



# BEAUTY OVER PRICE

QUARRIX'S COMPOSITE TILE  
HAS ALL THE BENEFITS OF  
AUTHENTIC TILE, WITHOUT  
THE HEFTY WEIGHT OR PRICE.

BY LEAH FROATS



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here's a reason that when we refer to a home we call it "a roof over our heads"—the roof is undeniably one of the most important aspects of a structure.

A well-tiled roof protects not only its inhabitants, but also the foundation of the home itself.

For such an important part of your house, it can be difficult to decide on the best material or tile—especially with the wealth of options available to contemporary homeowners. Founded in 1985, Quarrix understands that struggle and aims to make the decision process a little easier with its composite tile offerings.



Quarrix made this Maryland roof even stronger.

## All Tiled Up

Quarrix makes more than just tile—it offers an array of innovative roofing products, including ridge vents, pipe flashing, and furring strips. But its composite tile offerings are perhaps the company's most standout product.

For new roofing projects, Quarrix composite tile is a great option for both its durability and its 50-year warranty. Of course, those same benefits apply for re-roofing projects. One of composite tile's greatest perks is it's extremely lightweight when compared to genuine tile, which means homeowners won't have to complete a reengineering study. "All a homeowner needs to do for a re-roofing project is 'take the old shingles off and put our product on without adding any structural support to the roof,'" says **Peter McQuaid**, in-field product expert for Quarrix.

"The longevity composite provides is appealing because you're going to buy it once, and you're probably not going to have to redo that roof in your lifetime," he says, adding that with asphalt shingles or wood roofing, clients frequently have to remove their roofing before its true life cycle is up, wasting valuable resources. In addition to its durability, the product's high-density polyethylene material stands up to ice and hail and passed the highest impact testing to receive a Class 4 rating.



# Made to Last

**Todd Masterson** of Masterson Roofing & Exteriors is a contractor working in Maryland who has worked with Quarrix composite tile on many roofing projects.

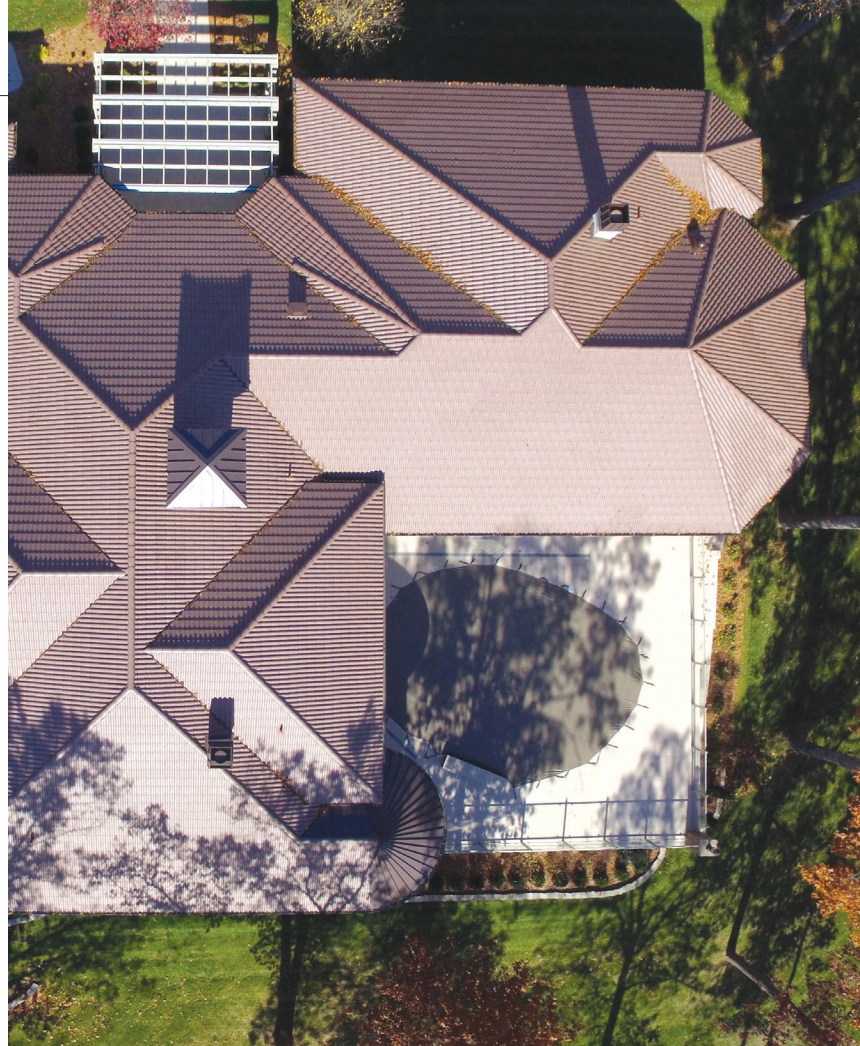
"It's a win-win for the customer. It costs less, weighs less, looks just as good as the real deal. It's a win-win," he says.

He says that even for an experienced contractor, you can't tell the difference between composite tile and real tile after installation—which, for many customers, is a major selling point. He was also quick to emphasize the savings enjoyed by homeowners as a result of Quarrix composite tile. Not only is the price of their tiles lower, but homeowners also save by not having to beef up the existing structure of the home to accommodate heavier tiles. While Quarrix's composite tile product has been in the market for more than 16 years, Masterson has faith in its durability. "The warranty they have is one of the best in the business. With the warranty and the price and the weight difference, it really favors the homeowner in every way."

# Looks Matter

But, of course, a roof needs to look good, too, especially as a roof can consist of up to half of a home's sight line. New Jersey homeowners **Guillermo** and **Paula Argote** compared multiple products when considering their roofing project. But for Paula, the first thing that drew her to Quarrix composite tile was the look. "It's the highlight of the house," she says. "Everyone who comes here compliments the look. Everyone has a comment about it because it's beautiful."

Available in six colors, Quarrix tiles provide a feel that Guillermo describes as "Mediterranean," and



McQuaid calls "old-world." No matter what word you use, it's undeniably distinctive. Guillermo had initially considered a material like terra cotta tile for the roof. However, terra cotta tiles are heavy, while Quarrix composite tile weighs roughly 67% less than traditional clay and concrete tile.

"I would really recommend it. Not only because it's a nice product, but also because of the look. I'm a builder and developer and use a lot of other material," Guillermo says. "But for a special home, it really stands out. People say, 'Wow, that's different.'"

McQuaid agrees, adding that longevity and aesthetic value aren't just a benefit for the current homeowner—they're also benefits for sellers. "One of the things we talk about with homeowners is the resale value of their home. You can put super-duper paint on your house and no one knows or cares what it is—it's paint," he says. "But you put a lightweight composite tile on a home, and it increases the resale value tremendously." **gb&d**



Quarrix's composite tile offers benefits like lower cost and increased durability.