

THE TRUE COST OF A ROOF

LOOKING BEYOND THE PURCHASE PRICE

The total cost of roof ownership goes far beyond the day of installation. These 7 elements determine the real cost over the lifetime of your home.



- 1 **INITIAL ROOF COST**
The upfront investment for materials, labor, permits, and removal.
- 2 **EXPECTED ROOF LIFE**
How long the roof performs before replacement is needed.
- 3 **FUTURE ROOF REPLACEMENT COSTS**
The cost of re-roofing your home one or more times.
- 4 **FUTURE REPAIRS & MAINTENANCE**
Ongoing costs to address leaks, damage, and wear over time.
- 5 **ASSOCIATED ENERGY COSTS**
Aging roofs and poor ventilation increase heating and cooling expenses.
- 6 **PROPERTY VALUE IMPACT**
A durable roof adds curb appeal, buyer confidence, and resale value.
- 7 **ENVIRONMENTAL IMPACT**
Material extraction, manufacturing, waste, and landfill contribution.

ASPHALT ROOF vs. ECOROOF STEEL ROOFING		
	TRADITIONAL ASPHALT ROOF	ECOROOF STEEL ROOFING
Typical Replacements in 50 Years	2-3 times (Every 12-20 years) 	0-1 time (50+ year performance)
Landfill Waste	High Tons of tear-off waste over time	Low Metal is 100% recyclable at end of life
Maintenance	Moderate Repairs, leaks, and maintenance required	Low Minimal maintenance for decades
Ventilation Upgrade	Usually No Heat and moisture issues can persist	Yes Advanced ASV system improves air flow
Structural Upgrade	Usually No Roof deck remains unchanged	Yes Stronger, longer-lasting roof assembly
Energy Efficiency	Standard Higher energy loss	Enhanced Cooler in summer, warmer in winter



ECOROOF
MORE THAN A ROOF.
A COMPLETE ROOFING SYSTEM.



BUILT TO LAST
Engineered steel performance for 50+ years of protection.



BETTER FOR YOUR HOME
Advanced ventilation and insulation improve comfort and efficiency.



SMARTER INVESTMENT
Lower lifetime costs and higher long-term value.



BETTER FOR THE PLANET
Recyclable materials and sustainable manufacturing.

THE QUESTION ISN'T "WHICH ROOF IS CHEAPEST TODAY?" THE QUESTION IS "WHICH ROOF IS THE SMARTEST INVESTMENT FOR THE NEXT 50 YEARS?"

50-YEAR WARRANTY OR 50-YEAR ROOF?

WARRANTIES HAVE GOTTEN LONGER. BUT HAS ROOF LIFE?

THEN

25-YEAR WARRANTY

TYPICAL INDUSTRY STANDARD



WHAT CHANGED?

Did the roof suddenly become twice as durable?



NOW

**40-YEAR WARRANTY
50-YEAR WARRANTY
LIFETIME WARRANTY***

COMMON IN TODAY'S MARKET



WHY WARRANTIES HAVE INCREASED



BETTER MANUFACTURING

Improved fiberglass mats, adhesives, and granule technology.



MARKETING COMPETITION

Manufacturers compete with longer warranties to win your business.



NEW WARRANTY STRUCTURES

Less prorating, longer non-prorated periods, and more transferability.



CONSUMER DEMAND

Homeowners expect longer warranties and compare products on it.

IMPORTANT TO UNDERSTAND



WARRANTY ≠ SERVICE LIFE

A warranty covers manufacturing defects.
Actual roof life depends on many factors.



CLIMATE



VENTILATION



INSTALLATION
QUALITY



MAINTENANCE



SUN & WEATHER
EXPOSURE

These factors impact how long your roof actually performs.



THE BETTER QUESTION ISN'T:
"HOW LONG IS THE WARRANTY?"



IT'S:
**"HOW LONG WILL THE ROOF
ACTUALLY PERFORM?"**



Make an informed decision based
on real-world performance and
total cost of ownership.

