

# WORKING WITH TILCOR

A GUIDE FOR ROOFING CONTRACTORS







# INTRODUCTION

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Many homes are facing leaking roofs and damage from age, hail, high winds, fires and other natural disasters caused by extreme climate conditions.

Consumers demand quality and sustainability – they want to know what’s in the products that make up their home and where they come from.

All this is creating demand for better roofing systems that are more energy efficient, durable, and easier and faster to install.

This is why roofing contractors are turning to stone-coated steel as the roofing material of the future. With Tilcor, it’s an easy switch from asphalt

or concrete tile to stone-coated steel, and our range of Tilcor profiles and colors meet the demand for the traditional look that homeowners love.

So, if you’re in the roofing industry and are looking to switch or diversify to a high performance roofing system that provides a better value to homeowners, and more benefits to the contractor, read on to learn more about Tilcor Roofing Systems and how you can start using Tilcor products today.





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**WORKING WITH  
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Section 1

## Why Stone-Coated Steel Roofing?

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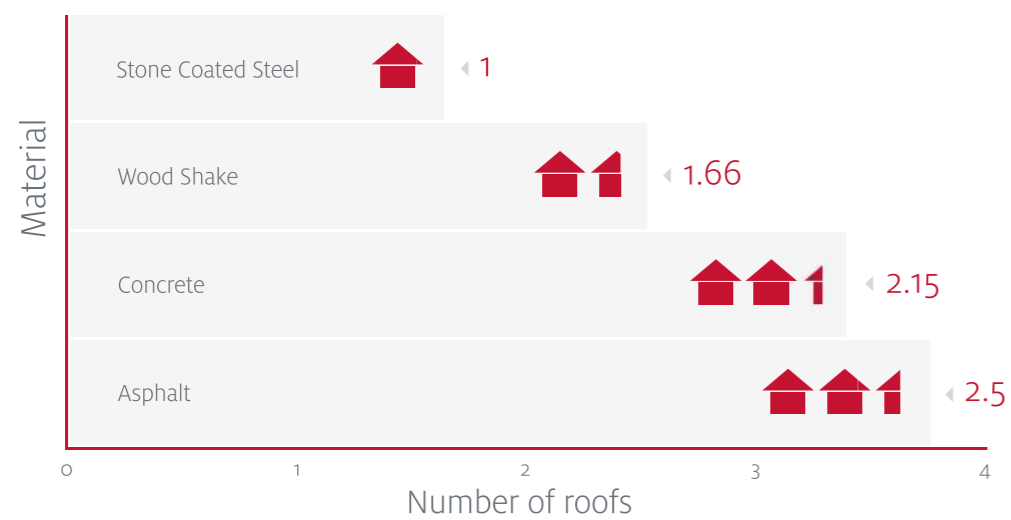
Products such as asphalt roofing shingles and concrete tiles, once the roofing solution for many homes, are being pushed aside in favor of the more reliable, longer lasting, cost effective and attractive stone-coated steel roofing system.

Let's have a look at the advantages that stone-coated steel has over other materials...





## NUMBER OF TIMES A RE-ROOF IS REQUIRED OVER 50 YEARS



## Outstanding Lifetime Value

When a homeowner has their house re-roofed with stone-coated steel, it is most likely that they'll only need to do it once in their lifetime, saving money in the long run.

Stone-coated steel roofs have a far longer lifespan than traditional materials. Standard asphalt shingles have a lifespan of 15-18 years, where Tilor Roofing Systems have a lifespan and warranty of 50 years.

For homeowners, this means they can be assured of the quality of their roof almost over a lifetime in their home – this attractive selling point creates customer demand, and is a benefit contractors can capitalize on.





## Durable and Hard-Wearing in Extreme Conditions

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Stone-coated steel roofs provide prolonged protection in the harshest of conditions.

At Tilcor, we know that our roofing system needs to be capable of withstanding extreme weather conditions that many North American regions experience - high winds, fire, heavy rain, snow fall, hail, earthquakes and hurricanes. For this reason, our roofing systems go through rigorous

weather condition testing, allowing us to meet all building codes, even in the harshest weather conditions. Our products are designed to be used anywhere in the world, without changing a thing.







## Profiles and Colors Consumers Love

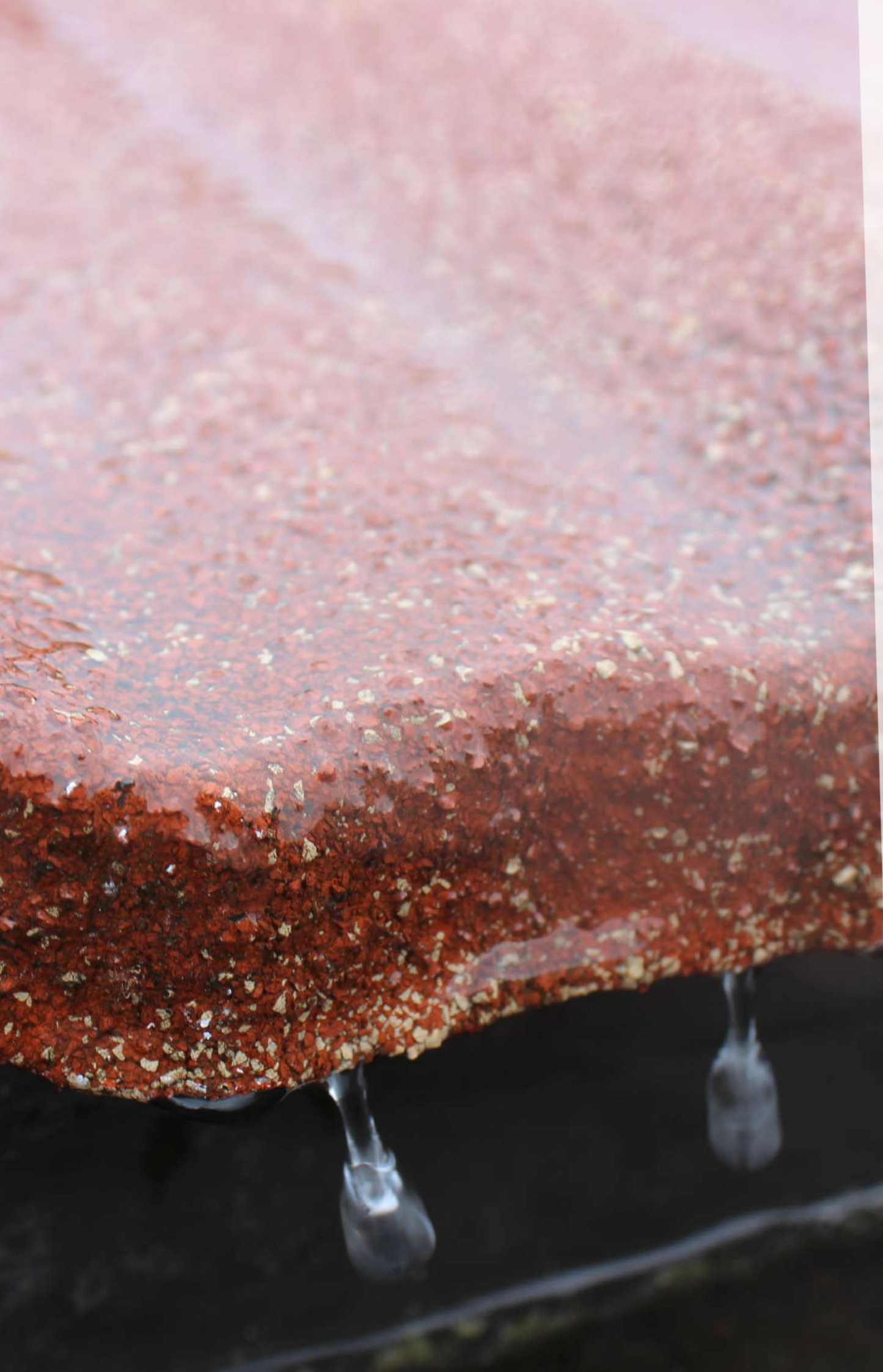
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Available in a wide variety of profiles and colors, a stone-coated steel roof suits any house and design type, whether it's a new and contemporary style or a heritage home.

