



**RIGHT  
ROOF.  
RIGHT  
ROOFER.®**



# ABOUT US

“Great people. Fair price. Exceptional work. We tell all our friends to use LAD’s!”

– The Zacks  
homeowners

## LAD Services

- 25 Years Experience
- Insured (2 Million coverage)
- Workers Compensation Policy (1 Million coverage)
- Roofing Contractors Network
- NRCA training modules for safety and installation.
- Annual Safety Training Certifications



TPRS TRAINED



NO-CONTACT SERVICES



TOP OF THE HOUSE® CERTIFICATION



SURENAIL® TRAINED



SHINGLE RECYCLING PLEDGE



PLATINUM AWARD WINNER

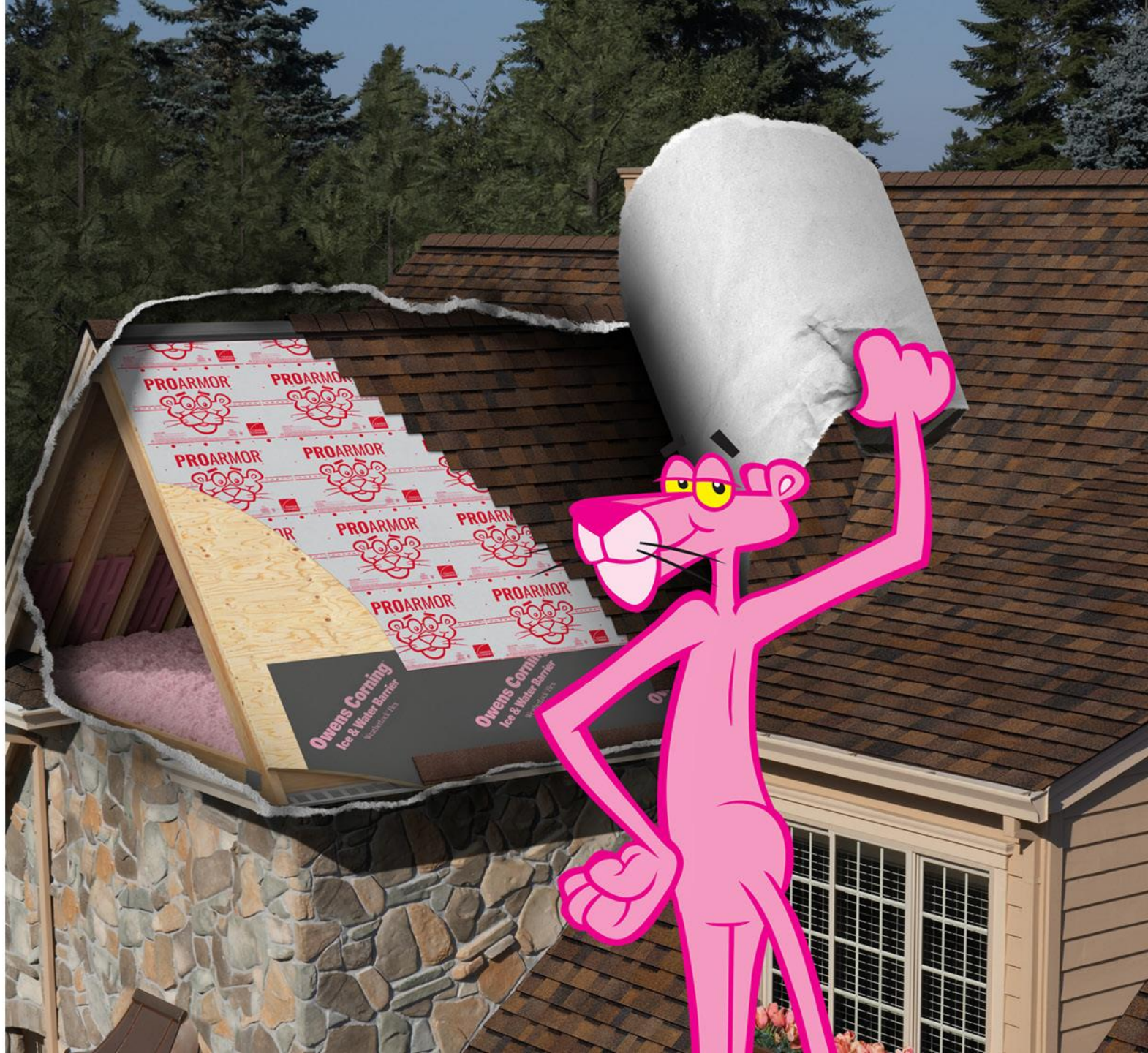


# PART OF A SELECT GROUP OF CONTRACTORS



**Owens Corning is America's most  
trusted and recognized roofing brand\***

# CHOOSE A CONTRACTOR WHO UNDERSTANDS THE WHOLE SYSTEM



**SEAL. DEFEND. BREATHE.™**  
TOTAL PROTECTION ROOFING SYSTEM®

\*Excludes non-Owens Corning® roofing products such as flashing, fasteners and wood decking.