* "Lifetime" typically means the lifetime of the original owner as defined by the manufacturer.

THE QUESTION ISN'T THE PRICE. IT'S THE FUTURE.

Make a decision that protects your home, your wallet, and your peace of mind.



DON'T ASK:

**"Which roof
is cheapest today?"**



Focuses only on upfront price



Short-term thinking



Hidden costs appear later



More waste. More replacements.

THINK
LONG TERM.
LIVE BETTER.



ASK:

**"Which roof will cost me
the least over the next
50 years?"**



Focuses on long-term performance



Lower total cost of ownership



Less waste, more sustainability



Peace of mind for decades



**A SMART ROOFING DECISION TODAY
SAVES MONEY, PROTECTS YOUR HOME,
AND DELIVERS VALUE FOR DECADES.**



**BUILT TO LAST
DECADES, NOT YEARS.**



**LOWER TOTAL
COST OF OWNERSHIP.**



**MORE VALUE.
LESS IMPACT.**



**PEACE OF MIND
FOR GENERATIONS.**

WHY ASPHALT SHINGLE ROOFS FAIL



- Heat, moisture, UV exposure, thermal movement, snow and ice abrasion.



THE ECO-ROOF DIFFERENCE

A Better Roof. A Stronger Home. A Smarter Investment.



CUSTOM FABRICATED ROOF PANELS

Precision-engineered for a perfect fit and exceptional weather protection.



ASV VENTILATION

Advanced Sloped Ventilation keeps your attic cooler and drier, extends roof life, and improves energy efficiency.



DOUBLE-STRAPPING STRENGTHENS BUILDING ENVELOPE

Provides a stronger, more durable structure for superior wind and load resistance.



BUILT FOR TODAY. DESIGNED FOR DECADES. BETTER FOR YOUR HOME AND THE PLANET.

✓ Longer Lasting

✓ More Efficient

✓ More Durable

✓ More Sustainable

✓ More Value

BUILT ON A VENTILATING ROOF DECK

A COMPLETE ROOFING, VENTILATION AND STRUCTURAL ENHANCEMENT SYSTEM

THE FOUNDATION OF AN ECO-ROOF SYSTEM



CONTINUOUS VENTILATION

Our Above Sheathing Ventilation (ASV) system allows hot, moist air to escape through the vented ridge and soffit for a healthier, cooler home.



MAXIMUM PROTECTION

Premium roof panels and ventilation work together to protect against leaks, ice dams and moisture intrusion.



STRUCTURAL ENHANCEMENT

Adds strength and durability to your roof deck for long-term performance.



BUILT FOR THE NORTH

Engineered to withstand extreme weather conditions and Northern Climates.



ASV
ABOVE SHEATHING VENTILATION
A SMARTER WAY TO VENT.

THE ECO-ROOF ADVANTAGE



SUPERIOR PROTECTION
Ventilation + Steel =
Maximum Performance



LONGER LASTING
Reduces moisture and
heat that cause damage.



ENERGY EFFICIENT
Keeps your home cooler
in summer and warmer
in winter.



SUSTAINABLE CHOICE
Built to last. Better for
your home and the planet.

STRONGER. SMARTER. BUILT FOR EXTREME WEATHER. BUILT FOR LIFE.

EcoRoof
BUILT FOR LIFE

CUSTOM LENGTH STEEL PANELS

— ENGINEERED TO MATCH YOUR ROOF SLOPE —

Custom roll-formed steel panels manufactured in our facility to the exact length needed for your roof—*creating a perfect fit*.



90% FEWER JOINTS

Fewer seams mean fewer weak points.



90% LESS CHANCE OF LEAKS

Engineered for superior water-tight protection.



CUSTOM ROLL-FORMED TO CREATE A PERFECT FIT

- 1 We measure your roof slope precisely.



- 2 Panels are custom roll-formed in our facility to the exact length.



