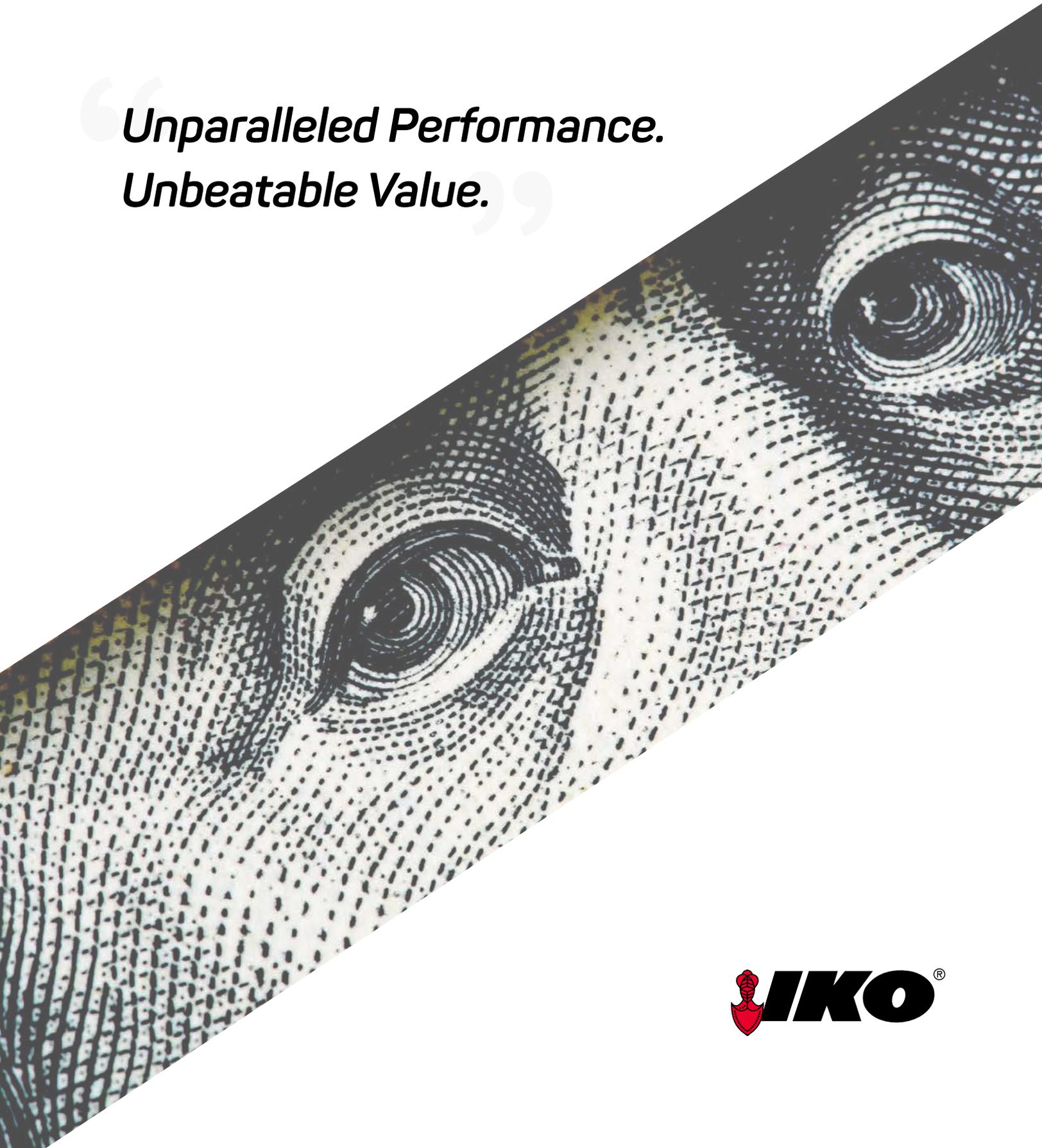


IKOnomics\$

*“Unparalleled Performance.
Unbeatable Value.”*



The *True Square & Coverage* Advantages of IKO

One factor that elevates IKO above the competition is its True Square Advantage.

When you buy an IKO square of Dynasty or Cambridge roofing shingles, a square is what you get. Three IKO bundles cover precisely 100 sq. ft. You'll get accurate measurements and an exact number of shingles in every package every time.

