

Special Edition

TOP OF THE NEWS



April 2004



2003 Duro-Last Contractor of the Year—Jaco Construction, Inc.



2004 Duro-Last National Sales Seminar





MESSAGE FROM JACK

The ball is rolling and 2004 is going to be quite a year!

Coming off 2003's record sales year, Duro-Last had the best seminar ever. We are excited! Contractors, sales representatives, and employees are ready to not just make 2004 a record year, but to make it an extraordinary year. Those who attended the seminar learned more effective and efficient ways to install Duro-Last, we were given practical advice on how to sell now, and a marketing expert spoke to capacity crowds on specialized ways to promote a contractor's company.

Since so many of your sales are negotiated, there was a great session on how to get this type of work. Two other sessions that were important to all of us, in particular to the leaders of companies, were safety, and recruiting and retaining employees. I hope these were beneficial to everyone that participated.

The roof installation competition between contractors was a highlight of Tuesday's activities. There were 10 two-person teams that each installed an 8 X 12 roof while being rooted on by a huge crowd. Everyone had fun competing while also learning new roofing techniques. I know there will

be a lot more companies competing next year.

All the presentations, breakout sessions, and activities at the recent national sales seminar were designed to help you, the contractor and sales representative, be more profitable.

For 2004, I am excited to announce I have directed Steve Ruth to schedule 10 regional sales training sessions to provide intensive sales and marketing advice from experts. An attorney and certified public accountant will also be present to discuss contracts, general business strategies, financial advice, and much more! Contact your regional sales manager for details and to reserve a place for you and members of your staff.

The economy is turning around, Duro-Last is the best product on the market, and you provide the most outstanding sales efforts and highest quality installations available. That combination will result in an extraordinary year.

Hang on—the ball is rolling fast!

The mission of *Top of the News* is to provide an interesting, informative and useful newsletter.

It is published for Duro-Last contractors, sales representatives and corporate personnel.

The published articles contain the most updated and accurate information available at the time of publication.

Although tremendous efforts are taken to ensure the accuracy of this newsletter, there may be an occasional misprint or omission. If so, we apologize for any inconvenience or hardship the error caused.

To submit article ideas, contact the Duro-Last Marketing Communications Department at 800-248-0280.

PUBLISHER

Jack Burt

EDITOR

Fred Sitter

ASSISTANT EDITOR

Jennifer L. Williams

GRAPHIC DESIGNER

Mick McArt

PRINTING

Creative Impressions



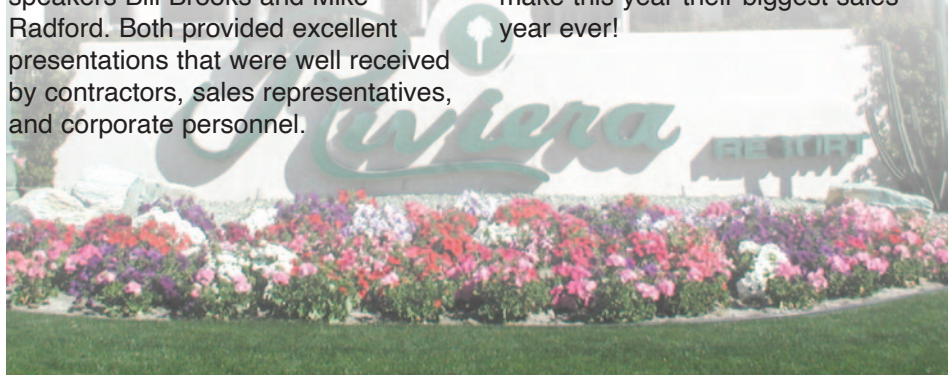
SALES SEMINAR IN A LEAGUE OF ITS OWN

It was another extraordinary Duro-Last National Sales Seminar in Palm Springs, February 8-11, 2004. Guests enjoyed the pleasant accommodations of the Riviera Resort and Racquet Club and took in the beautiful, warm weather of California as well as sightseeing, shopping, informative breakout sessions, motivational presentations, and entertaining activities.