## SEAL.

### Creates a barrier against ice and water infiltration.

Powerful two-part protection helps keep moisture away from the roof deck.



## DEFEND.

### Helps protect against daily exposure to the elements.

Three kinds of shingles work together for specialized protection on each part of the roof.



## BREATHE.

### Creates a balanced airflow in the attic.

Proper ventilation helps manage temperature and moisture under the roof.



## + COMFORT.

### Adds comfort and energy performance.

Bring attic insulation up to current recommendations for a more comfortable home year-round.



Everything you need in one complete roofing system.

[See how it works](#)



**SEAL. DEFEND. BREATHE.**  
TOTAL PROTECTION ROOFING SYSTEM®

# FIND YOUR STYLE



**2021**  
SHINGLE  
COLOR OF  
THE YEAR



Roof and color pairings let your personal style come alive.

See more inspired color pairings  
[roofingfashioncolors.com](http://roofingfashioncolors.com)



**AGED COPPER**

TruDefinition® Duration® Designer Shingles



Industrial Farmhouse



Bayside Cape Cod



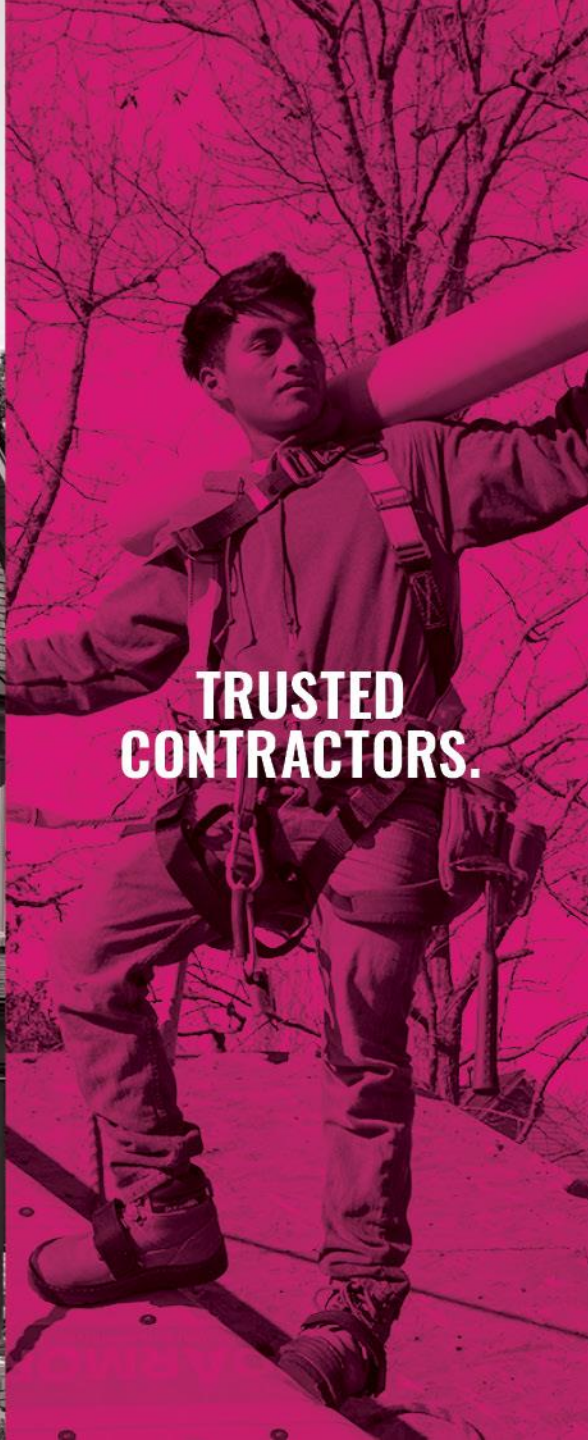
Natural  
Mid-Century Modern



**TRUSTED  
PRODUCTS.**



**TRUSTED  
BRAND.**



**TRUSTED  
CONTRACTORS.**

**TRUST IS A  
BEAUTIFUL  
THING™**

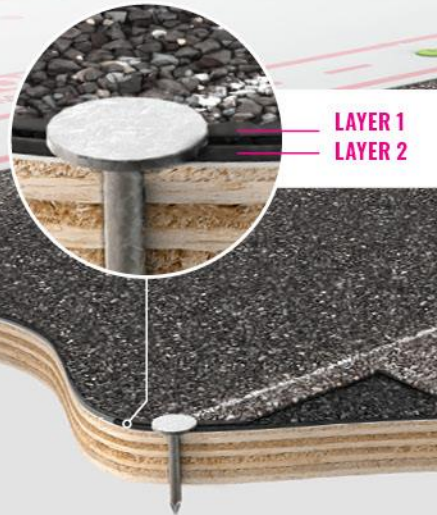


# THE PROOF IS IN THE PERFORMANCE

## PREMIUM PROTECTION

### OAKRIDGE<sup>®</sup> SHINGLES

with a full common bond nail zone for Double Layer Protection



#### NAIL PULL-THROUGH RESISTANCE

Up to  
**2X**  
BETTER

#### NAIL BLOW-THROUGH RESISTANCE

Up to  
**7X**  
BETTER

