



MEDIA RELEASE

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BORAL ROOFING INTRODUCES BORAL STEEL™

High-performance stone-coated steel roofing line now positions established roofing manufacturer as market leader in metal, retrofit roofing sectors nationwide

IRVINE, CALIF. (April 11, 2019) – [Boral Roofing LLC](#), the national leader in durable and energy-efficient new and retrofit roofing systems, is pleased to introduce Boral Steel™, its rebranded stone-coated steel product line emphasizing durability and performance. With an established reputation as the nation's largest manufacturer of sustainable clay and concrete roof tile systems, the launch of Boral Steel™ now adds another key roofing material category and positions Boral Roofing as a market leader in retrofit metal roofing solutions as well.

"The introduction of Boral Steel™ is significant as it expands Boral Roofing's product line with a suite of stone-coated steel offerings that are lightweight and ideal for both retrofit and new construction," said Pete Croft, brand manager – Steel with Boral Roofing. "Boral Roofing is now well-suited to serve the remodel marketplace in addition to the ground-up development sector."

The launch of Boral Steel™ is one key culmination of the high-profile 2017 Headwaters acquisition during which Boral Roofing acquired steel roofing market leaders Gerard and Metro (among other roofing entities) and consolidated the companies' highest-performing and most popular steel roofing system options. The result is a standout, market-leading product line to be branded under Boral Roofing going forward.

With the official launch of Boral Steel™, Boral Roofing now offers stone-coated steel roofing systems in five unique profiles including: *PINE-CREST Shake*, a roofing product engineered to mimic the look of hand-split wood shake while offering the durability that only stone coated steel provides; *BARREL-VAULT Tile*, resembling the authentic look of Spanish Tile; *GRANITE-RIDGE Shingle*, a low-profile shingle panel; *PACIFIC Tile*, offering a Mediterranean tile aesthetic; and *COTTAGE Shingle*, a double-course high-profile shingle with raised and lower sections that create a classic cottage look.

"With these profile options, customers are able to complement numerous architectural styles while ensuring maximum curb appeal, durability and weather resiliency. All of Boral Steel's products are Class 4 rated for Hail Impact Resistance, offer a Class A Fire Rating (when using designated accompanying underlay materials), and are Hurricane Performance Rated with Miami Dade County HVHZ Approval – the most stringent hurricane resistance standard in the country.

“In addition to energy efficiency, which these systems rate well in, resiliency and storm resistance are top-of-mind among roofing customers,” added Croft. “All of these stone coated steel profiles perform exceptionally well against hail, fire, wind and ice damming, and these attributes are key selling points for this product line.”

Boral Steel™ is now available to customers across the United States. For information on Boral Steel's profiles, or on Boral Roofing's concrete, clay, steel, and composite roof solutions, visit www.BoralRoof.com.

About Boral Roofing

Boral Roofing LLC is a subsidiary of Boral USA and is the country's largest premium provider of complete roofing and re-roofing solutions for architects as well as commercial and residential builders. Boral Roofing operates manufacturing plants throughout the U.S.

About Boral North America

Headquartered in Roswell, Georgia, Boral North America is a leader in key construction materials and building products markets with operations across the USA, Canada, and Mexico. In 2017 Boral acquired Headwaters Incorporated, expanding Boral's product offering and manufacturing and distribution footprint across North America. In construction materials, Boral has a national footprint and industry-leading position in the processing and distribution of fly ash – a by-product of coal combustion.

In building products, Boral manufactures and supplies cladding, roof tiles, windows, and other light building products for residential and commercial markets nationally. Boral's manufactured stone veneer includes leading brands Cultured Stone® by Boral®, Boral Versetta Stone®, Eldorado Stone®, Dutch Quality®, and StoneCraft®. Boral's light building products portfolio includes Boral TruExterior® Siding & Trim – a pioneer of the innovative poly-ash category of exterior building products – as well as shutters, gable vents, mounting blocks, and tool systems. In roofing, Boral is a leading manufacturer of clay and concrete roof tiles, and also produces composite polymer and stone-coated metal roof tiles.

Boral also has a 50% share of the Meridian Brick joint venture, a leading clay and concrete brick manufacturer which was formed with Forterra Brick in 2016.

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