A big thank you to our guest speakers Bill Brooks and Mike Radford. Both provided excellent presentations that were well received by contractors, sales representatives, and corporate personnel.

This year's breakout sessions were well attended and covered a variety of topics, being covered including marketing on a limited budget; recruiting, retaining, and training employees; getting negotiated work; and developing a bad debt prevention program, to name a few.

We are confident that everyone who attended the 2004 Duro-Last National Sales Seminar went home energized, informed, and ready to make this year their biggest sales year ever!



DOUG RIPARETTI — THE 2004 SEMINAR BREAKOUT SESSION WINNER



This year's lucky breakout session winner was Doug Riparetti of Louis & Riparetti, Inc. in Scotts Valley, California. Doug's name was

randomly selected from the breakout session attendee cards and he received a DVD player for his efforts. Way to go, Doug!

MICHAEL GENTZ — THE MAN THAT KNOWS BASEBALL AND DURO-LAST



Kudos to Michael Gentz from Castle Roofing in Minneapolis, Minnesota. This year's trivia contests were much more difficult than in years past and Michael came through with flying colors! He truly is a legend when it comes to knowing Duro-Last and baseball.

Duro-Last presented Michael with a handy leather garment bag for his trivia and crossword puzzle knowledge.

Congratulations, Michael!

TRY OUT PROJECT SPECIFICATION CREATOR PROGRAM

The Project Specification Creator program (beta version) is posted to the password protected, Representative and Contractor Resources area on the Duro-Last web site. We are also designing a software program to assist Duro-Last contractors and sales representatives in writing project specs for customers. Please try it out and send the Duro-Last Information Systems Department your feedback.



A FEW WORDS FROM THE PRESIDENT

expectations for this year. The roofing industry is going to have a very good growth year, and if the enthusiasm we witnessed in Palm Springs is any indication, we will lead the way.

Our commitment to teamwork includes all facets of our organization, and that commitment will strengthen our business nationwide. I came across a quote by Henry Ford that says it best: "Coming together is a beginning, keeping together is progress, working together is success."

Duro-Last and our contractor customers have enjoyed great success. This has been accomplished by the power of working together to help everyone grow, and it's clear

that our contractor network, our sales representatives, and our employees have proven to be a winning combination.

Remain committed to quality, honesty, and service with the business ethics of our founder, John R. Burt, and there is no direction we can go other than to continue to gain market share and remain at the top of this industry.

Thank you for your hard work and dedication to making the Duro-Last organization the best of the best!

*Thomas G.
Hollingworth*

Thank you for another fantastic year!

The energy of the recent Sales Seminar is buzzing throughout the Duro-Last family, and it was great to hear about your past successes and

DURO-LAST GETS GEARED FOR GROWTH IN WESTERN UNITED STATES



Jesse Bingaman

In an effort to increase growth in the western United States, Duro-Last has bolstered our staff at the Grants Pass, Oregon location.

Robert Thew has been promoted to regional sales manager for the state of California. Thew's promotion will help advance Duro-Last's customer service as well as develop additional accounts for the ultimate Duro-Last goal — increased sales.

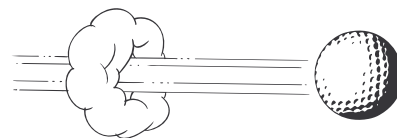
Additionally, Jesse Bingaman has been appointed regional sales manager for the western United States (except California). Bingaman brings with him 10 years of Duro-Last experience and knowledge of western markets, which will help Duro-Last contractors, sales reps, and accounts to grow.

Both Thew and Bingaman look forward to working closely with Duro-Last contractors and sales reps to make 2004 the best yet!



Robert Thew

DURO-LAST GOLF TOURNAMENT: A GREAT DAY ON THE LINKS

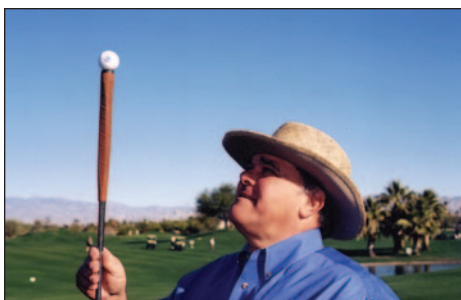


There were 104 golfers hitting the greens during the annual Duro-Last Golf Tournament, held at the beautiful Tahquitz Creek course in Palm Springs.