The huge advantage being that although they can be designed to look like more traditional roofing materials, they won't burn, curl, split, crack or rot as traditional materials do.







## Sustainable

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Not only do stone-coated steel roofs perform better and last longer than other materials, they also do their part to help the environment.



During the installation of a stone-coated steel roof there is less waste that ends up in landfills, as all steel wastage from the installation process can be recycled.



With innate heat absorption characteristics, stone-coated steel roofs help to mitigate the 'heat island effect' – a phenomenon now known to be a key contributor to green house issues in urban areas.



Stone-coated steel roofs are 100% recyclable, unlike asphalt which takes over 100 years to break down in a landfill.



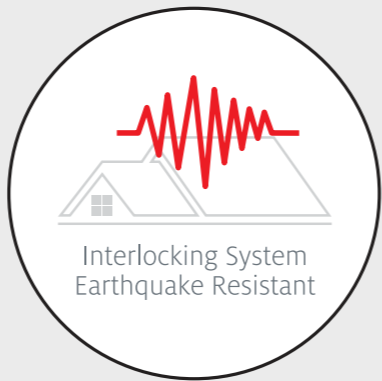
And with Tilcor, our roofing system meets the World Health Organization standards for water run-off (asphalt begins to bio-degrade after 6 years making water run-off not only unusable, but chemically dangerous).



# 1

## Stone-coated steel roofs perform in the most extreme weather conditions

A stone-coated steel roof is highly durable, even in extreme weather conditions. Concrete tiles crack and break in freeze-thaw areas, meaning they are not suitable for cold climates.



### Weight Comparison

WEIGHT OF STONE-COATED STEEL

WEIGHT OF ASPHALT SHINGLES

WEIGHT OF CONCRETE TILES

Stone-coated steel roofs are 50% lighter than asphalt shingles, and 75% lighter than concrete tiles. In fact, concrete tiles require additional structural work to support their weight.

# 3

## Stone-coated steel roofs are lighter

# 2

## Stone-coated steel roofs have a longer lifespan

Stone-coated steel roofs have an average minimum lifespan of 50 years, while asphalt shingles have an average lifespan of 16 – 20 years and concrete, 20 – 25 years.

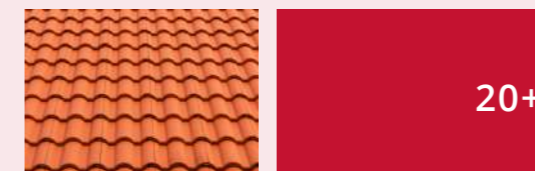
### Average Roof Life Cycle (in years)



STONE-COATED STEEL ROOF



CEDAR



CONCRETE



ASPHALT SHINGLES



A Tilcor roof can be installed in any weather and are water shedding, making them suitable for all marine environments (backed by our warranty). Concrete tiles require underlayment to be water tight, and most underlayment do not have a warranty.

# 4

## Stone-coated steel roofs are water tight without the reliance on underlayment

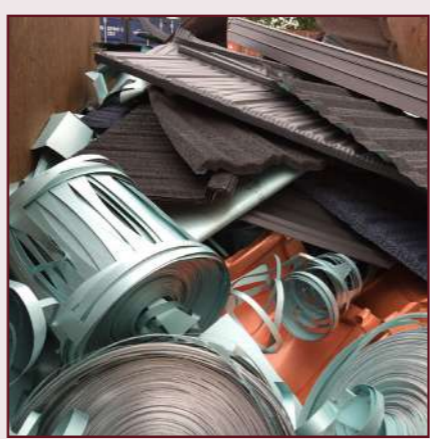
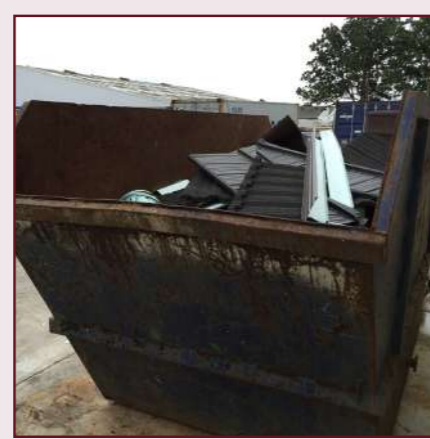




**STONE-COATED STEEL**  
COMPARED TO TRADITIONAL MATERIALS

**5 Drinkable runoff water**

Water collected off a stone-coated steel roof is drinkable, according to the World Health Organization's Clean Water Runoff requirements. Water runoff from asphalt shingles do not meet those requirements.

