

An Ultimate Home Deserves THE ULTIMATE Roof.....

## *Authentic Roof*™



It has been more than 20 years since Canadian based **Crowe Building Products Ltd.**, pioneered the synthetic slate roofing market with the creation of *Authentic Roof*. The “**Worlds First**” synthetic slate made from recycled polymers; originally invented back in 1988 by James Crowe Sr., a third generation custom builder by trade and descendant of renowned Irish masons and home builders. Dedicated to quality construction and extremely well versed in the building trades, Mr. Crowe designed and developed *Authentic Roof* to be an improvement on real slate in every way possible.

Today, Crowe Building Products Ltd. continues to lead the industry by delivering innovative solutions to their valued customers. *Authentic Roof* is now manufactured from a proprietary *ACE Compound*, essentially a combination of the world’s highest quality polymers, an unrivaled ultra-violet protection package and vital flame-retardants. By combining the traditional slate layering installation process with the most advanced technology in material development CBP has engineered a truly World Class product.

*Authentic Roof* continues to impress by uniquely exuding the “*authentic*” *appeal of real slate*. Tremendous care is taken to ensure and preserve its natural look, as the *Authentic Roof* molds are precision crafted and cast from 100 year old slates. Several other significant advantages make the *Authentic Roof* product arguably the most superior roofing material available in the world today. For instance, *Authentic Roof* is *environmentally friendly* being made from primarily *recycled materials*; but more intriguing is that it is also the only product of its kind that is *100% recyclable* itself. Any cosmetically damaged or unused material can be recycled again into new products.

Rigorously *tested, approved & certified by internationally recognized laboratories* in various countries - *Authentic Roof* is in a *class of its own*. It has *superior life-expectancy* and comes with a *transferable 50-year warranty* upon purchase. However, CBP indicates all of their customers have taken great pride in knowing that they’ve replaced their roof (or put one on) for the last time. *Authentic Roof* tiles are also *lightweight*. They weigh only a fraction of the weight of real slate; therefore, they are also considerably lighter than concrete, ceramic, and clay roofing products. The unsurpassed material make-up of *Authentic Roof* also lends to its *extreme durability*. Virtually indestructible, these tiles are also much *safer* and *easier to install* compared to numerous other systems. Mr. Crowe designed this product so that anyone with basic roofing skills could install it, but professional assistance is recommended.

Perhaps the most appealing feature is the price tag. *Authentic Roof* was also created to be as *affordable* as possible to the end user - the customer. Its price ranges anywhere from 1/3 to 1/4 the cost of real slate. CBP urges that no where else will you find this combination of both price and *quality*.

At Crowe, they say - your “roof” is the *shield* that protects your castle; that shield should be built to last. *Authentic Roof* is without question the **PREMIUM** synthetic slate available amidst the marketplace today; and it has 20 years behind its name to prove it. For more information contact Crowe Building Products Ltd., phone: (905) 529-6818, fax: (905) 529-1755 or visit: [www.authenticroof.com](http://www.authenticroof.com).

*And Remember...*  
***If it's not from Crowe, then it's not Authentic.***