Even though it was a bit on the chilly side in the early morning, the sun came out and golfers had a sensational view of the mountains of California.



*The 2004 Duro-Last Golf Champions
(From l to r) Mark Gottron, Mike Tigner, Mildred Burt, Bryan Gottron, and Mike Gottron*





Sunday Welcome Party

**SEMINAR GUESTS
JOIN THE
BIG LEAGUES!**

This year's Sunday Welcome Party was a "Big League" bash that included a variety of baseball-related activities, such as softball games and batting cages. Games were played in replicas of Yankee Stadium, Fenway Park and Wrigley Field, with authentic stadium seating, electronic scoreboards, and stadium lights. Seminar guests even wore their favorite baseball team gear and sang karaoke.





2004 DURO-LAST NATIONAL SALES
SEMINAR SOFTBALL CHAMPS



IN A LEAGUE OF THEIR OWN...

DURO-LAST CONTRACTORS RECOGNIZED FOR SALES EFFORTS



2003 Duro-Last Contractor of the Year—Jaco Construction, Inc.

Because they are truly in a league of their own, Duro-Last contractors were honored for their excellent sales efforts in 2003 during the National Sales Seminar.

Approximately 650 guests attended the awards banquet on Tuesday

night, with Duro-Last recognizing several levels of sales excellence.

The various awards presented at the awards banquet are in recognition of outstanding achievement in quality workmanship, customer satisfaction and goals achieved in the interest of Duro-Last Roofing, Inc.

The first special recognition went to 43 Century Club Award winners with sales of \$100,000 or more.

The next award presentation honored the Presidents Club Award winners. In 2003, there were 28 Presidents Club Awards winners with sales of \$250,000 or more.

Duro-Last also paid tribute to those contractors that earned the Admirals Club Award with sales of \$500,000 or more. There were 14 Duro-Last contractors that reached this goal in 2003.

Generals Club Award winners were also abundant at this year's Seminar. With sales of \$750,000 or more, seven contractors were recognized.

Last year, nine Duro-Last contractors achieved sales in excess of \$1 million — an outstanding achievement!

Those honored with the John R. Burt Award included:

- Stuart, Jennifer, Ashton, and Trey Parsons, Randy and Laura Durham, Mikki and Annette Roberts, Michael and Michelle Brem, and Steve Good of **Parsons Commercial Roofing** in Waco, Texas.



- Mike Morss, Ken Morss, and Steve Lee of **MW Morss Roofing** in Romulus, Michigan.
- Don LaFerney, Sr. and Jean LaFerney, Don LaFerney, Jr., Richard Jennings and Diana Bourne-Jennings, Stephen and Judith Gross, and Gary Thomas of **LaFerney, Inc.** in Kingsport, Tennessee.
- Max Cotterman, Ken Heiby, Joe Bender, Ryan Schmackers, Chris Blake, and Bill Wilke of **Cotterman and Company** in Minster, Ohio.
- Andy Royalty, Darrell Couch, Thom Hayes, Jason Cunningham, and Robert Burton of **Royalty Roofing & Insulation** in Seymour, Indiana.
- Larry Winkler of **United Roofing and Sheet Metal** in Bryan, Texas.
- George Bock, Richard Noel, Mac MacEntyre, Chuck Smith, and Phil Hook of **Mid-Western Commercial Roofers** in Paducah, Kentucky.
- Gene Fowler, Dan Fowler, John Tingley, and Aaron Neutzmann of **Sentry Roofing, Inc.** in Covington, Indiana.

The 2003 Contractor of the Year Award winner is an enthusiastic team that has been in the limelight before, in 1996 when they also earned the Contractor of the Year Award. They have completed more than 911 Duro-Last projects and installed nearly 14 million square feet of membrane since becoming an authorized contractor in July of 1989.