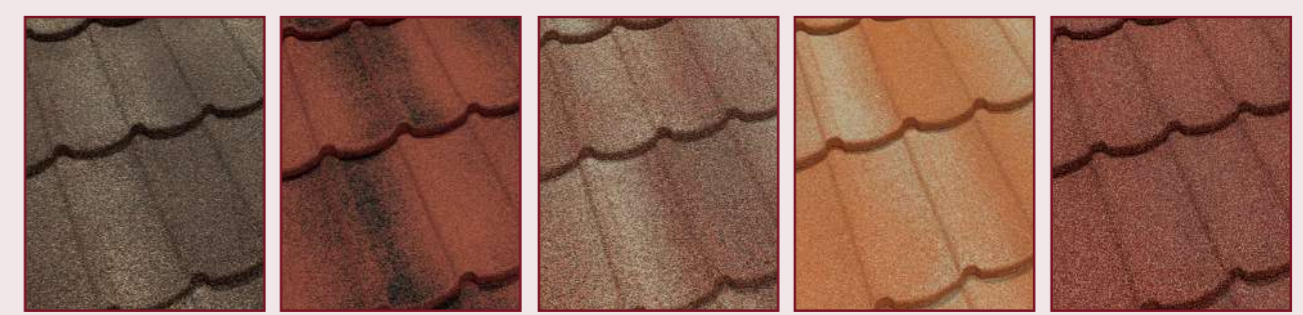


Asphalt shingles are made with non-renewable petroleum products and take more than 100 years to decompose once they reach a landfill. Stone-coated steel is 100% recyclable.

**7 Stone-coated steel is 100% recyclable**

**6 Stone-coated steel roofs are walkable and are Class 4 Impact Resistance**

Concrete tiles are not walkable once installed and homes re-roofing to a concrete roof require a structural engineering report. While asphalt shingles require impact resistant shingles for lower insurance premiums, stone-coated steel roofs are Class 4 Impact Resistance, without the need for special products.



Asphalt shingles require special granules to qualify as a cool roof. Stone-coated steel installed on battens results in a cool roof regardless of color.

**8 A stone-coated steel roof qualifies for a cool roof regardless of color**



Section 2

## About Tilcor

Tilcor is manufactured by the Ross Roof Group who has been involved in roofing since 1942.

Our stone-coated steel roofing systems incorporate cutting-edge Zinalume protective steel, which gives the products a significantly longer service life than typical galvanized steel, and our products provide a more visually pleasing finish and exceptional long-term durability.

Our Auckland, New Zealand based ISO 9001 accredited factory manufactures products suitable for all climates and environments around the world.

Installed in over 80 countries, the Tilcor Roofing Systems product range offers exceptional strength and durability in the harshest climates.





## High Quality Steel

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Originating from the black ironsand of New Zealand's volcanic coastlines, the high quality New Zealand steel means that a Tilcor roof is made from the purest forms of steel in the world.

This black ironsand was formed 2.5 million years ago from rock deposited on the coast by volcanic activity in the region. Over this extensive time, the heavy dark ironsands have been carried by ocean currents along the coast and deposited on beaches, in the form of

dunes of over 290 feet high, containing mainly ironsand (titanomagnetite) and lime-soda feldspars.

This unique and valuable resource, once refined, delivers us with superior base components for our panel manufacture.





## The Mark of Quality

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It's important to look at the origin of the steel used in your steel roofing, as not all steel is the same. Far from it. It might be surprising to know that many manufacturers can't tell you where their steel comes from, and if they can, it is often mixed with recycled low-grade steel and impurities.

When you're dealing with a high-quality steel like the New Zealand steel used in Tilcor products, you know you can trust it to perform. New Zealand steel has a global reputation for its strength and reliability, and is manufactured under strict quality control conditions. Unfortunately, this is not the case with inferior and recycled steel (of often unknown origin) that lacks in toughness and durability.

The quality of our stone-coated steel roofing panel can actually be seen on the underside of the panel.

All Tilcor panels are printed with the Ross Roof Group logo, batch number, date and certification markings for ultimate traceability.





## Natural Stone Granules

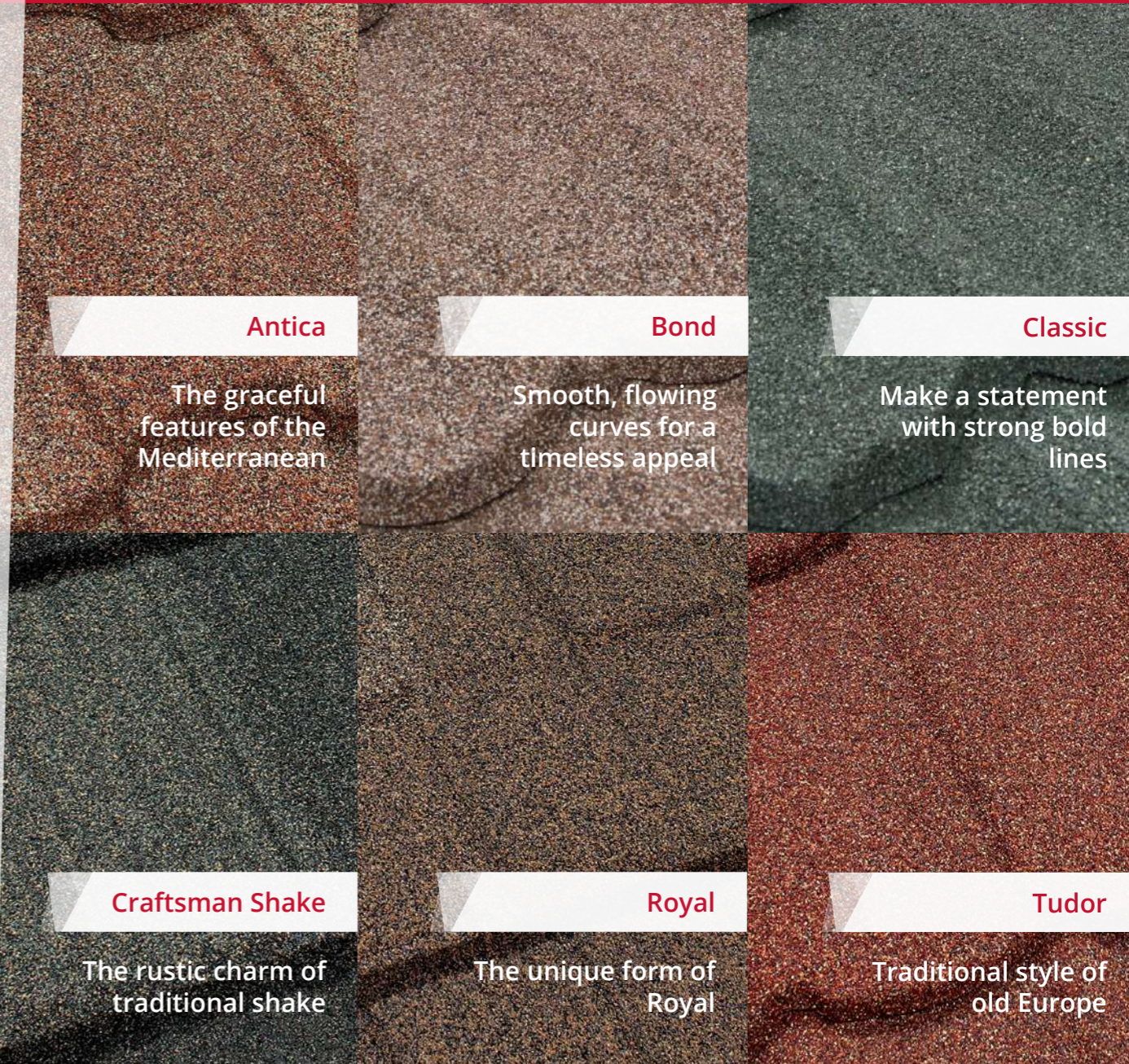
The stone coating on all of our textured roofing products consists of natural stone granules, which have been formed over millions of years, and then ceramic coated and fired at over 1800 F.