- 3 Delivered ready to install for a perfect fit from eave to ridge.



Custom length panels ensure a continuous run from eave to ridge with minimal seams.



CONTINUOUS PANELS

One continuous panel from eave to ridge.



CUSTOM TO YOUR SLOPE

Manufactured to match the exact slope and length of your roof.



SUPERIOR PROTECTION

Fewer joints means fewer opportunities for leaks and water intrusion.



STRONGER PERFORMANCE

Better resistance to wind uplift and extreme weather.



BUILT TO LAST

High-quality steel for decades of durability and long-term value.



FEWER JOINTS. FEWER LEAKS. BUILT **STRONGER**. BUILT **SMARTER**. BUILT **TO LAST**.

EcoRoof
BUILT FOR LIFE

ASV PREVENTS ICE DAMS

A Cooler Roof Deck = A Warmer Home = No Ice Dams



Ice dams form when heat from your home warms the roof deck, melting snow. Water runs down to the cold eaves, refreezes, and builds a dam. EcoRoof's ASV system **keeps the roof deck cold** and consistent, preventing the cycle that causes ice dams.

WITHOUT ASV (Typical Roof)

Heat builds up, snow melts unevenly, and ice dams form at the eaves.

- 1 Heat from the home warms the roof deck
- 2 Snow melts on the warm roof surface
- 3 Water runs down to the cold eaves
- 4 Water refreezes, forming an ice dam
- 5 Water backs up under shingles causing leaks and damage



THE RESULTS

- ✗ Ice dams and icicles
- ✗ Roof leaks and interior damage
- ✗ Mold and rot
- ✗ Higher heating bills
- ✗ Shorter roof life

THE POWER OF ASV

- ❄ Keeps roof deck cold
- 💧 Prevents snow from melting
- 🌀 Removes heat and moisture
- 🏠 Protects your home all winter

WITH ASV (EcoRoof System)

Continuous airflow keeps the roof deck cold, so snow stays frozen and melts evenly.



THE RESULTS

- ✓ No ice dams or icicles
- ✓ No leaks or water damage
- ✓ Healthier, drier attic
- ✓ Lower energy bills
- ✓ Longer lasting roof system

WHY IT WORKS



ASV creates a continuous airflow above the sheathing.



The roof deck stays close to outdoor temperature.



Snow remains frozen and melts evenly as designed.



Your home stays protected all winter long.

ECO ROOF ASV SYSTEM – ENGINEERED FOR OUR CLIMATE. BUILT TO LAST.

ARE **ECO** ROOFS NOISY?

INSULATION AND ATTIC SPACE DAMPEN SOUND.



MYTH

METAL ROOFS ARE
LOUD.

People believe that rain, hail or wind make metal roofs excessively noisy.



VS.

REALITY

ECO ROOFS ARE
QUIET.

A complete roofing system with insulation, ventilation and attic space naturally dampens exterior noise.



WHAT YOU ACTUALLY HEAR INSIDE YOUR HOME

Typical indoor noise levels during a rainstorm on a properly installed Eco Roof.



20-30 dB
Whisper



30-40 dB
Quiet Library



40-50 dB
Normal Conversation



ECO ROOF
30-40 dB
Quiet & Comfortable



COMFORT. PERFORMANCE. PEACE OF MIND.

Eco Roofs are engineered for more than just durability and beauty. They're designed for a quieter, more comfortable home.



**QUIETER
INTERIOR**



**REDUCED
HEAT & COLD**



**SUPERIOR
PROTECTION**



**BUILT TO LAST
50+ YEARS**

WILL IT RUST?

Engineered to Resist. Built to Last.

Eco-Roof panels are manufactured from premium GS 90 steel and protected by a multi-layer coating system designed to deliver exceptional durability, corrosion resistance, and long-term performance—year after year.

GS 90 STEEL RESILIENCE



EXCEPTIONAL CORROSION RESISTANCE

Zinc coating and protective layers shield the steel from moisture, chemicals, and harsh weather.