#### DELAMINATION RESISTANCE

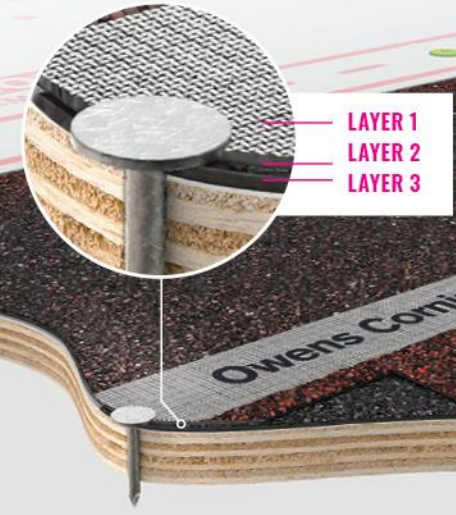
Up to  
**1.5X**  
BETTER

vs. top two competitors\*

## ULTIMATE PROTECTION

### DURATION<sup>®</sup> SERIES SHINGLES

with SureNail<sup>®</sup> Technology with Triple Layer Protection<sup>®</sup>



#### NAIL PULL-THROUGH RESISTANCE

Up to  
**2.5X**  
BETTER

#### NAIL BLOW-THROUGH RESISTANCE

Up to  
**9X**  
BETTER

#### DELAMINATION RESISTANCE

Up to  
**2X**  
BETTER

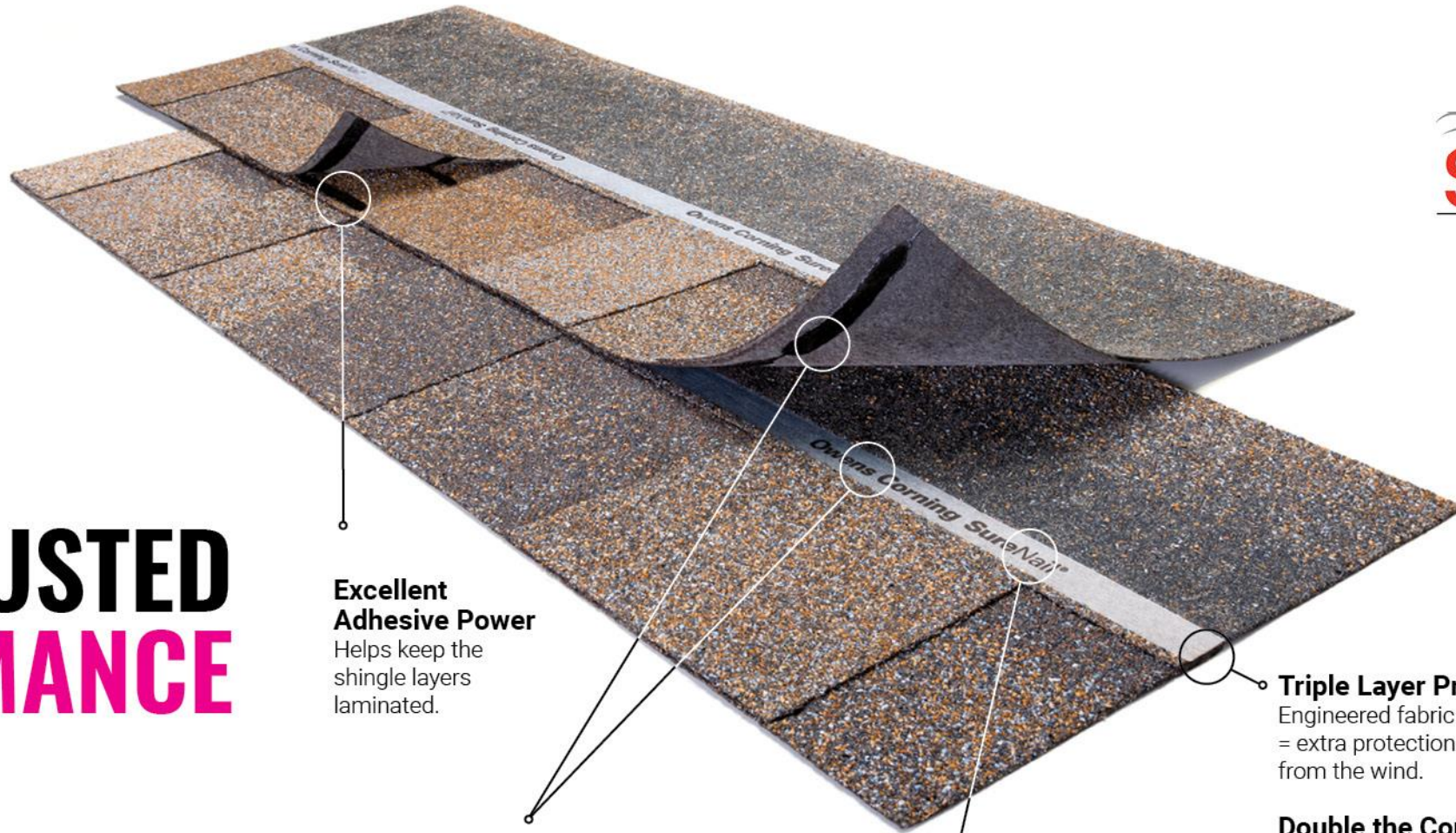


\* Owens Corning testing when following the manufacturer's installation instructions and nailed through the middle of the allowable nail zone.





# TRUSTED PERFORMANCE



**Excellent Adhesive Power**  
Helps keep the shingle layers laminated.

**Outstanding Grip**  
The SureNail® strip enhances the already amazing grip of our proprietary Tru-Bond®\*\* sealant for exceptional wind resistance of a 130-MPH wind warranty.

**Breakthrough Design**  
Patented SureNail® Technology is the first and only reinforced nailing zone on the face of the shingle.

**Triple Layer Protection®\*\***  
Engineered fabric + two shingle layers = extra protection against "nail pull" from the wind.

**Double the Common Bond**  
Up to 200% wider common bond area in the nailing zone vs. standard shingles.

**"No Guess" Wide Nailing Zone**  
Embedded nailing strip creates a strong, durable fastener zone.

Only available on Owens Corning® Duration® Series Shingles

SureNail® Technology is not a guarantee of performance in all weather conditions.

For patent information, please visit [owenscorning.com/patents](http://owenscorning.com/patents).

