



Taking Action Against Ice Damming This Winter

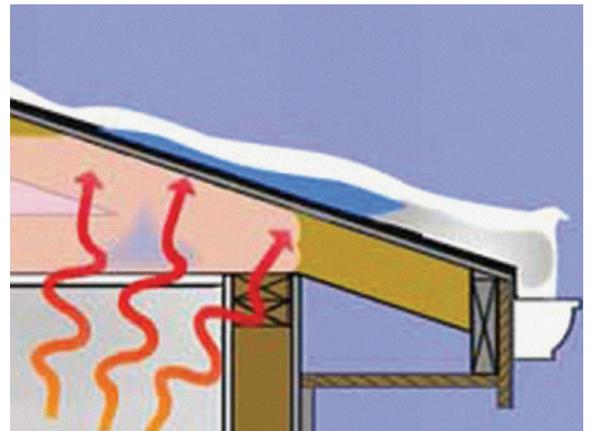
What You Should Know to Help Protect Your Roof



Are ice dams damaging your roof?

The Midwest and Mid-Atlantic have been plagued with above average snowfall and below average cold temperatures throughout the winter season. As the Meteorological Winter's three coldest months of the year finally come to a close, homeowners may find that the wrath of this winter has left long-term roof damage in its wake.

In regions hit hard this winter, the seemingly harmless icicles dangling from rooftops may actually signal potential ice dams. An ice dam is a wall of ice along the edge of the roof that forms when melting snow continually thaws over warmer portions of the roof and refreezes along the roof's colder eaves. The melted water that pools behind the ice dam gets trapped, creating the potential to leak into the home and cause damage to walls, ceilings, insulation and other structural areas.



To help avoid increased potential for ice dam damage on your home, consider following these tips:

Proactive: Bring in the Trusted Experts.

- Call a local expert who can evaluate your roof for damage and determine what your roof needs are. This could include additional shingles, underlayments, ice and water barrier products, ventilation and/or additional insulation.
- Start with the Owens Corning® Roofing Contractor Network to find a professional roofing contractor in your area. Simply visit <http://www.owenscorning.com/Roofing> to request consultation from multiple roofing contractors in your zip code using an online submission form.

Preventive: Prepare your home for next year's winter.

- Clean gutters and downspouts of debris each fall before winter strikes.
- Have your attic inspected for proper attic ventilation and insulation.

Ask your Owens Corning Roofing Contractor about WeatherLock® Ice and Water Barrier Products, VentSure® Ventilation products and Owens Corning® AttiCat® Insulation.

See back for additional details.



Ask Your Roofing Professional

About these Preventative Ice Damming Roofing Components

WeatherLock® Flex

Flexible Self-Sealing Ice & Water Barrier†

Protect the roof where water has a tendency to collect or flow, including: eaves, rakes, valleys, vents, chimneys and skylights.



VentSure®

Ventilation

Help maintain balance between attic and outside temperatures to protect from ice damming and shingle deterioration.



AttiCat®

Blown-in Insulation

Use AttiCat® Expanding Blown-in PINK® FIBERGLAS™ Insulation where you need it, providing optimum insulating R-value for your climate zone.



†Excludes non-Owens Corning® roofing products such as flashing, fasteners and wood decking.

‡Available regionally; visit www.owenscorning.com/roofing for details.

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