Furthermore, this dedicated contractor has taken home nine John R. Burt awards and 26 other Duro-Last awards in the past.

During this special recognition, Duro-Last honored Bob and Lou Ann Walcik, Bennie and Denise Clawson, Glen and Laurie Christensen, and Todd and Michelle Pessnell of Jaco Construction, Inc. in Clute, Texas.

On behalf of Duro-Last, Mildred Burt and her daughter Connie Moeller

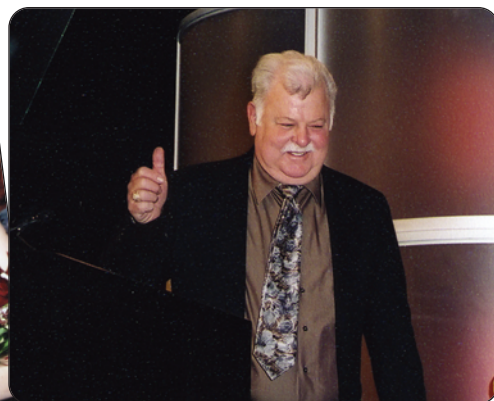


presented the ladies of Jaco Construction, Inc. with a dozen beautiful red roses.

Jaco Construction, Inc. also earned a Polaris Magnum 330 Mossy Oak

ATV with trailer for their sales efforts.

Congratulations to all of the 2003 Duro-Last award winners. May you have another outstanding sales year in 2004!

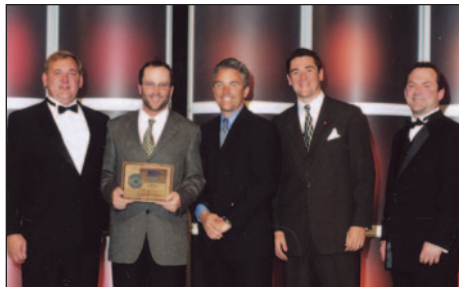


Century Club

Award Winners



All Elements, Inc.



All Weather Systems, Inc.



Anthony Roofing, Ltd.



Atlantic Roofing Systems



Barnett Roofing & Siding



Beldon Roofing Company



Bilt Well Roofing



Building Associates, Inc.



Cason Roofing, LLC



Columbia River Roofing



Cosam Contracting, Inc.



Cowan Roofing, Inc.

Century Club Award Winners



Duerson Corporation



Eagle Roofing



Ed Rutherford Roofing, Co.



*Four Seasons Energy
Efficient Roofing*



Gilliland & Son Roofing, LLC



Goodmen Roofing, Ltd.



Harry Treder & Sons, Inc.



Maier Roofing Co., Inc.



*Marlette Roofing
& Sheet Metal*



Moore Roofing, Inc.



*Century
Club*
Award Winners



Morgan's Roofing



Nazareth Roofing



Needham Re-Roofing



Pacific Weathershield, Inc.



Pell Roofing & Siding, Co.



Pinnacle Roofing Company



Rainbow Enterprises, Inc.



*Reynolds Construction
Co., Inc.*



Roofing by Fred Gross



Ridge Roofing

Century Club
Award Winners



Roofing Plus, Inc.



Roofing Services, Inc.



Ted's Quality Roofing, Inc.



Tom Paff Contractors



Traska Roofing & Ventilation



Twin Rivers Improvement



Urethane Unlimited



Van Zandt Roofing



*W.A.L. General Contractor
& Roofing, Inc.*



Presidents Club

Award Winners



A-Plus Roofing Co.



*Beckwith Commercial
Roofing Company*



Church Roofing



Progressive Roofing



Davis Contracting



DK Haney Construction



Ed's Sheetmetal & Roofing



Engineered Roofing Systems



G. Bishop Roofing Co.



*Interstate Consolidated
Roofing, Inc.*

*Presidents
Club*
Award Winners



Interstate Roofing



JBK, Inc.



Jewett Roofing Company



Karchner Brothers



Kelly Roofing



*Kimball Construction
Co., Inc.*



Knox Roofing



Mikalan Roofing, Inc.