LONG-TERM DURABILITY

Engineered to perform for decades with a coating system backed by up to 40 years of proven results.



WEATHER TOUGH

Resists rust, fading, chipping, and peeling—standing strong against snow, rain, UV, and extreme temps.



LOW MAINTENANCE

Built to last with minimal upkeep—no need for painting or frequent repairs.



PROTECTS YOUR INVESTMENT

Keeps your roof looking great and performing strong for years to come.



SUSTAINABLE & SMART

Recyclable steel with coatings designed for a longer life and less environmental impact.



BUILT TO RESIST. DESIGNED TO ENDURE.

Eco-Roof's GS 90 steel and proprietary coating system deliver superior protection against rust and corrosion—so your roof stays strong and beautiful for decades.



UP TO 40 YEARS
PROVEN
PERFORMANCE



RUST & CORROSION
PROTECTION IN
EVERY LAYER



FADE & UV
RESISTANT
COATINGS



BUILT FOR TOUGH
CANADIAN & NORTH
AMERICAN CLIMATES



RECYCLABLE
SUSTAINABLE
STEEL

PROPERTY	ASTM METHOD	GS 90 STEEL (BECKRYTECH OR GRANITE DEEP MAT)
Film Thickness	D5796, D1005, D4138	1.0 +/- 0.2 mil
Formability/Adhesion (T-Bend test)	D4145	2T no taped removal
Gloss (60 degree)	D523	< 6
Film Integrity		40 years
Colour Change (Vert.)	D2244	30 years – dE 5 max
Colour Change (Non-Vert.)		30 years – dE 8 max
Chalking (Vert.)	D4214 (Method A)	30 years – 8 min
Chalking (Non-Vert.)		30 years – 6 min
Geographical Limits		Canada and Continental U.S.
APPLICATION GUIDE		GS 90 STEEL (BECKRYTECH OR GRANITE DEEP MAT)
General Market Application	Product Application	Residential and commercial buildings, roof panels (tile profiles)
Climates, Country, Regional Localisation	Weathering Requirement	Typical UV and temperature conditions in North America.
Environments, Air Pollution, Chemicals Resistance	Corrosion Requirement	Normal environments (rural, urban and light industrial)

WILL IT FADE?



Engineered to Stay Beautiful. Built to Last.

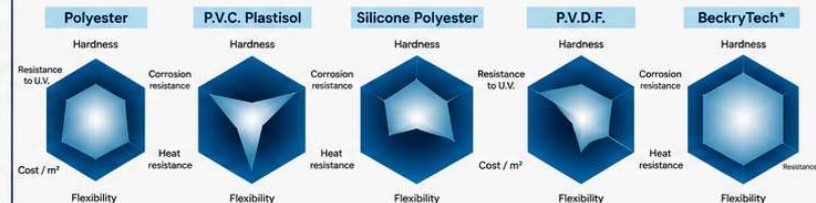
Eco-Roof panels are finished with the advanced BeckryTech® coating system — a multi-layer protective barrier designed to resist fading, chalking, and UV damage for decades.

The result? Long-lasting color, exceptional durability, and a roof that looks great year after year.



THE BECKRYTECH® COATING SYSTEM

BeckryTech® is a complete coating system, consisting of primers and topcoats which together give a paint film with optimal characteristics.



Restructuring for enhanced performance. Each class of coatings has its own strengths – and weaknesses. The customer/specifier has to balance product requirements with the performance characteristics of the available materials. It can be helpful to look at the profile of the range of coatings in the form of hexagonal diagrams, where each six points of the hexagon represents a performance scale for one particular property. In this format, the ideal coating would be represented by the largest possible regular hexagon. The superb all round performance of the BeckryTech® system establishes a new level of quality.

SUPERIOR FADE RESISTANCE

The BeckryTech® coating system is engineered to reflect harsh UV rays and lock in vibrant color for decades.