Other manufacturers sell in approximates. In real numbers, they typically package 98.4 sq. ft. in their three bundles. That's an average – not a true square.

Some manufacturers' laminate shingle squares come up short by as many as two or three full shingles per three bundles. At IKO, we don't settle for averages. We work with absolutes to give you just what you expect.

The math is simple, but if you're a contractor who installs thousands of shingles every year, the numbers can be substantial.

Because competitors' laminate shingles are oddly sized, it's impossible for them to put the same number of pieces in each package without going over 100 sq. ft. In the U.S., you may find one bundle with 20 shingles, the next one with 22, or sometimes, you might get three with only 20. Similarly, in Canada, you may find competitors' package shingles in bundles of 18 and 20.

No matter how they do it, their products still won't cover a full 100 sq. ft. IKO manufactures both Cambridge and Dynasty architectural laminated shingles in a unique "Advantage" size (40 7/8" x 13 3/4"). This larger-than-metric size has been optimized to package 20 shingles per bundle, for a total of 60 shingles per square.

The IKO Advantage isn't just about material and labor dollar savings...

By using fewer shingles and nails, contractors perform fewer actions during installation. And, IKO's larger-than-average size and exposure means each shingle covers more area compared to most comparable competitive shingles.

The bottom line is IKO shingles can be installed approximately 10 percent faster than most other brands. This has a significant impact to scheduling and crew availability, making your business even more efficient and profitable. This is especially important during times when finding labor is a challenge.

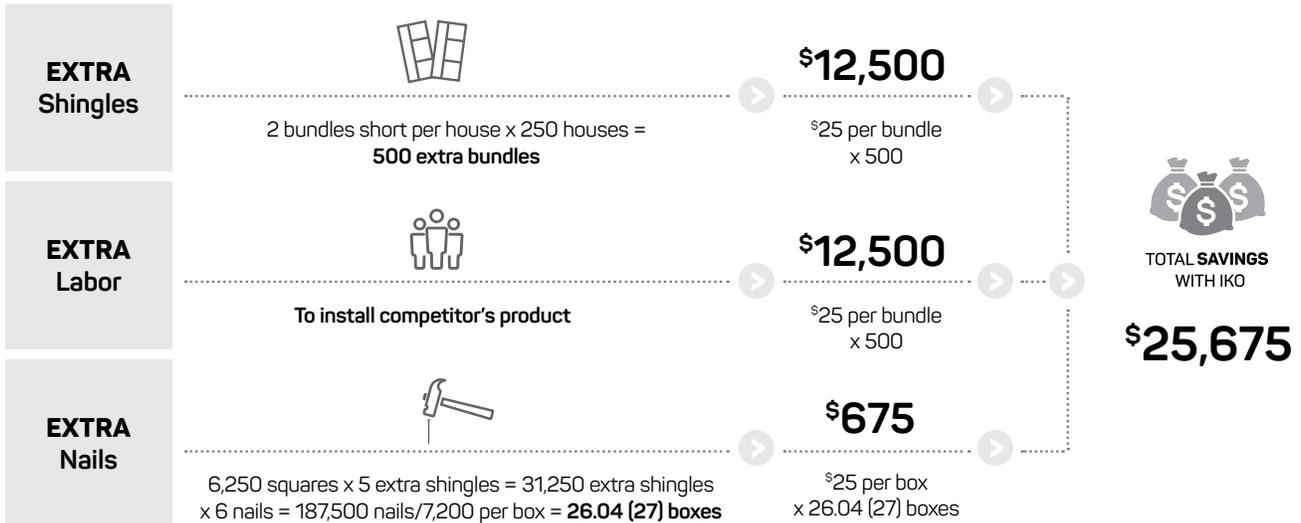


A typical house is 25 squares. What happens if a typical competitive product is short one shingle per square? While the cost of IKO shingles and competitor X may be the same, the job will be short by 25 shingles when you use the competitor. You'll need to buy two additional bundles of the competitor's shingles to complete the job, so let's estimate what that means to your business:

