

Purpose & Framing

The session, led by **Chris Freeborg** with contributions from **Josh Bandy** and **Jon Abernathy**, focused on explaining TAMKO's shingle product technology—how it's engineered for performance, durability, and homeowner peace of mind—and how the “**system of systems**” approach adds value.

Core Product Technology Concepts

1. Tri-Shield Technology (Base Across All Products)

Three foundational elements present in all TAMKO shingles:

- **Granules Hold Firm** – Achieved through *Advanced Asphalt Technology*:
 - Uses only top-grade asphalts from ~10 of 40–50 U.S. sources.
 - Designed for 4 key weatherability factors: rooftop oxidation, UV erosion resistance, moisture resistance, and hot/cold cycling.
 - **Advanced Fusion Sealants** – Custom in-house formulations for:
 - **Strength** – Long-term bonding.
 - **Compressibility** – Maintains profile under heat.
 - **Cold-Weather Tackiness** – Bonds at rooftop temps of 60°F and below, even near freezing.
 - **Laminate Strength** – Tested to maintain stability under extreme rooftop temps (194°F for a week) without shifting.
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2. Titan XT – Building on Tri-Shield

Adds **AnchorLock™ PolyMat Reinforcement**:

- **Non-woven, textured polyester** designed to bond tightly with asphalt for maximum nail-hold strength.
- Expands the nail zone from 1.5" to 2" while improving wind resistance.
- Tested to withstand **180 mph winds with three nails** during development.

- Prevents “bubbling” or uplift from crosswinds or updrafts, reducing risk of nail failure.
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3. StormFighter FLEX – Premium Offering

Built on Titan’s “chassis” but enhanced with **Polymer Modified Technology**:

- **Better Asphalt** – Fully oxidized base asphalt to avoid premature aging issues like spider cracking.
 - **Better Polymers** – SEBS polymer (more thermally stable than SBS).
 - **Better Additives** – Proprietary compounds for flexibility and cold-weather installability (down to 25°F).
 - **Performance Highlights:**
 - Class 4 impact rating (hail and debris resistance).
 - Maintains nail-hold strength in extreme cold (force required to pull nails increases as temps drop).
 - Demonstrated ability to seal in near-freezing rooftop conditions.
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System-of-Systems Approach

- Shingles are engineered to work with **TAMKO Complete™** accessories (underlayments, starter strips, hip/ridge products) for consistent performance.
 - The goal: *Protection first, coverage second* — design to avoid damage in the first place, but also back products with warranties for homeowner peace of mind.
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Practical Selling Points

- Good–Better–Best progression:
 - **Heritage → Titan XT → StormFighter FLEX**
 - Each step adds tangible performance benefits, not just marketing language.
- Real-world storm performance (e.g., Hurricane Milton) demonstrated shingles holding up when competitor roofs failed nearby.

- Strong homeowner appeal for preventing recurring roof issues—helps contractors build brand trust.
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Next Steps & Resources

- Contractor sales tools in development (e.g., homeowner-friendly flipbook explaining benefits without heavy technical detail).
 - Product imagery, interactive features, and resources available on **tamko.com** and coming to the **Edge Portal**.
 - Upcoming virtual trainings: **CompanyCam** session and **Virtual Workmanship Training**.
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Key Takeaways

1. **Performance is engineered, not claimed** – every feature is backed by testing and intentional design choices.
2. **System integration matters** – shingles plus accessories provide maximum protection.
3. **Contractor advantage** – understanding and communicating these differences can help close sales and reduce callbacks.
4. **Peace of mind** – the ultimate homeowner value proposition is avoiding the event, not just fixing it after.