Due to their natural properties of durability and stability, our panel coatings will retain their pigment and color intensity for the lifetime of the roof.

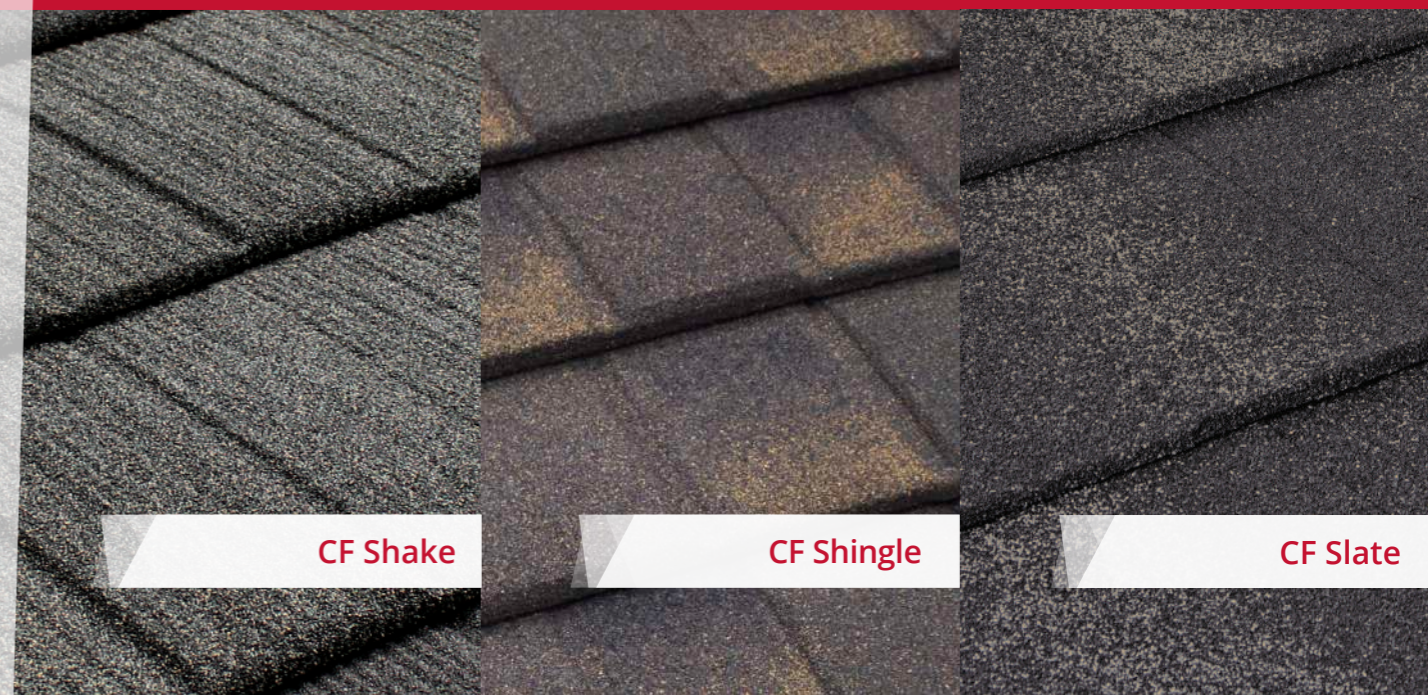


[Click here to view the full Tilcor range](#)