Pacific Rim Roofing Co.



*Poe Roofing & Sheet
Metal, Inc.*

*Presidents
Club*
Award Winners



Pro-Tek Exterior Services, Inc.



Roof Solutions, Inc.



Roof-Tec National, Inc.



*Special Maintenance
Roofing, Inc.*



Taylor Roofing, Inc.



Trevek Enterprises



Walker Roofing Co., Inc.



*Zimmer Roofing
& Construction*



Admirals Club



Award Winners



Bambi's Roofing, Inc.



Brandle Roofing & Sheet Metal Company



Cool Roof Systems, Inc.



Damschroder Construction, LLC



Harold Hall Roofing, Inc.



JR & Co.



Marty Robbins Roofing Co., Inc.



Property Solutions



Rapid Roofing Systems



Sealtite Applicators, Inc.

*Admirals
Club
Award Winners*



State Roofing Systems, Inc.



*Technique Roofing
Systems, LLC*



Watson Roofing Company

*Generals
Club
Award Winners*



Broken Arrow, Inc.



D. Thomas Roofing



Nohava, Inc.



*Umbrella Roofing
Systems, Inc.*



*Weather Shield
Roofing Systems*



Western Roofing, Inc.

John R. Burt

Award Winners



Cotterman and Company, Inc.



LaFerney, Inc.



*Mid-Western Commercial
Roofers, Inc.*



MW Morss Roofing



Parsons Commercial Roofing



Royalty Roofing & Insulation



Sentry Roofing, Inc.



*United Roofing and Sheet
Metal, Inc.*



ADDITIONAL AWARD WINNERS

The following list contains additional winners that did not attend the awards banquet at the 2004 Duro-Last National Sales Seminar. Congratulations to all of these winners for their hard work and dedication to Duro-Last.

Century Club

Wormley Brothers
Roofing, Inc.

A & A Contracting

A & E Roofing

A & M Contractors, Inc.

Ace Roofing, Inc.

ACI Commercial Roofers

ACME Roofing and
Sheetmetal

ADJAY Construction, Inc.

Allen Brothers, Inc.

Almeida Industries, Inc.

American Building
Contractors, Inc.

B & B Roofing, Inc.

B & R Roofing Company

Becker Roofing

Bel Air Foamed Insulation

Bleser Built Roofing

Boak and Sons, Inc.

Bond/Tec, Inc.

Bonner Roofing & Sheetmetal

Breault Roofing, Inc.

Brigadier Roofing, Inc.

Brinkmann Roofing
Company

Bullock & Sons
Roofing, Inc.

California Single Ply, Inc.

Cal-Pac Roofing
San Mateo

Cardinal Roofing, Inc.

Castlerock Roofing

CEI Roofing, Inc.

Central Florida Maintenance
Childers Roofing, Inc.

Commercial Roofing
Services, Inc.

Commercial Roofing, Inc.
Commonwealth

Roofing Corp

Conitec Group, Inc.

Connell Supply, Inc.

Dakota Coating & Roofing
Delta Roofing and
Sheetmetal Corp.

Double E Roofing

Durham Roofing Co.

Excel Roofing Service

Fortenberry Roofing Co.

Frank Fiala Roofing, Inc.

Freeport Industrial
Roofing, Inc.

Fryer Roofing Co., Inc.

Geisler Roofing, Inc.

Great Lakes Systems, Inc.

Grell Commercial
Roofing, Inc.

Groves Roofing Service

H & S Superior Roofing

H.C. Anderson Roofing Co.

Haas Builders, Inc.

Hallmark Sheet
Metal Co., Inc.

Hefner Roofing

Herbert Roofing

HLR Roofing

Home Creek Enterprises

Hunter Roofing, Inc.

Hussmann Corporation

J.A. Taylor Roofing, Inc.

Jessie Bryant Roofing

Jim Brown & Sons Roofing

Jim Stevens Construction

Jim Wallis & Son Roofing

John Shaffer Roofing, Inc.

K & M Dist. & Roofing
System, Inc.

Koch Building Company

Kolpak Industries, Inc.

