

## DECRA Metal Roofing Project of the Year: 2020 Winner

In 2020, we launched our DECRA Metal Roofing Project of the Year competition to promote the craftsmanship of the contractors who use our products to build award-winning roofs. While we received hundreds of submissions from incredible roofing contractors from all over, Western Sierra Roofing's project near Discovery Bay, California, won because of its ambitious scope, elegant design and solutions-based engineering.

### Finding a Challenge in Discovery Bay

When Tony Farber and the Western Sierra Roofing crew evaluated the community's old roofing, they discovered a weathered and broken roofing system made with concrete tiling that needed to be replaced entirely. After inspecting all 125 homes, they found:

- ▶ Extensive structural damage & cracked tiling
- ▶ Roof leaks
- ▶ Sagging rafters due to concrete weight
- ▶ Fire concerns due to debris accumulation

The project required a complete concrete tear-off and specialized roofing to avoid further structural damage

caused by the prior roofing system's heaviness. Additionally, the community wanted a roofing system that offered improved safety from the elements while delivering an attractive design that appealed to homeowners.

### A Complete Roofing Makeover for 125 Homes

The magnitude of this project can't be understated. When Western Sierra Roofing and the Homeowners Association (HOA) were looking for a solution to replace the roofing of over 100 homes, they wanted a durable, lightweight roofing system that is attractive to homeowners while adding more protection against fire and wind. With DECRA meeting their durability and design needs, the added battens made it possible to shim sags from the roof to make the roofing level without making structural changes to the rafters.

The project found us producing over 250,000 square feet of DECRA Tile in a custom Onyx blue color to pay homage to the community's elegant, natural surroundings. Western Sierra Roofing also made this unique community cooler and more energy-efficient by removing the old concrete tiling that stores heat and adding a batten system that lets air circulate—allowing homeowners to save up to 25% on energy costs.

“We're honored to be recognized as the 2020 DECRA Project of the Year. This was one of our larger projects, so it's nice to see it get the recognition it deserves, as it was no small undertaking.”

— Tony Farber, Western Sierra Roofing



## Discovering the DECRA Difference

Western Sierra Roofing chose DECRA because we met all of the requirements to get the job done right:

- 1. Durability:** Wanted to use a roofing system that could withstand winds up to 120 mph while offering more fire protection.
- 2. Longevity:** Metal roofs have a lifespan that is 2-3 times longer than traditional roofing materials.
- 3. Lightweight:** Needed a roofing system that was significantly lighter than the old concrete tiling to preserve the structure. At just 1.4 to 1.6 lbs per square foot, metal is one of the lightest roofing materials.
- 4. Warranty:** DECRA roofing profiles are backed by a warranty for winds up to 120 mph and are lab tested at twice that velocity.
- 5. Appearance:** 250,000 square feet of DECRA Tile in a custom Onyx blue offered the elegance and attractiveness the HOA board was looking for.
- 6. Sustainability:** Metal roofs are 100% recyclable at the end of the life cycle and reduce cooling costs by up to 25%.

## Financing That Saves

One of the aspects of this roofing job that made it more efficient and affordable was that it took advantage of special financing at a lower-interest-rate that reduced costs by avoiding long-term inflation.

Material costs and roofing expenses may increase between 8%-13% annually. The project still reduced costs by partnering with a financial institution specializing in HOA financing by offering a loan at below 5% to support this award-winning job. While DECRA does not offer financing, the contractors that work with us typically gain savings by partnering with a lender they trust to avoid inflation.

### About DECRA Metal Roofing

*DECRA Metal Roofing has provided the first line of defense against the elements for homes and buildings for more than 60 years and is unsurpassed in every roofing product comparison category, from wind, fire, and impact resistance to energy efficiency and sustainability. With a Lifetime Limited Warranty that goes far beyond the 10 or 20-year warranties of asphalt roofing products, DECRA is the gold standard of modern roofing systems for architects, contractors, and homeowners who will settle for nothing less than the best.*

