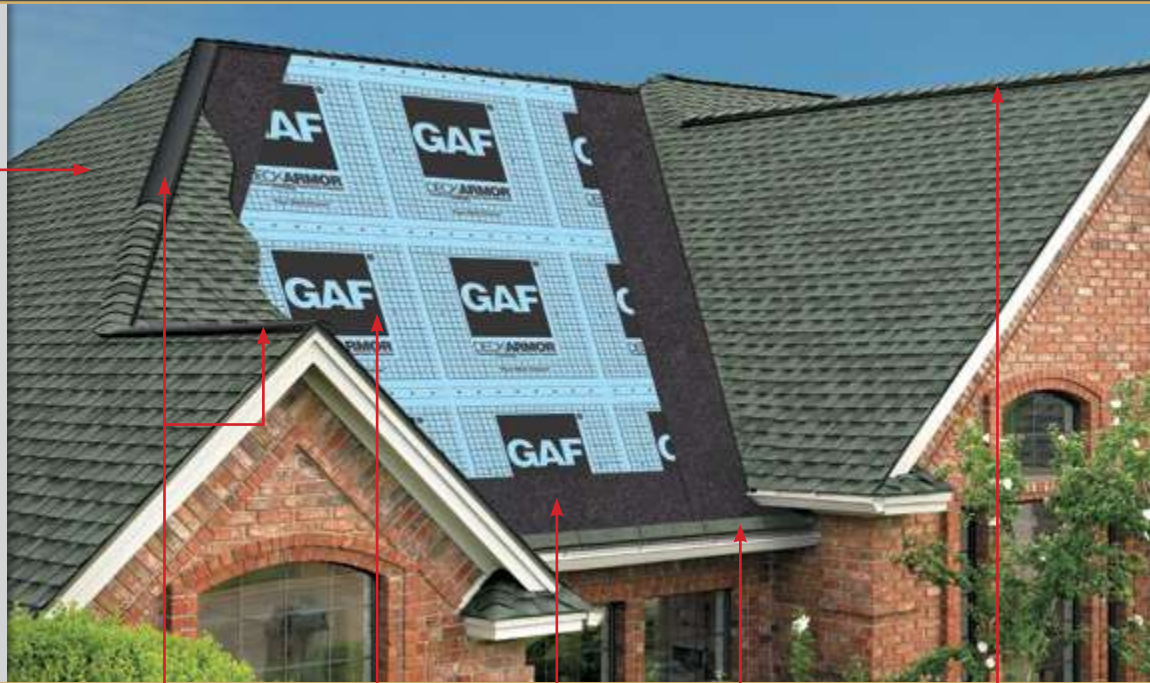


## LIFETIME SHINGLES

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/](http://gaf.com/APS/).



### 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.



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



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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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