

# HOMEOWNERS HAVE A **DIRTY** PROBLEM

## Every Roof Has A 'Dirty Potential'

What is 'Dirty Potential'? (It's probably not what you think.) It's the likelihood that a new roof will form dirty-looking black streaks in just a few short years—or even months. Unfortunately, all roof types including clay tiles, concrete tiles, wood shakes and asphalt shingles are vulnerable to those 'dirty' looking streaks. Here's what you need to know to help you reduce 'Dirty Potential'.

### Dirty Roof = Roof Algae



To help gauge 'Dirty Potential' of a roof, you must first understand that those black streaks aren't caused by dirt. It's algae—and they're growing! These organisms live and die on a roof's surface forming black discolorations that mask a shingle's color,

making a roof look old. In most cases, when the black streaks are noticeable, the algae have been growing for months—or even years. Algae can form on just about any roof where moisture gathers, but homes in areas with high humidity are in the most danger. These problem areas encompass more than 80% of the United States (see "Algae Danger Zone Map").

### You Can Catch It From A Neighbor

Once algae is established on a single roof in a neighborhood, all homes in the area are susceptible to algae growth. Algae spores are spread by the wind; carried from rooftop to rooftop looking for new hosts. That's right—algae goes airborne! Entire neighborhoods can become overrun with roof algae from just one infestation.

### The Risk is High

Homes in high-humidity areas of the country are more likely to harbor algae than are those in dryer climates. Again, high-risk areas encompass more than 80% of the United States.

### What's the 'Dirty Potential' of Your Roof?

Can you measure the 'Dirty Potential' of a roof? Not exactly. There are multiple factors that lead to algae growth on a roof, but two are most telling:

- the region where a home is located (see below)
- the algae protection built into the roofing shingles.



# NOW YOU HAVE A CLEAN SOLUTION

## INTRODUCING ATLAS PRISTINE SHINGLES

Featuring



The only shingle available with **LIFETIME** protection against algae streaks and stains.

### So How Do You Help A Shingle 'Stay Clean' and 'Keep Its Color'?

A shingle's Algae Resistance technology is the first line of defense. Shingles that provide 'Algae Resistance' warranties are generally infused with copper granules since copper has been proven to prevent algae growth. While there are other methods of keeping your roof looking clean, such as pressure washing or chemical cleaning, they cost money and can even damage your roof if done incorrectly. By far, the best solution to combat algae is by choosing roofing shingles specifically designed to prevent algae growth. All algae-resistant shingles, however, are not created equal.

### Scotchgard™ Algae Resistance Technology Helps Your Roof Stay Clean and Keep It's Color



Atlas Roofing® Pristine Shingles featuring Scotchgard™ Protector deliver the most effective algae protection available today. An optimum blend of 3M copper roofing granules are uniformly manufactured into the surface of every Atlas Roofing® Pristine Shingle. 3M copper granules eliminate algae growth, ensuring a streak-free surface so Atlas can offer protection you can't find anywhere else - A Lifetime Limited Warranty against algae with Scotchgard™ Protector.



In order to qualify for the Lifetime Algae Warranty, installation must include Pro-Cut® Hip and Ridge featuring Scotchgard™ Protector with Atlas Pristine shingles featuring Scotchgard™ Protector.

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