SCENARIO 1 One house: 25 squares



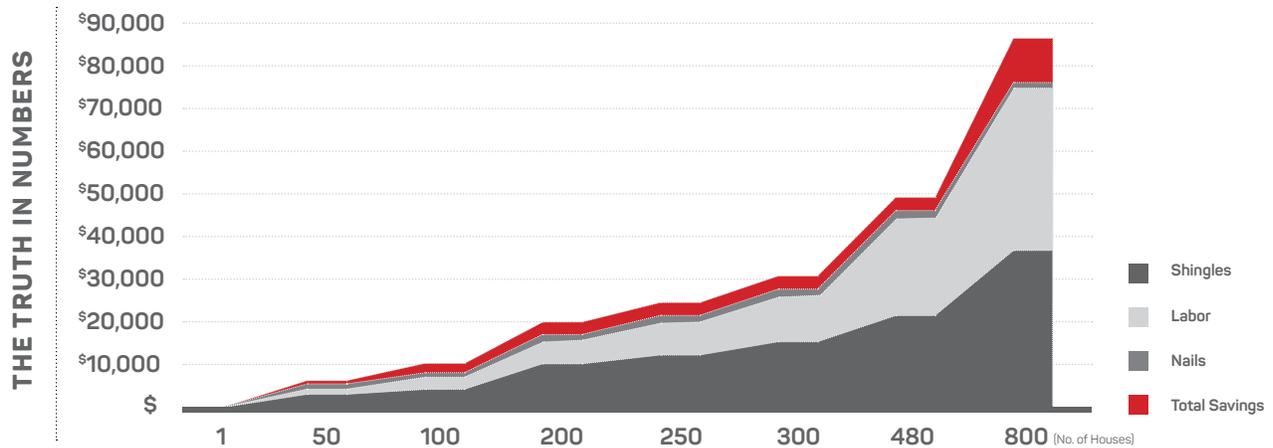
SCENARIO 2 250 houses x 25 squares = 6,250 squares



***Bigger* Shingles + *Larger* Exposure = Lower Job Costs & Increased Profits**

Could you use an extra **\$25,675** to invest in your business this year?

The following charts will help you see what the savings may mean for your business.



Let's apply the same math to the following examples:

No. of Houses	1	25	50	100	200	250	300	480	800
No. of Squares	25	625	1,250	2,500	5,000	6,250	7,500	12,000	20,000
Extra Bundles	2	50	100	200	400	500	600	960	1,600
Extra Bundles Cost	\$50	\$1,250	\$2,500	\$5,000	\$10,000	\$12,500	\$15,000	\$24,000	\$40,000
Extra Labor Cost	\$50	\$1,250	\$2,500	\$5,000	\$10,000	\$12,500	\$15,000	\$24,000	\$40,000
Estimated Time Saving**	1 hour	25 hours	50 hours	100 hours	200 hours	250 hours	300 hours	480 hours	800 hours
No. of Extra Nails	—	18,750	37,500	75,000	150,000	187,500	225,000	360,000	600,000
Extra Nails Cost	—	\$75	\$150	\$275	\$525	\$675	\$800	\$1,250	\$2,100
TOTAL SAVINGS	\$100	\$2,575	\$5,150	\$10,275	\$20,525	\$25,675	\$30,800	\$49,250	\$82,100

Charts provided for illustration purposes only. Actual savings may vary. **Time is an estimate based on Time and Material Study of IKO vs competitor's comparable product.



See the formula on the back cover to calculate your savings based on your own business!

Calculate your savings!

But Wait, There's More: The Total *IKO Advantage*

PRO4

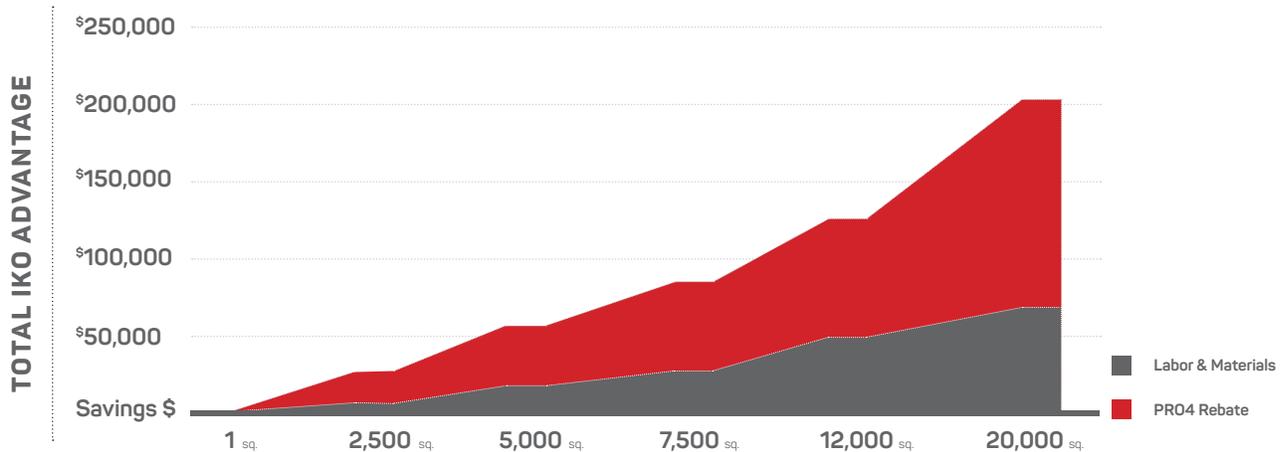
Beyond the value and savings IKO offers contractors in the **True Square Advantage** is a lucrative contractor promotion called **PRO4 Plus**. With this program, contractors who install IKO shingles along with three IKO PRO4 accessories earn rebate money on every single job, up to a maximum of 100 squares per job.

