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Enviroshake®
Quality Engineered Roofing

Company History

A pioneer in the composite roofing market, Enviroshake has been commercially sold since 1998, offering the only composite roof shakes in the market that truly emulates the natural look and feel of silvered cedar shakes.

Headquartered in Chatham, Ontario, the company has grown to serve Canadian and international markets, with presence in the U.S., Bahamas, Caribbean, Belgium and Russia.



Old Tires, New Products

While many homeowners, architects and builders appreciate the classic look and feel of cedar shakes, cedar materials are often prone to mold, mildew and insects, shortening its lifespan to 15 to 20 years, and increasing lifetime maintenance costs. Enviroshake Inc. found an opportunity to produce highly durable, yet aesthetically comparable composite roof shakes called Enviroshake®, made of 95% recycled materials, which incorporates a combination of natural wood fibres, recycled plastics and recycled elastomers from tire crumb rubber.

Through the Ontario Tire Stewardship, Enviroshake Inc. sources recycled tire crumb



rubber, derived from more than 12 million scrap tires produced in Ontario each year, to use in its eco-friendly roofing product. When applied to an average sized 4,000 sq. ft. roof, Enviroshake helps keep up to 64 scrap tires out of landfills.

As a result of the company's innovative use of technology and recycled materials, Enviroshake roofing products are fire and hail resistant, do not decay, blister or peel, and can last more than 50 years without losing its aesthetic appeal.



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GREEN SPACES

Award-winning Enviroshake products are being applied beyond the average residential roof. These environmentally sustainable products are being used in several community, commercial and academic institution projects across North America.

In Kitchener, Ontario, Enviroshake donated eco-friendly roofing products to the Residential Energy Efficiency Project (REEP). A winner of the *2011 Minister's Award for Environmental Excellence* in the non-governmental organization category, the REEP House serves as a public learning centre, educating homeowners on ways to make their homes more energy efficient. As a result of using Enviroshake products, the REEP House also gained Leadership in Energy and Environmental Design (LEED) industry rating points. These points have contributed to its pursuit of a Platinum industry certification under the LEED Canada for Homes program.



REEP House (Kitchener, ON)

On campus, Enviroshake was also applied to Lambton College's new Sustainability House, which serves as an extension to its Alternative Energy Engineering Technology facility on the College's main Sarnia campus. Meanwhile, Fanshawe College elected to use Enviroshake products for its green Learning Centre at its London campus.



Sustainability House, Lambton College (Sarnia)

Contributions to Ontario's Green Economy

Enviroshake Inc. has leveraged valuable provincial funding such as the NRC Industrial Research Assistance Program (IRAP). These resources have allowed the company to expand to key international markets, continue research and development projects and implement the latest manufacturing technologies to produce its products.

As a result of ongoing green innovation and growing demand for its environmentally sustainable roof shakes, the company is experiencing strong sales growth. To accommodate increased sales and company growth, Enviroshake Inc. has also added new positions, further contributing to job creation within Ontario's manufacturing industry.

ABOUT

Enviroshake®
Quality Engineered Roofing

- Won the **Canadian Agri-Food Award of Excellence in Innovation** in 2001
- Products available through Certified Enviroshake Contractors
- Enviroshake products have been **applied to more than 3,000 roofs** in the last 13 years
- Donated Enviroshake to the eco-friendly, 100 sq. ft. traveling Tumbleweed Tiny House in California
- **Registered recycled product manufacturer** through Ontario Tire Stewardship
- Member of the Canadian Green Building Council (CaGBC) and Interactive Manufacturing Innovation Networks (iMiN) in Chatham-Kent
- www.enviroshake.com



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