

WHY CHOOSE



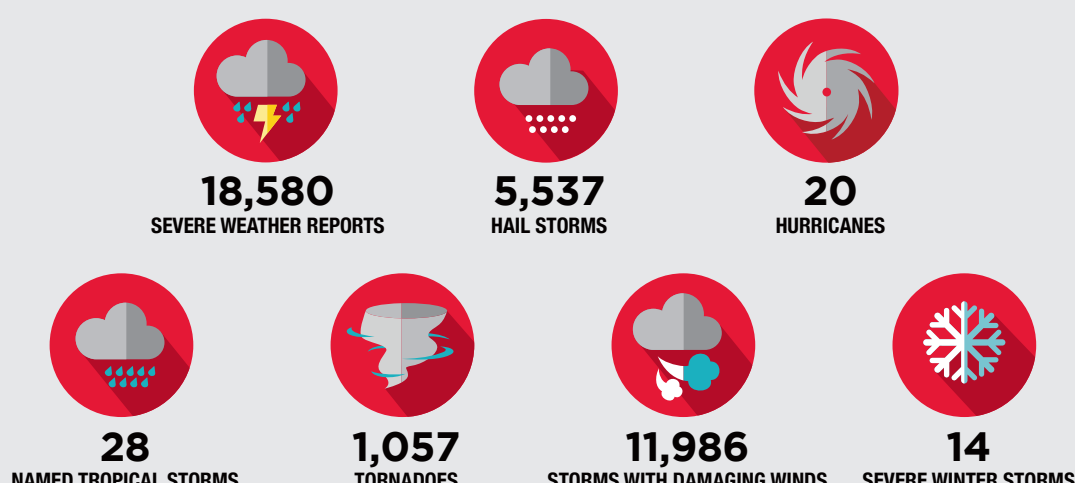
GRACE

ICE & WATER SHIELD® ROOFING UNDERLAYMENT

Storms are common. And they can be destructive.
Roofing underlayments are the last layer of protection from the costly damage of severe weather.



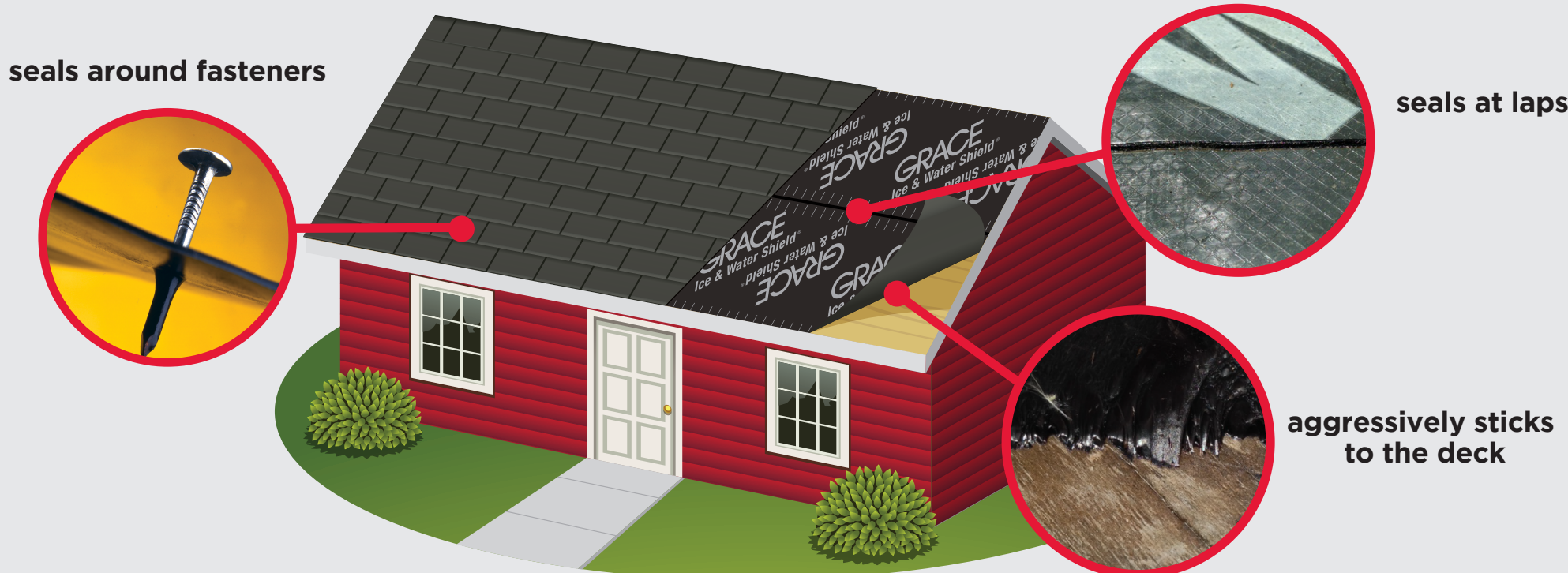
Roofs are susceptible to leaks and damage caused by ice dams, and wind driven rain.



\$140,000,000,000*

TOTAL COST OF PROPERTY DAMAGE**

Not all underlayments are the same.
Grace® Ice & Water Shield® outperforms competition in 3 key areas.



GRACE® ICE AND WATER SHIELD®

SINCE 1978

The first & original underlayment, invented in 1978

2 MILLION

Successful installations

25 COUNTRIES

Sold in 25 countries

Roof it Right the First Time.

Typical re-roofing cost
\$18,000***



Typical cost to waterproof your roof with Grace® Ice & Water Shield®
\$750



Peace of Mind for Contractors and Homeowners At Minimal Additional Cost



To order or for more information visit:
www.grace.com/Ice&WaterShield

Check out our new contractor community for even more tips and tricks
www.graceprosintheknow.com



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And you can now follow us on our twitter page!

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* Annual Severe Weather Report Summary, 2014 2014 Hurricane Season in Review: Eight Things We'll Remember, By Nick Willgen FEMA, Disaster Declarations for 2014
2014 Hurricane Season Recap: Quiet Atlantic and Very Active Eastern Pacific, Nov 30, 2014, 8:15 PM ET, By Dan Peck

** \$110,000,000,000 - Total cost of property damage, 2014 Data According to a report released by reinsurer Munich Re

*** 2015 Cost vs Value Report, Remodeling.net

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