

To Whom It May Concern:

We have no hesitation in recommending Supreme Roofing Solutions (SRS) for replacing your roofing material. They did a great job for us in October, 2010. I'll describe our situation and how we arrived at SRS to replace our cedar shakes.

The Roof:

- 30 year old cedar shake (old growth)
- Some leaks had developed
- Multi-gabled roof shape with a normal slope and multiple valleys
- Additional roofing over bay windows, entry way and attached garage

Roofing requirements:

- Look good –possibly mimic cedar shakes
- Possibly add value to our house - at least not negatively impact re-sale value
- Be able to walk on it – to paint trim, etc.
- Lifetime replacement – never re-roof again.

Prior to learning about the Kasselwood material, we had considered 6 replacement options. In our investigations, we found that each of these materials had drawbacks. Although we cannot “prove” any of these “deficiencies”, since the comments came from what we considered reliable sources who were not actual roofing companies, we accepted the following “drawbacks”:

- **Euroshake** or equivalent – thick recycled rubber product. We were told that:
 - the expansion and contraction of this product could cause it to fail in a high wind and blow off;
 - patchy discoloration could be an issue;
 - this is a very expensive product.
- **Enviroshake** - recycled plastic product. This was our first choice but we were told that:
 - patchy discoloration could be an issue with this product;
 - cost.
- **Cedar shakes** – old growth cedar. This was our second choice but we were told that:
 - most of the cedar shakes now being sold are new growth which have wider growth rings and less tannin making them less durable over time;
 - new growth shakes have a life expectancy of about 10 years;
 - a couple of companies reportedly sell old growth shakes but how would I know by looking at the shakes that they were old growth? If the installer said they were old growth but they were actually new growth and only lasted 10 years, what could I do after that period of time?
- **Lifetime asphalt** – This was one of our last resort choices.
 - We went to a showroom to see some samples; the granules rubbed off in our hands. We were told by the showroom attendant (their roofing company manager) that it was not advisable to walk on them.
 - The manager also said that he never believed their “lifetime” claim.
 - When we reviewed the lifetime guarantee we found that it was fully guaranteed for only 10 years and decreased every month thereafter.
 - Marketplace (CBC) was critical of asphalt shingles.
- **Metal roofing** – This was dismissed early on because we were told we couldn't walk on it as it would damage the tiles and remove the coating.
- **Lightweight concrete tiles** – Although the company making these lightweight tiles were working on a cedar simulated tile, it was not yet ready. Apparently they have been working on this for several years. The regular cement tiles would be too heavy for our roof and would require an independent appraisal of the roof's ability to support them.

As a result of our investigations, we had to choose between various “unacceptable” options. Then we noticed a new roof in our neighbourhood with an SRS lawn sign and received a brochure from SRS in the letterbox. Since we were unhappy with our results so far, we phoned and Brad came by to give us an estimate along with a thorough sales pitch. The estimate wasn’t the lowest we had received nor was it the highest of the 5 we were presented. However, considering the reputation of the roofing industry in general, we decided to check on both the product (Kasselwood) and the company, SRS.

- I looked up Kasselwood on the internet (<http://www.kasselwood.com/>) and phoned them to make sure SRS installed their product in Calgary – SRS was their Alberta representative.
- I checked with the Better Business Bureau to make sure there were no complaints against SRS – there were none.
- I checked with the Alberta government to see if SRS had a license to ask for a downpayment – SRS does not have this license. But then SRS never asked for a downpayment – payment was made upon completion of the job.

Therefore SRS checked out. But what about the product?

- We looked at several homes in Woodbine and Douglasdale and liked the look of the product.
- I talked to one of the people who sent a testimonial letter to SRS about his roof. He had 2 hailstorms come through this year with hailstones the size of golfballs. He inspected his roof afterwards but could find no dents.
- I talked to a technical person at Kasselwood (Eric Voress [eric@classicroof.com]) about the paint – does it fade or chalk - and he gave me a website (<http://www.arkema-inc.com/kynar/literature/pdf/196.pdf>) that shows pictures of tested paint samples (although they were not on roofing material, they still showed the paint’s quality). His email stated:

I have attached a link to a Kynar brochure. I hope it is helpful. We have photos of old roofs, but the date of installation is a little difficult to determine. The brochure lists length or duration of exposure, and I believe that is what you want to see.

We also reviewed the guarantee, checked that we could walk on it and generally became satisfied that this was our roof of choice.

The job:

- As with most tradespeople, at the beginning of the job they didn’t show up when they said they would. However, after I phoned to find out where they were, they phoned every day to see if it had snowed here. This was from October 22 onwards, when we were getting a snow squall every night and most of the morning which understandably delayed the project.
- When the snow finally stopped and the work started they brought a large crew and worked long hours.
- At the end of each day they cleaned up the area and did a thorough clean-up with magnets after the project.
- They were friendly and cooperative throughout.
- They did not have a radio blaring with music (as the crews on my neighbor’s homes did) which was a relief.

The job was completed in less time than Brad had indicated. The result was a good job completed in good order and at the price Brad quoted.

Reg and Lesley Pitt
48 Wood Crescent SW
November 1, 2010