## Tilcor Profile Range:



## New Tilcor Concealed Fastening Profiles:



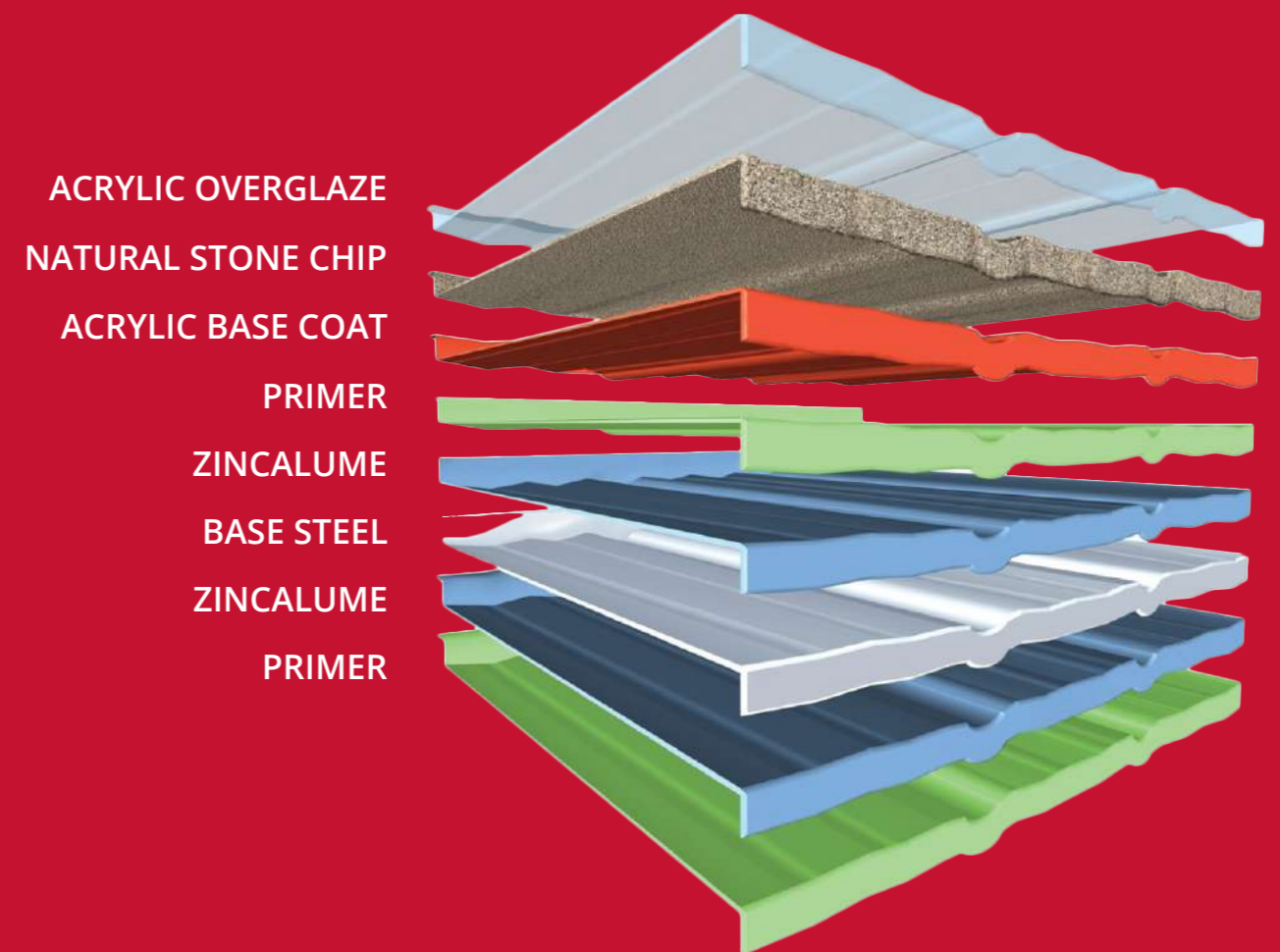


## How Tilcor Roofing Panels are Made

As pioneers in product innovation, research and development is at the heart of what we do, and it's led to our advanced manufacturing processes and products.

With this in mind, Tilcor panels are first pressed and cut into dedicated panel sizes from premium coils of New Zealand steel in our Auckland factory. From there, 300 metric ton presses create uniform panels in our signature eight-layer process.

This dedicated process includes the application of Zincalume based steel on both sides; priming on both sides; application of an acrylic base coat; the natural stone granules; and then it's followed by a pure acrylic over-glaze. Once oven baked and hardened, this process offers one of the most durable and reliable roofing systems on the market.





Section 3

## Installing Tilcor Panels

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Tilcor Roofing Systems revolutionize traditional roofing methods.

Our panel design combined with a top-down process on a batted roof allows for faster, easier installs. This means fewer laborers are required per job and each job is quicker to install, which means you can do more jobs per year with a smaller, less skilled workforce.

And, with our groundbreaking new concealed fastening installation method, you can now offer homeowners the world's first fully concealed fastening system that protects all fastening elements making roofs more reliable, watertight and durable than ever before. This system has been designed specifically for the North American market to replace traditional 'direct-to-deck' methods.







## The Tilor Installation Advantages:

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Tilor profiles are installed as panels instead of individual tiles, making the process faster.



The panels are installed in a simple cut, nail or screw and interlock system which means less skilled labor is required to install them, and less labor is needed overall.



Our innovative no bend accessories makes the installation safer and faster to install, because there are less trips up and down a ladder carrying panels that are traditionally cut and bent on the ground.



With this faster and easier method of installation, more jobs can be completed per year with the same labor force.



This all contributes to a more profitable outcome for roofing contractors.



## Weather Woes?

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At Tilcor, we understand that your biggest concern as a contractor is the weather. Not only the weather conditions when you're installing a roof, but also the long term water-tightness post installation. Tilcor Roofing Systems answer this concern.

Stone-coated steel can be installed in any weather because they're not reliant on a seal strip to bond panels together like asphalt shingles.

And, the combination of our high quality, durable steel panels and our interlocking

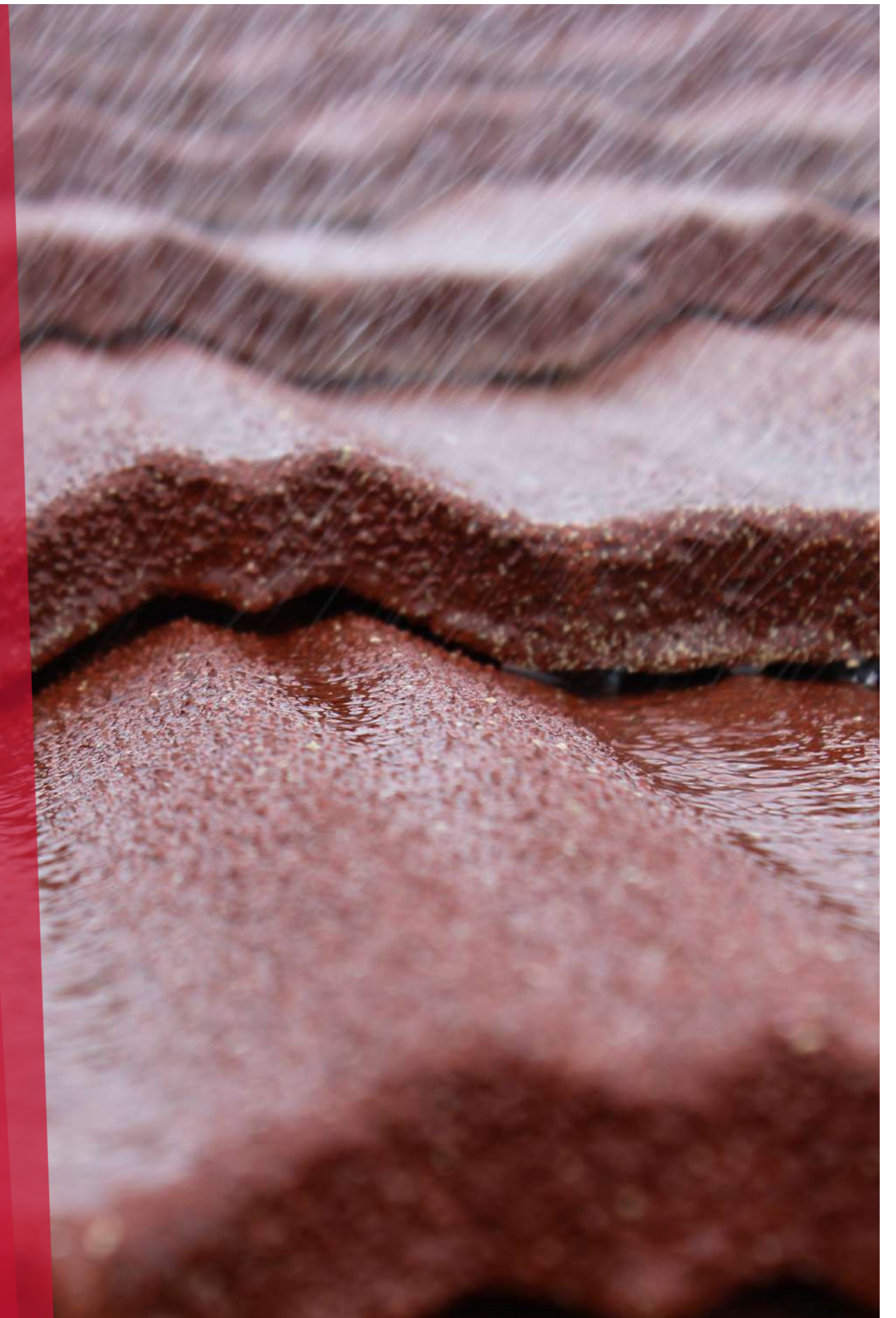
Tilcor installation system ensures that our roofs are extremely weathertight with a cleverly designed water-shedding system.