\*Tru-Bond® is a proprietary premium weathering-grade asphalt sealant that is blended by Owens Corning Roofing and Asphalt, LLC.

\*\*The amount of Triple Layer Protection® may vary on a shingle-by-shingle basis.

# LONG LASTING BENEFITS

## Improved curb appeal

- Updates the look of your house

## Higher resale value

- Increases average resale by \$16,287\*
- Buyers feel confident the roof will be worry-free

## Helps improve energy efficiency

- Contributes to overall comfort and performance



1 HUGE dumpster in my driveway and I could not find any debris from my roof in my yard. I do not know if I am more surprised with the roof or the clean up. You get what you pay for. 5 Stars.

-Josh



They made a plywood box to protect my Japanese maple tree. If they care that much about the yard, I knew my roof would be cared for too.

-Carlos Martinez

# REVIEWS

# MORE THAN JUST A ROOF<sup>®</sup>

Watch the Owens Corning Roofing Video



# LET'S TALK ABOUT YOUR PROJECT



- ✓ Findings, Recommendations & Warranty
- ✓ Estimate & Financing
- ✓ Scheduling
- ✓ Installation Details
- ✓ Follow-up & Review



# RIGHT ROOF. RIGHT ROOFER.<sup>®</sup>



\*Not a guarantee of performance in all weather conditions.  
See actual warranty for complete details, limitations and requirements.  
SureNail<sup>®</sup> Technology is proprietary with U.S. and foreign protection including U.S. Patent  
Nos. 6,471,812; 7,836,654; 8,156,704; 8,181,413; 8,240,102; 8,430,983; 8,607,521;  
8,623,164; 8,752,351; 8,991,130; 9,121,178; and other patents pending.

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