Kysor Panel Systems

L.J. Beck Roofing
& Guttering, Inc.

Lee's Roofing
& Spouting, Inc.

Liberty County Roofing

MacDermott Roofing

Mangrum Roofing

McElrath Roofing, Inc.

Metric Roofing of Nevada

Mid-West Roofing
& Sheetmetal

Miller Roofing, Inc.

National Energy
Systems LLC

Niederkoher Construction

Otterskin Roofgear
and Construction, Inc.

Overhead, Inc.

Overton Roofing LLC

Pioneer Contractors, Inc.

Provider Industries

Quality Exteriors LLC

(Continued on page 22)



ADDITIONAL AWARD WINNERS

(Continued from page 21)

Quality Home Services, Inc.
R. B. Crowther Co.
Rainbow Roofing Materials
Richland Co.
& Associates, Inc.
Ridge Runner Roofing
Ritz Roofing Co.
River Roofing Service
Roof Crafters, Inc.
Roy Collins Construction
Royal-West Roofing
& Sheetmetal
Ryan Roofing
S & B Roofing
Services, Inc.
Santucci & Sons
Schaper Roofing
& Construction
Scott Quick Construction
Scudder Roofing Co.
Service First Contractors
Sigma Roofing
and Renovation
Southern Commercial
Roofing
Springfield Construction LLC
Sunbelt Roofing
Service, Inc.
Sunray Roofing, Inc.
Surelock Homes
Sweers Roofing Company
THL Enterprises, Inc.
Top Concepts, Inc./A General
Roofing Co.
Topside Construction, Inc.
Total Roofing
& Reconstruction
TRC Roofing

TYL Enterprises, Inc.
U.S. Commercial
Roofing, Inc.
United Construction
of Salida, Inc.
United Roofing Contractors
Warner Roofing, Inc.
Washington
Roofing Company
West Central
Roofing Contractors
Western Systems, Inc.
Wheeler Roofing Co.
White Roofing
& Sheetmetal Company

Presidents Club

Wilson's Roofing, Inc.
Wright Roofing
Midwest Coating
Affordable Roofing Co., Inc.
Basic Capital Management
Borntrager Enterprises
Champion Roofing, Inc.
Consolidated Contracting
Esko Roofing & Sheetmetal
Great Lakes Roofing
Heritage Roofing Systems
of Oklahoma, Inc.
International Construction
& Roofing
Len Eckstein Roofing, Inc.
Maintenance Systems, Inc.
Marchbanks Specialty Co.
Nickerson Construction
Ohio & Indiana Roofing Co.
Palmer Roofing & Sheetmetal
Perma Roofing, Inc.
Port Huron Roofing
& Sheetmetal Co.
Prime Source Construction
Professional Roofing

Contractors
Richard Goff Roofing, Inc.
Roof-Tec National, Inc.
Single Ply International
Skyline Roofing
& Sheetmetal Co., Inc.
Tomkat Roofing, Inc.
Universal Roofing, Inc.
Wright-Brown Roofing Co.

Admirals Club

AAAAA Enterprises, Inc.
Alternative Roofing
Systems, Inc.
Beyer Roofing Company, Inc.
Buchinger Roofing, Inc.
Ciaccio Roofing
Dempsey Roofing Company
Dublin Construction
Company, Inc.
Interstate Structures, Inc.
Merit Roofing Systems, Inc.
Roberts-McNutt, Inc.
Superior Service R.S.H., Inc.
T Holt Brothers
General Contractors, Inc.
Wayne Nasi
Construction, Inc.

Generals Club

Willamette Roofing
& Construction

*We hope to see all of you
accepting your award on stage
next year at the 2005 Duro-
Last National Sales Seminar.*

MORE SEMINAR ACTIVITIES!



CONTRACTORS CELEBRATE CLUB MEMBERSHIP INDUCTIONS

During the 2004 Duro-Last National Sales Seminar, seven contractors were recognized with 10-Year, 15-Year, and 20-Year Club membership inductions.