Homeowners want a weathertight roof, and Tilcor delivers at every level.

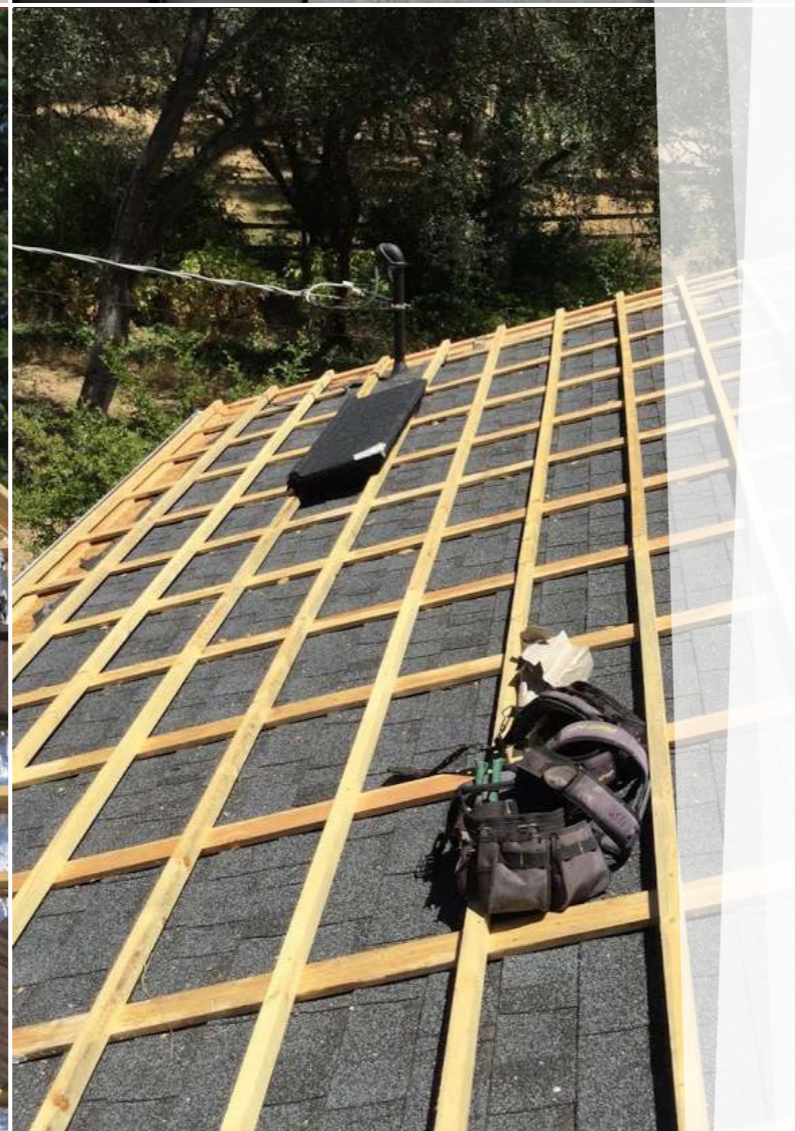
### **Did you know?**

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*Most homeowners don't realize that asphalt and concrete roofing systems aren't watertight - they rely on the underlay to keep water from soaking through to the deck. This leaves the house at risk, as over time, the underlayment will break down if it is exposed to water.*







## Installing Tilcor Roofing Systems with the Batten Method:

The light weight of Tilcor panels combined with innovative design allows for a top down batten installation approach.

This makes for a faster and safer installation on roofs with a high pitch.

### What is Sol-R-Skin Underlayment?

Sol-R-Skin is made up of three products: synthetic underlayment, fiberglass mat insulation and reflective foil. Meaning that Sol-R-Skin is three products in one: water barrier, insulation barrier and a fire barrier.





## Introducing our Fully Concealed Fastening System in Tilcor's New CF Profiles

Tilcor has recently launched the world's first, truly 'concealed fastening' roofing system.

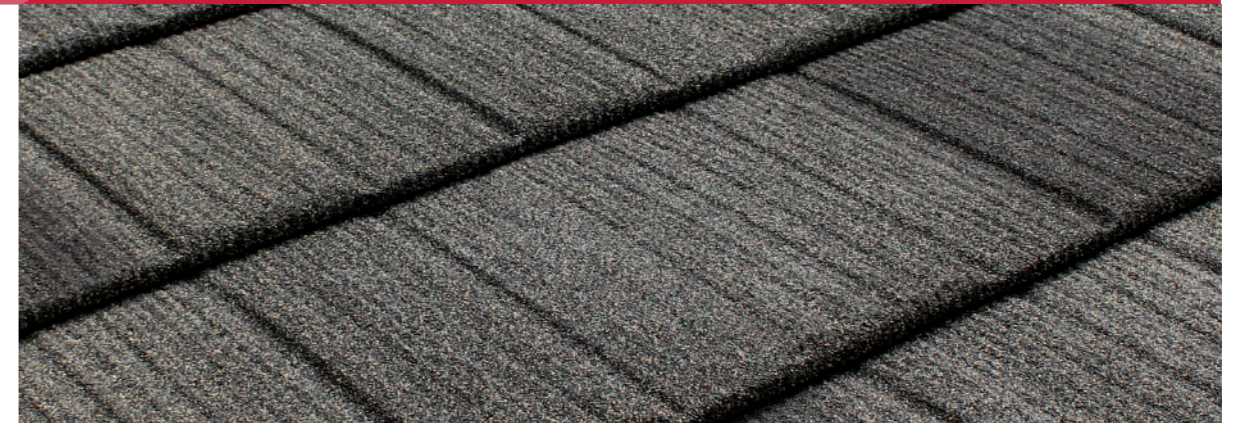
Designed specifically for the North American market, this new concealed fastening system completely covers any screws or fastenings, keeping them 100% protected from the weather. These genuine concealed fastening direct-to-deck steel profiles are a cut above comparable market products. Unlike other tile fixing systems which leave gaps and screws exposed to

the elements, our unique CF wrapping method leaves none of the fasteners unprotected, making roofs more reliable, watertight and durable than ever before.

