



MORE LIFE. LESS MONEY. GUARANTEED.

Don't let your roof rip you off.

Roof Maxx can make an asphalt roof like new, for an average 85% less than the cost of a new one.

90% of roofs replaced don't actually need replacing.

Plus, roof replacement is:

EXPENSIVE

An average \$11,000 per roof.

WASTEFUL & TOXIC

Sending tons of roofing materials into landfills, where they never biodegrade.

DISRUPTIVE

From massive messes to nonstop noise.



On the other hand, Roof Maxx is:



QUICK & EASY

No mess. No waste. No nonsense. And applying Roof Maxx takes a couple of hours, max.

AFFORDABLE

On average, Roof Maxx costs just 15-20% of what it would cost to replace an asphalt roof.

ALL-NATURAL

Food-grade. And plant-based. Roof Maxx is completely safe for people, pets and the planet.

Roof Maxx adds five years of life to your roof with one application—and up to 15 years with applications every five years.

“

When they came out to apply the Roof Maxx product, it was maybe 2 hours. You didn't know they were there ... I'm just really thrilled about the whole process.”

— Vicky Grubbs
Homeowner



“ My brother and I could see the staggering number of roofs at risk across the country and wanted to do something about it.”

— Mike Feazel
CEO, Roof Maxx

AFTER 30 YEARS IN THE INDUSTRY, WE SEE ROOFS DIFFERENTLY

Mike and Todd Feazel spent 25 years building one of the largest and most successful roofing companies in the U.S. But along the way they noticed some troubling trends in the industry.

Changes in oil refining had reduced the amount of asphalt available, causing costs to skyrocket and shingle manufacturers to include less asphalt and more fillers like crushed limestone. That meant less of the natural oils that give shingles the flexibility to withstand the elements over time, leading to roofs that don't last as long as they used to.

Mike and Todd knew there had to be a better way to keep roofs where they belong while looking out for people's hard-earned money and the planet. So, they turned to the world's largest research and development laboratory.

BROUGHT TO YOU BY THE BRILLIANT MINDS AT BATTELLE LABS

After Mike and Todd sold their roofing company in 2013 to focus on sustainability, they researched new technologies that could extend the life of a roof and help prevent the need to prematurely replace it. They came across some incredible advancements from Battelle Laboratories. It wasn't long before Roof Maxx was born.

Battelle



Dr. Ram Lalgudi, PhD

For almost a century, Battelle has been building a global reputation for R&D excellence and technological innovation. Every day, the Battelle team applies science and technology to solving what matters most in the national security, health and life sciences, and energy and environmental industries.

Roof Maxx's revolutionary formulation was developed by world-renowned bio-based scientist, Dr. Ram Lalgudi, PhD. Ram has been granted 12 U.S. patents so far and has many more pending. He's been featured in over 25 publications for his developments and was named inventor of the year at Battelle in 2015.



“ Roof replacement was the old way. Rejuvenating your roof with Roof Maxx is the new way ... It’s a real win-win for people and the planet.”

— Kevin Harrington
The original shark on
ABC’s *Shark Tank*

KEVIN HARRINGTON ONLY INVESTS IN THE BEST

SHARK TANK

The original shark on ABC’s *Shark Tank*, Kevin is a seasoned investor who’s built a long career on smart business decisions. In fact, he’s built more than 20 companies worth over \$100 million and sold over \$5 billion in products.

Kevin is an accomplished author, speaker, business leader and consultant to some of America’s top companies. We’re proud to say Roof Maxx is one of those companies. Kevin has not only invested in Roof Maxx, but also bought a Roof Maxx dealership in Tampa that he and his son now run together.

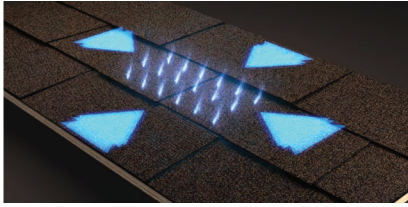
THE WORD ON THE STREET

Here are just a few of the publications that have featured Roof Maxx so far:

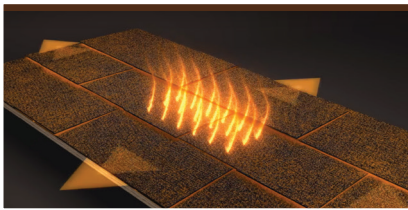


Visit RoofMaxx.com/Press to read a variety of articles featuring Roof Maxx.

MEET YOUR ASPHALT ROOF



Fluctuations in weather and temperature cause asphalt shingles to expand and contract significantly, even within a given hour. It's the natural oils in the asphalt that allow this to happen while your roof protects your home as it should.



As shingles age, this oil evaporates, causing them to dry out and lose their flexibility, as well as their top protective layer of granules. And since shingles made in recent decades include less asphalt than they once did, they're drying out and failing faster than ever before.



As your roof starts to fail, you may see the granules flaking off in your gutters or downspouts. You might also notice black stains and streaks or shingles cracking, breaking and curling.

