



Hints For Homeowners

New Shingles Protect The Curb Appeal Of Homes

(NAPS)—Increasingly, homeowners seeking to protect the curb appeal of their residences are looking up—at their roofs.

In many areas, roofs have black streaks caused by algae—and this is the top appearance-related problem reported to roofing contractors. Fortunately, homeowners don't have to accept the fate of algae making a roof look old before its time.

A new type of roof shingle provides a long-term solution to help prevent algae growth from taking hold—protecting your home and helping to keep it looking good for years to come.

Invented by 3M to combat black streaks on roofs caused by algae, copper-containing roofing granules have been proven successful on hundreds of thousands of homes across the country over the last two decades. Available as shingles with Scotchgard Protector, this long-term, proven solution provides homeowners a beautiful roof free from ugly black streaks.

Known for insisting on nothing less than the best product for the job, professional contractor and TV host Mike Holmes recently named these shingles a “Holmes Approved Product”—and is working to increase awareness among homeowners to help eliminate black streaks on roofs for good.

“I'm proud to partner with 3M and I'm excited to see how far we can take the message,” says Holmes. “Together, we're going to continue to improve the quality of our homes, increase the value of our homes and change our industry for the better.”

This fall, The Holmes Group will partner with two Atlas Pro™ Plus contractors to transform homes in need of a curb appeal face-lift. The teams, led by Mike Holmes Jr. and Sherry Holmes,



Special shingles can help eliminate black streaks caused by algae.

will work together to make over two homes with Atlas Pinnacle® Pristine Shingles with Scotchgard™ Protector. Viewers can tune in to the online microseries this fall.

“The Holmes name brings added value to the already highly respected Scotchgard brand,” says Stan Bastek, director of marketing and sales development for Atlas Roofing. “When the Holmes group endorses a brand, they are communicating to consumers that they see the same problem we do: how ugly black streaks on roofs reduce curb appeal and home value.”

“The Scotchgard brand is synonymous with protection for homeowners, so protection from roof algae is the fulfillment of what that brand promises—a roof free of black streaks that retains its aesthetic appearance,” according to Frank Klink, Ph.D., senior laboratory manager, 3M. “Our decades of research into the scientific properties of copper, and field experience with shingle technologies and roof algae, have proven that a minimum 10 percent blend of 3M copper-containing granules uniformly distributed across the shingle surface, and hip and ridge, is required for superior protection against algae.”

To learn more, visit 3M at www.3M.com/resistblackstreaks.