EXCELLENT UV RESISTANCE
Resists fading and chalking



LONG-LASTING COLOR
Keeps your roof looking new



BUILT FOR TOUGH ENVIRONMENTS
Withstands extreme heat, cold, and weather



TESTED. PROVEN. TRUSTED.
Meets the highest standards for quality and performance

WHY IT MATTERS



UV PROTECTION
Blocks harmful UV rays that cause fading and degradation.



WEATHER RESISTANCE
Resists moisture, salt, wind, and extreme temperatures.



CORROSION RESISTANCE
Protects the steel substrate and extends the life of your roof.



BEAUTY THAT LASTS
Engineered color retention keeps your home looking its best.



TODAY'S DEMANDS REQUIRE COATINGS THAT DO MORE.

BeckryTech® coatings deliver powerful protection while meeting the needs of environmental standards.

Our advanced resin technology and high-performance pigments provide uncompromising quality, unparalleled durability, and lasting color — even in the harshest conditions.



BECKRYTECH® – UNCOMPROMISING QUALITY

With BeckryTech®, we can offer our coating partners a total solution: Uncompromising quality, uncompromising economy!



ADVANCED COATING TECHNOLOGY



OPTIMAL BALANCE OF PROPERTIES



DECADES OF PERFORMANCE YOU CAN TRUST



BEAUTY AND PROTECTION THAT LASTS

*BeckryTech is a registered trademark of Beckers Group.

WHY FLASHINGS MATTER

Hidden leak risks most architectural metal roofs never address.



A beautiful roof is only as reliable as the flashing system beneath it.

		LONDON ECO ARCHITECTURAL FLASHING SYSTEM	TYPICAL MODULAR ROOFING SYSTEM
	1 CUSTOM-LENGTH PANELS	Custom roll-formed panels eliminate horizontal joints.	Short 6–10 ft panels create multiple lap joints.
	2 WATERPROOF ROOF DECK	Continuous breathable waterproof membrane protects the roof deck.	Installed over existing shingles with no waterproof membrane.
	3 CONCEALED SIDEWALL PROTECTION	Hidden under-pan drainage redirects water safely outside.	Exterior flashing only.
	4 GABLE EDGE PROTECTION	Internal drainage pan plus exterior trim.	Exterior trim only.
	5 STARTER EDGE PROTECTION	Waterproof starter flashing beneath every panel.	Surface flashing only.
	6 CHIMNEY & SKYLIGHT PROTECTION	Hidden drainage plus waterproof membrane.	Surface flashing only.
	7 PIPE PENETRATIONS	Double-protected flashing boot.	Single surface boot.
	8 HIP SYSTEM	Concealed under-hip drainage system.	No concealed drainage.
	9 RIDGE VENTILATION	Breather mesh blocks snow, insects and wind-driven rain.	Open ridge detail.
	10 WIND-DRIVEN RAIN	Secondary concealed drainage intercepts water before it reaches the roof deck.	Depends entirely on exterior flashings.
	11 CONDENSATION CONTROL	Above Sheathing Ventilation (ASV) keeps the roof deck dry and ventilated.	No engineered condensation management.
	12 LONG-TERM PROTECTION	Multiple layers of defence against leaks and moisture.	Single line of water defence.



THE DIFFERENCE IS IN THE DETAILS YOU CAN'T SEE.

London Eco's architectural flashing system is engineered to protect your home from wind-driven rain, leaks, and condensation for decades to come.



BUILT TO PROTECT YOUR HOME FOR DECADES

Superior Water Management • Reduced Leak Risk
Condensation Protection • Longer Roof Life



WIND-DRIVEN
RAIN PROTECTION



CONDENSATION
CONTROL



SECONDARY
DRAINAGE



LONG-TERM
ROOF PERFORMANCE

THE ECO-ROOF ADVANTAGE

Above Sheathing Ventilation (ASV) vs. Direct-to-Deck Metal Shingles

ECO-ROOF™
ARCHITECTURAL STEEL ROOFING SYSTEM

SHEATHING VENTILATED ROOF (ECO-ROOF SYSTEM)

BUILT FOR PERFORMANCE. DESIGNED FOR OUR CLIMATE.