Our concealed fastening roofing system is also combined with an innovative interlocking lapping system that can be installed direct-to-deck.

The CF system is available in three stylish profiles:

CF Shake



CF Slate



CF Shingle



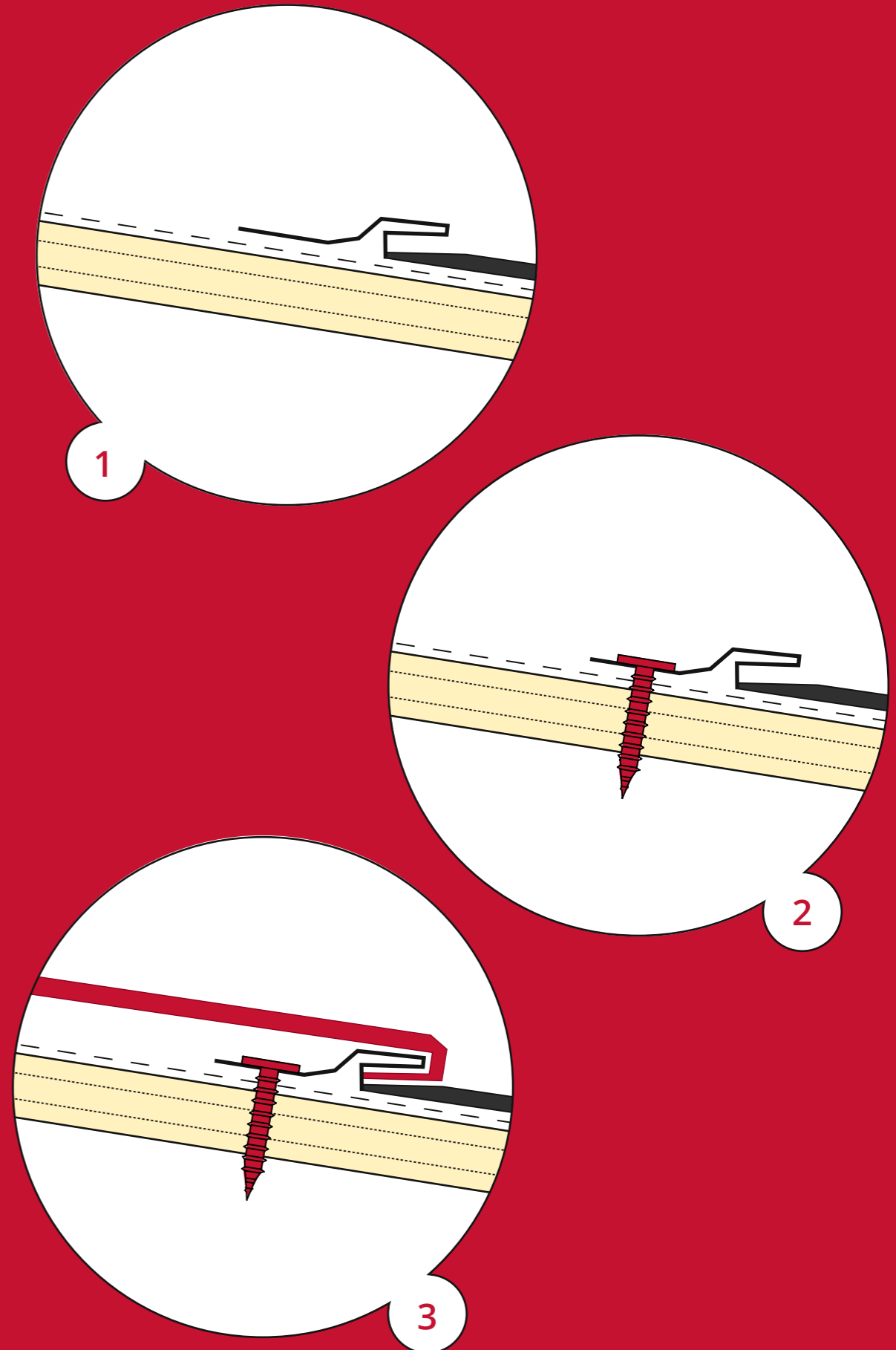


## About the Concealed Fastening System

As the diagram displays, the back-fastening tab on our CF system folds over itself, which provides strength and a secure area to fasten the panels.

The next panel conceals the fasteners to ensure they are not exposed to the weather. As this is a new and unique feature, our CF panels are attracting the attention of roofing professionals worldwide. Although other products may claim their fastening systems aren't visible, they are however still exposed to the elements, making them subject to deterioration.

Recent test results prove that the 3-1/2" side lap and long back-fastening tabs ensure water tightness and can withstand the highest wind loads with less fasteners than competitor products.





