

NEWS RELEASE

Client: The Tapco Group
Description: InSpire Cedar Shake Roofing
Project: 09-TA-024 Date: 1/20/09

For Release: Immediately

Contact: Mel Marzan, mel@waltdenny.com

New at IBS



Walt Denny Inc.

Advertising & Public Relations

*15 Salt Creek Lane, Suite 210
Hinsdale, IL 60521-2963*

Phone: 630/323-0555

Fax: 630/323-1040

Web: www.waltdenny.com

E-Mail: wdi@waltdenny.com

The Tapco Group Announces New InSpire Composite Cedar Shake Roofing



Cedar-shake roofing's natural depth and charm offer undeniable beauty, but with it comes the task of upkeep needed to maintain its original great appearance. Now, homeowners, custom builders and remodelers have an authentic, low-maintenance option with InSpire™ Roofing Products' new composite Cedar Shake

Roofing.

The new roofing satisfies key factors of aesthetics, practicality and durability. InSpire's Cedar Shakes deliver long-lasting beauty free from the problems that can plague real wood. The shakes' genuine appearance is achieved through a manufacturing process using molds cast from real hand-split cedar, so rich detail and depth are delivered without the need to worry about rotting, warping, cracking or bowing.

Real cedar requires regular maintenance to keep the damaging effects of moisture and blistering sunlight at bay, and specialized tools and chemicals are needed. In addition, a cedar roof can even be damaged through something as simple as harsh power washing by an inexperienced contractor.

The composite shakes from InSpire provide peace of mind against all the harmful effects that Mother Nature can bring. Their charming and rustic looks are designed to endure, with a Class A fire rating, Class 4 hail rating and 110 mph wind uplift rating. For those living in the West who desire the standout appeal of cedar, InSpire is a fire-resistant solution for areas that require Class A fire ratings and regularly face the threat of wildfire.

InSpire's shake roofing is crafted from a recyclable blend of virgin resins and limestone. The authentic graining from the cedar-shake molds provides a timeless look with vivid character, bringing natural style to homes clad in brick, stone veneer, fiber cement or vinyl. The shakes also add a level of protection and durability to log and timber homes.



From Colonial to Cottage to Log Cabin styles, cedar shake roofing offers dramatic architectural appeal.

Already an industry leader with its composite slate tiles, InSpire Roofing has earned a reputation for its authentic textures, broad spectrum of color options, and enduring weatherability. It now offers the same strong limited lifetime warranty with its composite cedar shake tiles.

InSpire Roofing Products is a division of The Tapco Group™. For more information, visit www.inspireroofing.com or call 1-800-971-4148.

The Tapco Group is the building industry's leading provider of easy to install, premium innovative interior and exterior products. Serving the building

industry since 1961, Tapco specializes in the manufacturing of stone veneer, roofing, siding, trim, tool systems, egress systems and siding components. The products combine versatile application, durability, vast color palettes and uncommon authenticity to exceed the expectations of contractors and homeowners. Tapco delivers Innovation Born from Original Thinking™.

Photo Caption:

InSpire Roofing Products' new composite Cedar Shake tiles deliver a true representation of cedar's natural charm while giving homeowners a durable, low-maintenance roofing solution.

###