HOW IT WORKS

Air flows continuously from the eaves to the ridge through the ventilated cavity above the sheathing.



- 1 Ridge Vent (Continuous)
- 2 Eco-Roof Steel Panel
- 3 Vertical Strapping (Creates Air Space)
- 4 Horizontal Strapping (Leveling & Support)
- 5 Underlayment
- 6 Roof Sheathing
- 7 Roof Truss

KEY ENERGY SAVING BENEFITS

- ✓ Reduces attic temperatures up to 50°F in the summer
- ✓ Lower cooling costs and improved comfort
- ✓ Keeps roof deck cold in winter – prevents ice dams
- ✓ Extends roof and home structure life
- ✓ Reduces moisture, mold and premature deterioration
- ✓ Improves overall energy efficiency year-round



COOLER ATTIC
Less heat transfer means lower cooling costs



PREVENTS ICE DAMS
Keeps roof deck cold for a winter you can rely on



BETTER MOISTURE MANAGEMENT
Continuous airflow reduces moisture and mold



LONGER ROOF LIFE
Protects your investment for decades



ENERGY EFFICIENT
Lower energy bills all year long

DIRECT-TO-DECK METAL SHINGLE (TYPICAL INSTALLATION)

TRAPS HEAT. CAUSES ICE DAMS. COSTS YOU MORE.



THE PROBLEM

Heat from your home rises and warms the roof deck. Melted snow runs down to the cold eaves and refreezes – creating ice dams.



THE RESULT

- ✗ Hot attic temperatures in summer
- ✗ Higher cooling costs
- ✗ Ice dams in winter
- ✗ Moisture buildup and mold risk
- ✗ Shorter roof system lifespan
- ✗ More repairs and maintenance

- 1 No Ridge Vent
- 2 Metal Shingle Panel (Direct to Deck)
- 3 Underlayment
- 4 Roof Sheathing (Heated by Attic)
- 5 Roof Truss



HOT ATTIC
Heat builds up, increasing cooling costs



ICE DAMS
Melt-refreeze cycle leads to leaks and water damage



MOISTURE RISK
Trapped moisture can cause mold and decay



MORE MAINTENANCE
Repairs add up over the years



HIGHER COSTS
Shorter life means re-roofing sooner and more often



A COOLER ROOF DECK = LOWER ENERGY BILLS + NO ICE DAMS + LONGER LASTING HOME
ECO-ROOF ASV SYSTEM – ENGINEERED FOR PERFORMANCE. BUILT TO LAST.

BUILT TO LAST. BACKED FOR LIFE.

INDUSTRY-LEADING WARRANTIES. PEACE OF MIND. FOR DECADES.



PRODUCT WARRANTY

Our premium coated steel panels are engineered for exceptional durability and long-term performance.



LABOR WARRANTY

Professional installation backed by a 10 year labor warranty for added confidence.

WARRANTY THAT GOES THE DISTANCE.



NON-PRO-RATED

Full protection from day one, for the full term of the warranty.



FULLY TRANSFERABLE

Adds value and peace of mind if you sell your home.



COMPREHENSIVE COVERAGE

Covers materials and labor for complete confidence in your investment.



ENGINEERED. TESTED. TRUSTED.

Designed to withstand the extremes of North American weather.



WIND
130+ MPH



SNOW
HEAVY LOADS



RAIN
DRIVING RAIN



UV
FADE RESISTANT



EXTREME TEMPS
HOT & COLD



55 YEAR PRODUCT WARRANTY + 10 YEAR LABOR WARRANTY
NON-PRO-RATED. FULLY TRANSFERABLE.

Please refer to the full warranty document for complete terms, conditions and exclusions.