IS YOUR ROOF READY FOR ROOF MAXX?

Most asphalt roofs start to show signs of drying out and losing their flexibility between 6-10 years of age, depending on your region and intensity of the sun's UV rays in your area. But don't worry if your roof is older than that. Older roofs may require a few repairs before we can treat them, but we often apply Roof Maxx to roofs around 15-20+ years old, and have even saved some as old as 30.

ROOF MAXX TO THE RESCUE

You know how decks or driveways can be treated to prevent and counteract wear and tear? Or how some people use anti-aging cream once they start seeing wrinkles come in?

Roof Maxx does something similar for asphalt roofs using a revolutionary, patent-pending technology. It soaks the asphalt layer of old, brittle shingles with millions of microbeads of 100% natural, plant-based oil, replenishing the petrochemical oils that have evaporated over time. Roof Maxx:

- Stops your roof's aging in its tracks and actually reverses the process
- Restores your shingles' ability to expand and contract, and protect your roof as they should
- Makes shingles more resistant to hail, wind and other elements
- Extends the overall life of your roof and saves you the headache and expense of replacing it



“

I would recommend Roof Maxx to anyone that is interested in preserving their shingles and getting the full life out of them.”

— Paul Herchenbach
Homeowner

FROM HOMES TO APARTMENT COMPLEXES TO SHOPPING CENTERS TO SCHOOLS



Every day, we add life to asphalt roofs of all shapes and sizes. Roof Maxx has made a difference for these companies and many more already:



WHAT TO EXPECT FROM ROOF MAXX



WE'LL ASSESS YOUR ROOF

And decide if it's a good candidate for Roof Maxx. If it is, we'll make an appointment to apply it. If it's not, we'll let you know why and whether we've discovered any major issues that need repairing.



WE'LL APPLY ROOF MAXX

During our appointment, we'll perform a roof tune-up and apply Roof Maxx. This usually takes a couple of hours, max. Roof Maxx quickly penetrates into asphalt roof shingles within 30 minutes and won't be affected by the elements after that. Any overspray is easily washed away by rain or a garden hose and won't stain or leave any residue on siding, concrete or other building materials.



FIVE YEARS, GUARANTEED

Roof Maxx will restore your shingles' flexibility and waterproofing for five years—up to 15 years with applications every five years. And our warranty is transferable to the next residents if you end up moving within that time.

The Ohio State University put Roof Maxx to the test

The results? Roof Maxx reversed the aging process of asphalt shingles, passing the same flexibility testing required for new roof shingles.





WHAT A DIFFERENCE A ROOF MAKES

Roof Maxx is a USDA certified, food-grade bio-based product that's completely safe for people, pets, property and the environment. Plus, it reduces the amount of construction waste in landfills and supports a greener future for all of us.

Roofing makes up
10% of construction waste
in landfills

And creates
27 billion pounds of waste
annually

APPLYING ROOF MAXX TO JUST ONE HOUSE SAVES



3.8 tons
of waste from landfills



80 kg
of CO₂ emissions



1420 kg
of CO₂ emissions from
shingle manufacturing

GOOD FOR YOUR ROOF—AND THE EARTH



Roof Maxx has been certified by the USDA as a plant-based product with 86% bio-based content.



World Bio Markets, a leading conference driving change in the global bio-economy, named Roof Maxx one of the 10 most dynamic and inspiring startups of 2019.



We were a 2018 Bio-based Material of the Year award finalist for our collaboration with the Ohio Soybean Council in the creation of Roof Maxx.



GOOD FOR YOUR HOME INSURANCE, TOO

HAS YOUR POLICY BEEN THREATENED DUE TO YOUR ROOF'S CONDITION?

Roof Maxx may be able to help. There have been a number of situations in which:



1. We've treated a roof with Roof Maxx.
2. It's been re-inspected and designated as "like new."
3. The insurance policy has then been reinstated.

All of this can happen quickly, and for pennies on the dollar compared to traditional roof replacement. Every situation is different, and we can't make any guarantees. But your local Roof Maxx dealer can help point you in the right direction.

DO YOU WANT TO AVOID COSTLY INSURANCE CLAIMS?

There have been many cases in which a roof treated with Roof Maxx avoids hail damage while other roofs in the area have been damaged to the point of needing replacing. Even if your roof has survived a hailstorm or other extreme weather without Roof Maxx, we can make it more likely to withstand the next storm—and other damaging elements.

We've worked with these insurance companies and more:



AVAILABLE IN 600+ CITIES ACROSS THE COUNTRY

In fact, we're America's fastest growing roofing company.





Let's keep your
roof going strong.

Contact your certified Roof Maxx® dealer today:

1-855-ROOFMAXX | RoofMaxx.com



CERTIFIED DEALER
SUSTAINABLE CONTRACTOR

Lafayette, Louisiana

337-404-6566

Acadiana Roof Restoration LLC

www.aroofrestoration.com