

For immediate release

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BEST NEW PRODUCTS AND BEST GREEN PRODUCTS AWARDED AT THE 2012 INTERNATIONAL ROOFING EXPO

DALLAS – February 28, 2012 – Judges of the Product Showcase’s “Best New Product” and “Best Green Product” at the 2012 International Roofing Expo [IRE] chose first, second and third place winners based on a selection of 30 products.

Combining the former New Product Pavilion and Green Pavilion into one showcase area, the Product Showcase featured the hottest industry trends and the latest new, cool, green and safety products in a direct, non-selling environment.

The judges, comprised of a panel of industry experts, selected the “Best New Product” winners based on innovation, productivity and cost-effectiveness, while the “Best Green Product” winners were based on innovation, green/sustainability and overall value.

Metal Plus, based in Winstead, CT, was awarded “**Best New Product**” for its Ultimate Bracket, designed to enable metal roofers and solar installers to install their systems safely and efficiently.

Capturing second place was **CertainTeed Roofing**, headquartered in Valley Forge, PA, for its CertainTeed Apollo and Power Max solar systems.

Third place was awarded to **Tie Down Engineering**, headquartered in Atlanta, GA, for its Steep Slope Guardrail, an OSHA-compliant bracket that easily adjusts to five pitch positions.

Petrolia, Ontario-based **SofSurfaces** was awarded “**Best Green Product**” for its SofTile AP, a highly durable, resilient interlocking roof paver made from almost 100 percent post-consumer recycled content.

Capturing second place was **Lifetime Tool & Building Products**, based in Winchester, VA, for its Ultimate Pipe Flashing compression ring that accommodates roofs ranging from flat to very steep.

Third place was awarded to **MAXIFLO**, headquartered in Laval, Quebec, for the Maxi-Pro commercial flat roof ventilator.

“Our congratulations go out to all six award winners,” said Lindsay Roberts, Director of the Expo. “What makes the award winners stand out is they are particularly attuned to and passionate about innovation, creativity and fresh designs.”

Held in booth #367 on the show floor, other companies competing for the awards included Anchor Products, Architectural Testing, Atlas Roofing, Custom Metal Components, DECRA Roofing Systems, DI Roof Seamers, Duo-Fast, EZSTEP.COM, Fortuna Logistics/MaxCon, Geocel, Gulf Coast Supply & Manufacturing, InSpire Roofing Products by the Tapco Group, Lifetime Tool & Building Products, MAXIFLO, P&P Power, Perma-Boot, Rooflogic, Saiz Tool Company, and Sika Sarnafil.

The 2013 Int’l Roofing Expo will be held February 5-7, 2013, at the Henry B Gonzalez Convention Center in San Antonio, Texas USA.

For more information about the IRE, please visit www.TheRoofingExpo.com/attendee or call 972.536.6415 or 800.684.5761. Additional show information can be found on Facebook at <http://www.facebook.com/RoofingExpo>, LinkedIn at <http://www.linkedin.com/groups?gid=1963938> and Twitter <http://www.twitter.com/RoofingExpo>. Twitter users can follow the show using #RoofingExpo or @RoofingExpo.

About International Roofing Expo

The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. Formerly owned by NRCA, the show was sold to Hanley Wood Exhibitions in May 2004. The official show sponsor is NRCA; the official show publication is *Roofing Contractor*, and the official residential publication is *Replacement Contractor*.

About Hanley Wood

Hanley Wood is comprised of four platforms: **Business Media**, which publishes more than 30 magazines, featuring *Builder*, *Remodeling* and *Architect* magazine, along with related Web sites, e-newsletters, and conferences; **Exhibitions**, which produces marquee events such as World of Concrete, bringing residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers, and also manages events in other industries; **Market Intelligence**, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and **Marketing**, which plans, creates, and executes strategic and integrated marketing solutions for its clients. Visit www.hanleywood.com.

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