Combining IKO's PRO4 Plus program and the True Square Advantage offers you a powerful tool to significantly increase your bottom line:

Project Squares <small>One house = 25 squares</small>	625 sq. <small>25 houses</small>	1,250 sq. <small>50 houses</small>	2,500 sq. <small>100 houses</small>	5,000 sq. <small>200 houses</small>	7,500 sq. <small>300 houses</small>	12,000 sq. <small>480 houses</small>	20,000 sq. <small>800 houses</small>
PRO4 Plus							
PRO4 Rebate	\$3,125	\$6,250	\$12,500	\$25,000	\$37,500	\$60,000	\$100,000
PRO4 Cash Bonus	—	—	\$2,000	Additional \$3,500	Additional \$7,000	Additional \$10,000	IKO-branded Dodge Ram 1500 + cash bonuses already earned
Total Cash Bonus	—	—	\$2,000	\$5,500	\$12,500	\$22,500	
TOTAL PRO4 PLUS REBATE	\$3,125	\$6,250	\$14,500	\$30,500	\$50,000	\$82,500	\$122,500 plus new vehicle
True Square Advantage							
Additional Material Savings	\$1,250	\$2,500	\$5,000	\$10,000	\$15,000	\$24,000	\$40,000
Additional Nail Savings	\$75	\$150	\$275	\$525	\$800	\$1,250	\$2,100
Additional Labor Savings	\$1,250	\$2,500	\$5,000	\$10,000	\$15,000	\$24,000	\$40,000
Estimated Time Saving**	25 hours	50 hours	100 hours	200 hours	300 hours	480 hours	800 hours
TOTAL ADDITIONAL SAVINGS	\$2,575	\$5,150	\$10,275	\$20,525	\$30,800	\$49,250	\$82,100
PRO4 Plus + True Square Advantage							
TOTAL IKO ADVANTAGE	\$5,700	\$11,400	\$24,775	\$51,025	\$80,800	\$131,750	\$204,600 plus new vehicle

All rebate figures above are based on the installation of IKO Cambridge shingles at a value of \$5/square. Using a performance shingle such as Dynasty or Nordic only increases the value and the savings. **Time is an estimate based on Time and Material Study of IKO vs competitor's comparable product.

Let's take another look at The Total *IKO Advantage*



Now, calculate your savings based on your own business formula:

- No. of jobs per year: _____ x 25 Squares = _____
- Extra Shingles: 2 bundles short per house x _____ (no. of jobs) = _____
x \$25 per bundle (or your exact purchase price from distributor) = _____
- Extra Labor: \$25 (or your labor cost per bundle) x Extra Bundles = _____
- Extra Nails: No. of squares _____ x 5 shingles (64 competitor's shingles per square versus 60 per square for IKO = 4 extra, plus one more extra to cover the coverage difference)
= _____ x 6 nails = _____ nails divided by 7,200
(no. of nails in box) = _____ (no. of boxes of nails – round up if a fraction) x \$25
(or price you pay for nails) = _____ (total cost of extra nails needed)

The information in this literature is subject to change without notice. We assume no responsibility for errors that may appear in this literature.

To find out more about IKOconomics or additional IKO products, please talk to an IKO sales representative, or contact IKO directly.

United States: 1-888-IKO-ROOF (1-888-456-7663)

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