



# Shingle Recycling Program



Tear-off



Drop



Grind



R.A.S.



Hot Mix Asphalt

Road Paving

Owens Corning Roofing makes shingle recycling differentiating, easy, and cost-competitive for contractors through a national strategic alliance with Heritage Environmental Services and Earth911

## Many Open Markets...and Coming Soon to a Market Near You!

### • Criteria:

- Find and eligible recycler on Earth911.com
- Take the Preferred Contractor Shingle Recycling Pledge in an open market

### • Benefits:

- Leads...identified on Contractor Locator and homeowner promotional programs
- Marketing tools on ProConnect™
- Recycling discount at participating locations
- Convenient drop-off locations or dumpster delivery



Preferred Contractor Shingle Recycling Pledge  
Owens Corning Roofing & Asphalt, LLC.

Homeowners care that you are recycling!



# Shingle Recycling – Value to Manufacturer

## Value:

- Owens Corning commitment to Sustainability
- End of life solution for products
- Promotion of meeting green building standards
- Consumer demand for products

## Improvement Opportunities:

- Potential liability from contaminants
- Risk of illegitimate recyclers
- Limited availability of recycling





# Shingle Recycling Program – Customer Growth

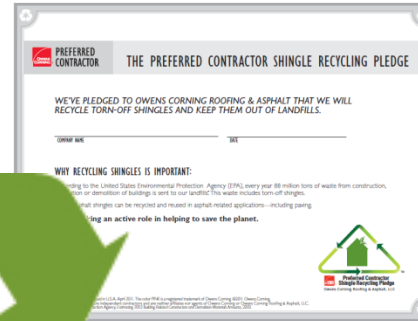
## Homeowners

### Green Solutions

- 50% of homeowners value highly\*
- 10 million tons to landfill annually.

## Architects

- Specify shingle recycling for job and use a Preferred Contractor
- Green Building
  - LEED
  - NAHB



## Contractors

### Recycling Program:

- Cost-competitive
- Convenient
- Differentiating



## Distributors/ Retail

- Inside supply chain
- Added foot-traffic

\*Blue Sky Shingle Recycling Market Study, 2008





# Shingle Recycling Alliances – Key to Success



- Committed to setting up recycling operations convenient for you
- Environmental industry know-how
- Advancing the shingle recycling supply chain
- Liability mitigation
- Capital investment
- The Heritage Group and network of partners



- Communication channel to educate consumers about shingle recycling
- Resource for contractors to find local recyclers

## Quick Vote

How much do you know about recycling shingles?

62.0% Wait, shingles are recyclable?

6.0% A lot! We've done it when our roof was repaired

20.0% I've heard about it, but haven't tried yet

12.0% Doesn't apply to me

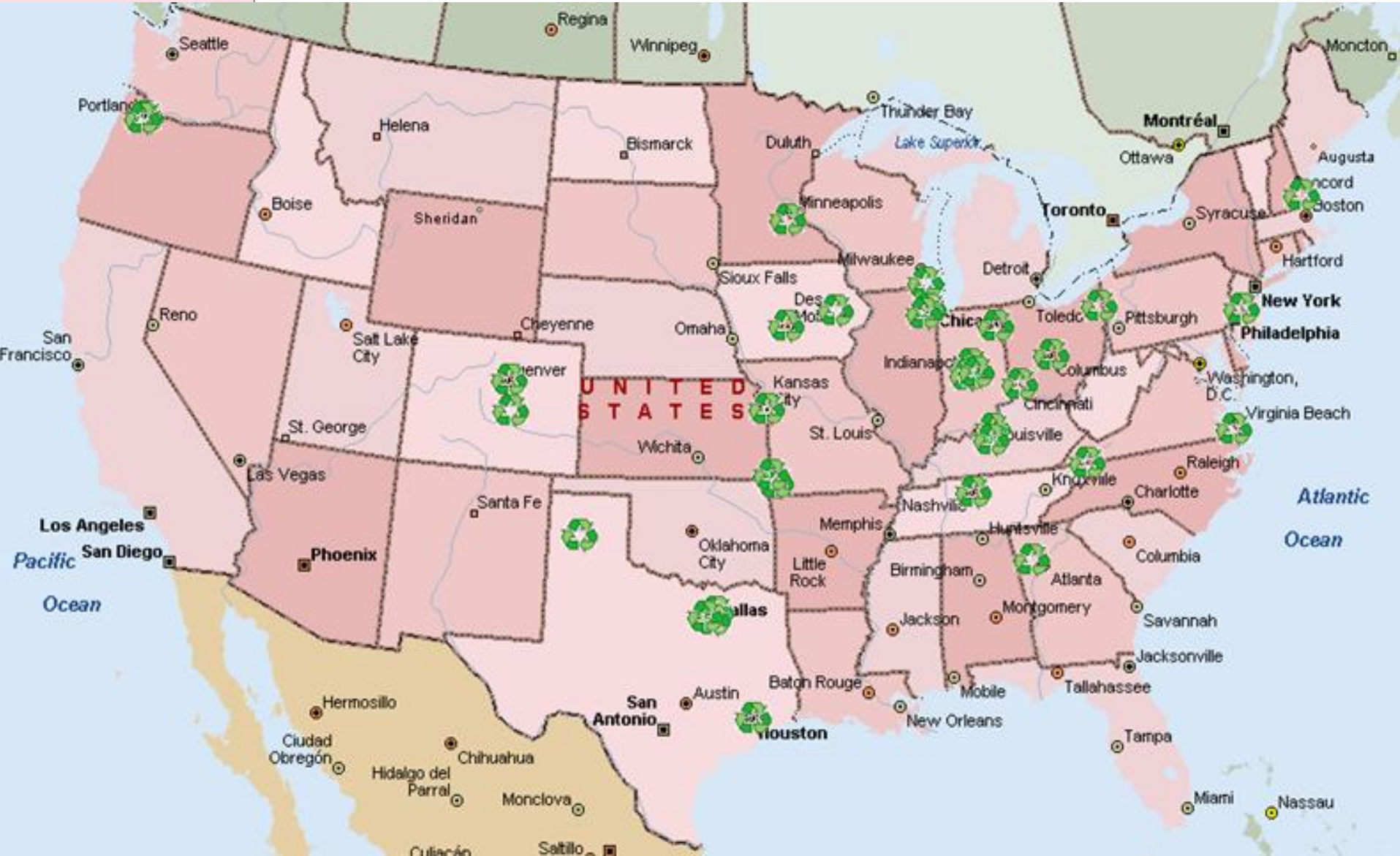
[Vote](#)





INNOVATIONS FOR LIVING™

# Recycling Locations in Network



# Call to Action

## Recyclers:

- **Follow proper regulations and recycle consistently**
- **Connect with Owens Corning and Heritage to be approved and eligible for Preferred Contractors to sign the pledge**

## Contractors

- **Ask for your recyclers to be added to the Program**
- **Take the Pledge!**

