



## sustainable roofing for your lifestyle

As the leading manufacturer of premium steep-slope roofing products, EcoStar continues to provide the roofing industry with unique, sustainable products that offer exceptional longevity, durability and aesthetics. In addition to its Seneca Cedar Shake tiles, EcoStar offers a full line of synthetic slate and designer tiles as well as accessories.

EcoStar offers environmentally friendly building materials. What makes them eco-friendly? They meet the three criteria that define environmentally friendly, sustainable building products: made of recycled material, can be recycled and offer an extended lifecycle (50-year warranty).



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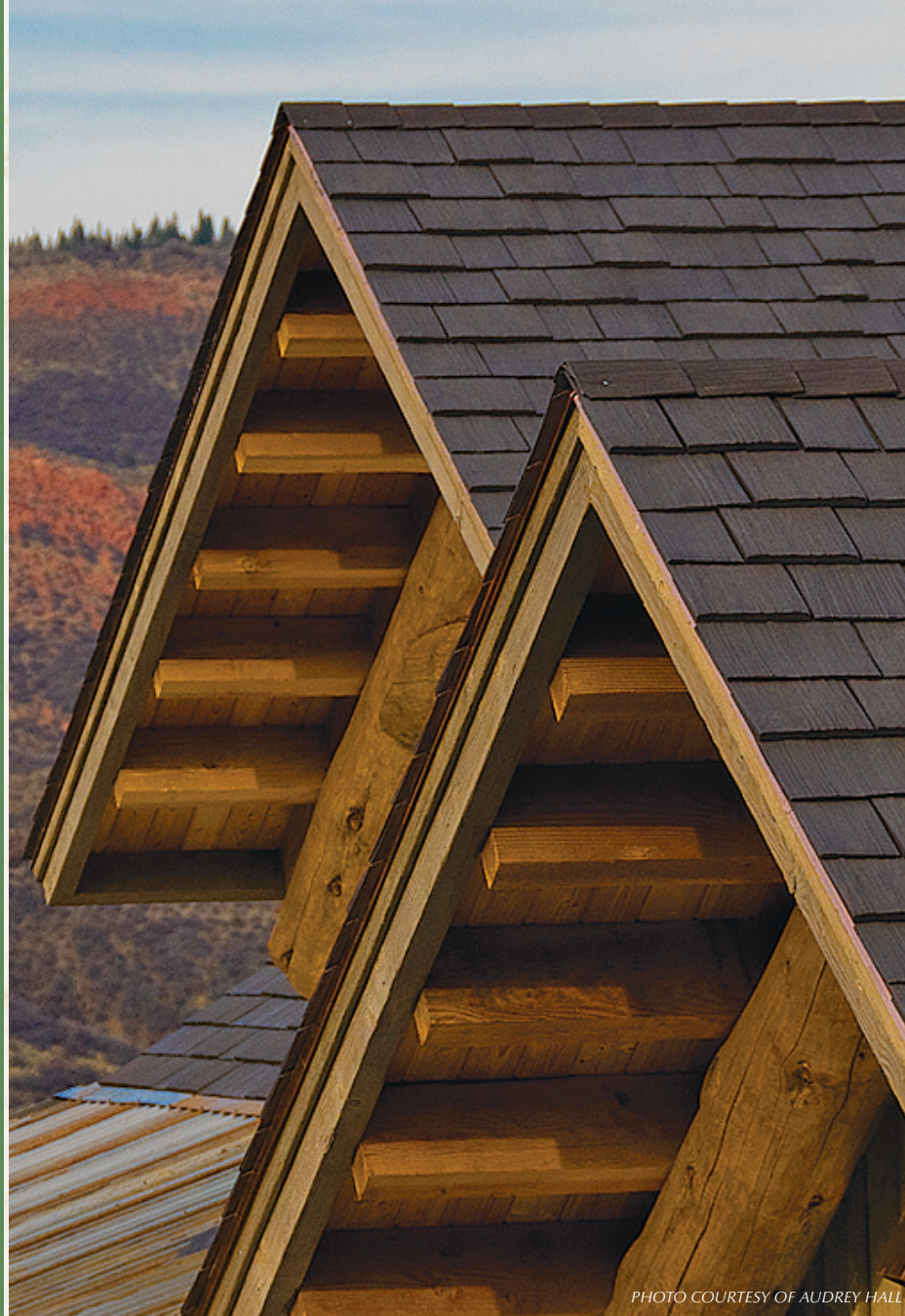


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*Seneca Shake™*



# Seneca vs. Cedar

The manufacturing leader of premium steep-slope roofing, EcoStar now offers a revolutionary recycled product with the look and feel of wood shake: Seneca Shake.

	EcoStar Seneca Shake	Cedar
Cost	<ul style="list-style-type: none"><li>• Higher initial cost</li><li>• Lower lifecycle cost</li></ul>	<ul style="list-style-type: none"><li>• Lower initial cost</li><li>• Higher lifecycle cost</li></ul>
Life Expectancy & Maintenance	<ul style="list-style-type: none"><li>• Requires little to no maintenance to obtain full life expectancy</li><li>• Higher overall life expectancy</li></ul>	<ul style="list-style-type: none"><li>• Requires annual maintenance and regular cleaning</li><li>• Life expectancy depends on various factors including climate and maintenance</li><li>• Without proper maintenance, 10-12 year life expectancy</li></ul>
Quality	<ul style="list-style-type: none"><li>• Quality is factory controlled</li><li>• Made from recycled rubber and plastic to provide superior flexibility and resistance to impact, wind and harsh weather conditions</li></ul>	<ul style="list-style-type: none"><li>• Quality may depend on harvest and availability</li><li>• Within each shipment, certain percentages of product may be defective</li></ul>
Aesthetics	<ul style="list-style-type: none"><li>• Available in nine color blends: stone red, earth green, chestnut brown, cedar brown, mountain plum, smoke grey, federal grey, midnight grey and black</li><li>• Available in various sizes and thicknesses</li></ul>	<ul style="list-style-type: none"><li>• Available in its natural color</li><li>• Weathers to grey or white</li></ul>
Warranty	<ul style="list-style-type: none"><li>• 50-year material and 50-year material and labor warranties</li><li>• Class A fire rated</li><li>• 110-mph wind warranty available</li></ul>	<ul style="list-style-type: none"><li>• 25-year warranty</li><li>• To obtain warranty, product must be installed by a certified installer according to the Cedar Shake and Shingle Bureau</li><li>• Warranty does not cover problems with color, cracking or splitting</li></ul>
Eco-Friendly	<ul style="list-style-type: none"><li>• No trees harvested</li><li>• Recycled material</li></ul>	

Seneca Shake



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Cedar