**?** *Keen to know more?*

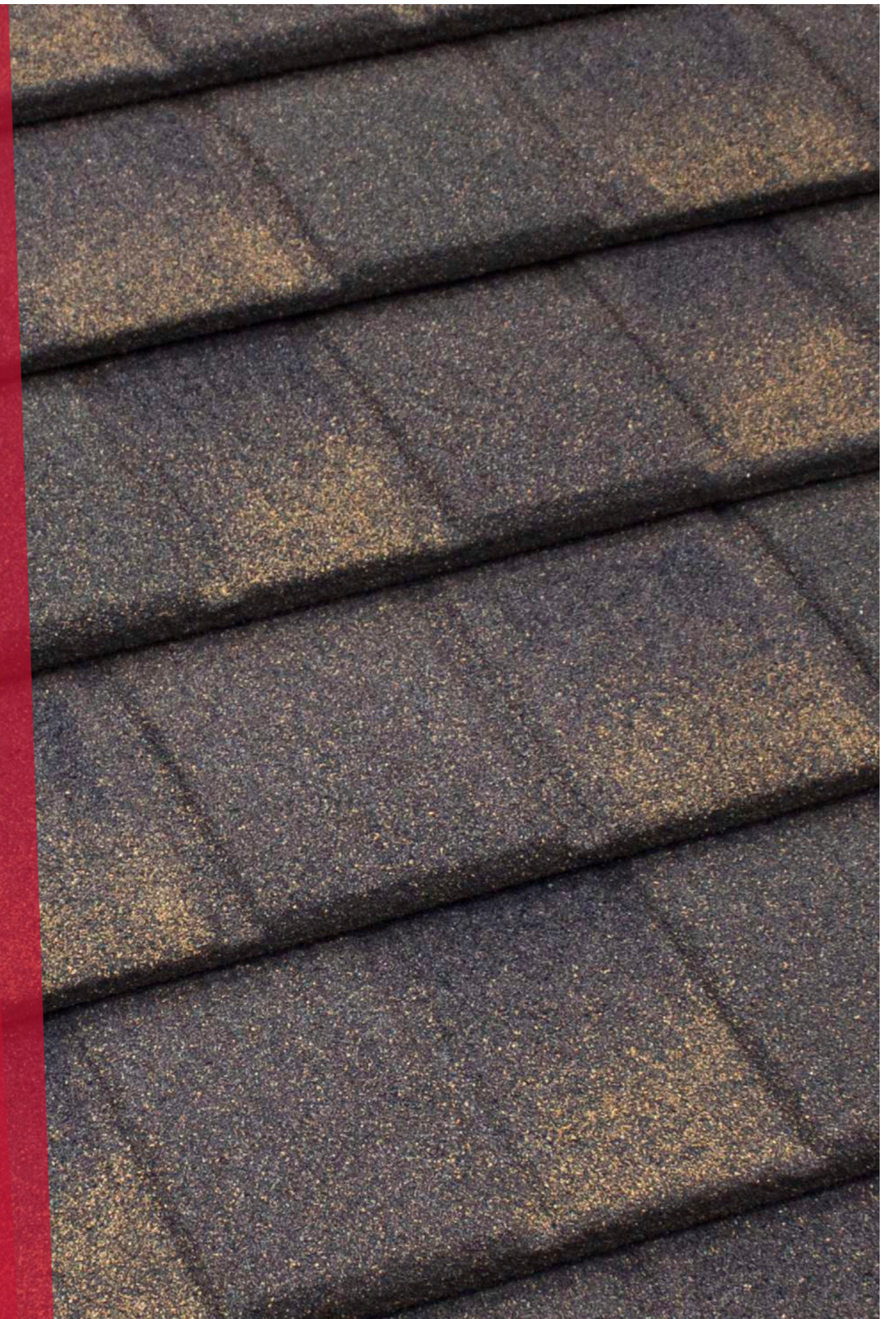
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- *Tilcor's CF roofing system is the most waterproof stone-coated steel roofing system available, having three 5/16" water channels and a side lap of 3-1/2".*
- *All CF panels have a continuous weather channel at the head-check or back-shelf.*
- *The under nose is the same size across the panel.*
- *The CF Shingle step looks like the nose so it's difficult to tell that it's a two-course shingle.*
- *All CF panels have large fastening tabs for random screwing – no searching for pre-punched holes which can be difficult to see.*



**Learn more about  
the availability of this  
innovative new Tilcor  
CF Roofing System**

**Click here to contact us**







## Installation Training and Support

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At Tilcor, we provide initial job site installation training, backed up by year round on-call support.

As a roofing contractor, you'll receive initial onsite training, whether it's for your whole team or as an individual. The training is practical, 'real-world' guidance – without any competitors doing the training with you.

We're the only stone-coated steel roofing manufacturer that conducts onsite training. It's a far more effective way to train, being onsite at one of your projects rather than in a classroom setting where everything is pre-cut and staged.

On the first job where you use Tilcor, your support begins with pre-job

education, job take offs and estimating of materials. Then a pre-installation meeting is held, followed by job site installation training with a technical support manager, and finally, post-job support.

Being experienced in other roofing methods, you're sure to have existing roofing tools – these will still be of use and will be supplemented with specially developed accessories to aid in the speed and skill of your Tilcor roofing installation.





## Answering Customer Demand

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A key selling feature of Tilcor products is that they truly are the best on the market.

In order for you to educate your customers, we provide sales training which explains how our roofing system stands out from other systems on the market with our superior quality and method of installation. These benefits

can be used to educate customers during the in-home sales process. When these are compared with other products on the market, it is clear that the preferred roofing solution is to use the Tilcor family of products.





## *The Benefits that Customers are looking for and Tilcor Delivers*

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- ✓ *The ability to provide a traditional look – with a choice of profiles and color choices (which are unlimited by R-values)*
- ✓ *Limited Lifetime Warranty – Tilcor roofs come with a Limited Lifetime Warranty, which can be for the life of the home*
- ✓ *Easy to maintain – the durability of Tilcor Roofing Systems means maintenance is limited, and easy*
- ✓ *Durable – to extreme conditions such as fire, hail, and earthquakes*
- ✓ *Water tight – safe from rain and wind uplift*
- ✓ *Ventilation – reducing dampness and increasing thermal performance*
- ✓ *Energy efficient*
- ✓ *Provides peace of mind and comfort – the occupant can rest assured that their home is protected by the best steel nature can offer*
- ✓ *Best thermal performance out of all roofing products – with the advantage of Sol-R-Skin*





Section 4

## Working with Tilcor Products

We love working with roofing companies, and focus on forming strong relationships with smaller operators who offer their customers a more personalized and specialized installation.

We're a privately owned family business, which means we can operate on a personal level, building strong, long-term relationships with our roofing distributors and contractors. Our strong ethics underpin everything we do and position us as a trusted roof maker that will stand by our products for decades to come.

We're proud to have a great team of passionate people involved in the business.



### Interested?

Find out more about using Tilcor products today.

**Register your interest with us**



# SUMMARY

We hope that this eBook has given you some insight into why stone-coated steel is the future of roofing, and why you should become a contractor utilizing Tilcor products.

Customers want and expect the best, especially when they're looking at a purchase as important as a roof. It drives the need for you to supply and install a great roof that performs better than the other options out there. Tilcor products answer this demand.

*Tilcor's the perfect choice for contractors because our panels:*

- *are faster to install*
- *allow you to complete more jobs per year*
- *have less associated labor costs*
- *are made from high quality materials*
- *are extremely durable and weathertight*
- *come in a wide range of profiles and colors perfectly suited to North American homes*
- *are made by a company you can be proud to stand behind.*

Not only are our products the best, it's also easy to switch to Tilcor if you're already installing asphalt shingles or concrete tiles.

So, are you looking to install roofs that provide customer satisfaction and offer you more benefits as a contractor? We'd love to hear from you.



**Interested in using Tilcor products for your next project?**

**Click here to register your interest**



**Check out Tilcor's extensive product range**

**Click to view the full range here**

Please note that the information provided in this eBook is of a general nature and should not be construed, or relied on as suitable for your specific situation.

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