



Press Release/Announcement – February 2012

**G.E.M. Inc. announces the launch of its NEW EUROLITE SHAKE™ roofing product.**

*“PREMIUM LOOK, QUALITY and PERFORMANCE...Without the Premium Price”*

G.E.M. Inc., the manufacturer of Euroshield® recycled rubber roofing products is pleased to announce the launch of its new EuroLite Shake™ profile. Coming on the heels of the highly successful launch (June 2011) of EuroLite Slate™, EuroLite Shake™ is designed to replicate the look of traditional wood roofing, without the issues surrounding the use of wood. The product is a thinner and lighter version of our popular EuroShake®, but at a much lower price point, typically between asphalt shingles and other premium slate, wood, metal and synthetic material offerings. Euroshield® products contain a minimum of 70% recycled materials.

EuroLite Shake™ is the latest profile in the *new line* and features a “modified open keyway” design that creates an authentic looking appearance in an easy to handle panelized form. The panels measure 40” wide by 17” high with a 7 5/8” exposure to-the-weather and incorporate 6 “shake-like” sections of varying widths. Installation is similar to asphalt shingles, fastened using standard roofing nails (hammer or air-nail) and an adhesive strip along the underside of the butt edge. Coming in at approximately 2.2lbs per square foot, it is one of the lightest roofing products on the market today and yet it retains the durability and longevity associated with Euroshield® roofing products. EuroLite Shake™, like all Euroshield® products, comes with a transferable lifetime warranty, non-prorated for the first 50 years.

At 2.12 square feet (to-the-weather) per panel, a unique “panel guide” (eliminates the need to snap a chalk line each course), adjustable pitch hip/ridge caps, valley/rake/eave starter strips and 3 bundles per “square”, EuroLite Shake™ has the potential to install faster than asphalt shingles. It can be easily cut with a utility blade.

To learn more about this affordable new recycled rubber roofing product, visit [www.euroshieldroofing.com](http://www.euroshieldroofing.com) or phone Toll Free: (877) 387-7667 in North America.

Sincerely,

Brian W. Eberle  
Director of Marketing & Sales  
G.E.M. Inc.

9330 – 48<sup>th</sup> Street SE  
Calgary, AB T2C 2R2

[www.euroshieldroofing.com](http://www.euroshieldroofing.com)

Email [info@euroshieldroofing.com](mailto:info@euroshieldroofing.com)

Telephone: 403-215-3333

Toll Free: (877) 387-7667

Fax: 403-287-2012