Contractors who have received sales awards for 10 years or more included:

- Cosam Contracting, Inc. in Tiro, Ohio
- Nickerson Construction in Blossburg, Pennsylvania

Contractors who have received sales awards for 20 years or more included:

- Dublin Construction Company, Inc. in Dublin, Georgia
- Watson Roofing Company in Friendship, Tennessee

Contractors who have received sales awards for 15 years or more included:

- Rainbow Roofing Materials in Davie, Florida
- Tomkat Roofing, Inc. in Streator, Illinois
- United Construction of Salida, Inc. in Salida, Colorado

Congratulations to each of our recipients. May you continue to succeed with Duro-Last.



10-Year Club

Cosam Contracting, Inc.

20-Year Club

Watson Roofing Company



PROJECT PHOTOGRAPHS HELP SELL JOBS

Marketing Communications Department Offers Digital/Film Photography Tips

Photos of your roofing jobs can help you effectively present your business to prospective customers and make that sale. In addition, the Duro-Last Marketing Communications Department encourages contractors and sales representatives to send us photographs of roofing installations that we can use in marketing materials. We're able to work with either film or digital photography.

Follow these simple guidelines to ensure the best looking images. Remember to obtain **written** permission from the building owner or their representative before taking job photos and sending them to us. The Duro-Last Marketing Communications Department can provide you with a form for building owners to sign for photograph releases. Contact us at 800-248-0280 for details.

Digital:

When choosing a digital camera, buy the most megapixels (a measurement of resolution) you can afford. Try to get at least a 2.0 megapixel camera, because the higher the megapixels, the better the resolution. The main rule of digital photography is: you get what you pay for!

When using a digital camera, make sure you have the camera set at the highest resolution possible. You won't be able to take as many photos on a single memory card, but you will ensure that you will get the highest quality possible. Remember: you can always lower the resolution of a photo later (to reduce file size), but you can never increase the resolution of a digital photo to be better than when it was first taken. Don't lose a precious

shot trying to save disk space. A low resolution image may be acceptable on a computer monitor, but when it's printed you'll see the drop in quality. If you want more room for photos, buy additional memory cards.

With digital cameras, it is difficult to pick up movement than a with a film camera, so place your shots carefully. Moving images can appear blurry if you're not careful.

If you have questions, or you have photos you think we could use, please call Mick McArt in the Marketing Communications Department at 800-248-0280 ext. 2252, or email him at mmcart@duro-last.com.

35mm film:

When developing film there are two finishes to choose from: matte and glossy.

Matte: Good to use when framing or showing off images in a portfolio. Matte photos have low glare and look professional. However, matte finishes have ridges in the surface and tend to make the photo "muddy" when a scanner tries to scan the image.

Glossy: This is the finish to use when you want your photos to be scanned for use in print materials or the web. **Note: the Duro-Last Marketing Communications Department requires a glossy finish for photos that are submitted to us.**



NEW MARKETING TOOLS PROVIDE OVERVIEW OF DURO-LAST PRODUCTS

A primary objective of Duro-Last's Marketing Communications Department is to create programs and materials that will help you succeed in your local market. Several of these tools were discussed at the recent Duro-Last National Sales Seminar:

- We have developed several sets of direct mail "templates" to help you promote the Duro-Last roofing system, the Cool Zone roofing system and the Duro-Shield metal retrofit roofing system. "Tri-fold" and post-card versions are available (see accompanying illustrations), each of which includes a section of standard text, photos, and graphics that apply to each roofing system.

The tri-fold version also has space reserved for you to customize with 150 words of information about your business: your company's history, jobs that you have completed, customer testimonials, photography, etc. The postcard version allows for a photograph and some limited text.

These templates will give you a third option if you are considering direct mail projects for your local market. Flat stock mailers (your business name and contact information are printed onto existing mailers) and customized brochures (the Marketing Communications Department works with you to develop a piece from scratch) will continue to be available.

- Multimedia communication is more and more important for Duro-Last, as end-user decision makers are increasingly receiving product information electronically. The Marketing Communications Department has developed a multimedia CD-ROM, containing product information, video testimonials, sales presentations, a



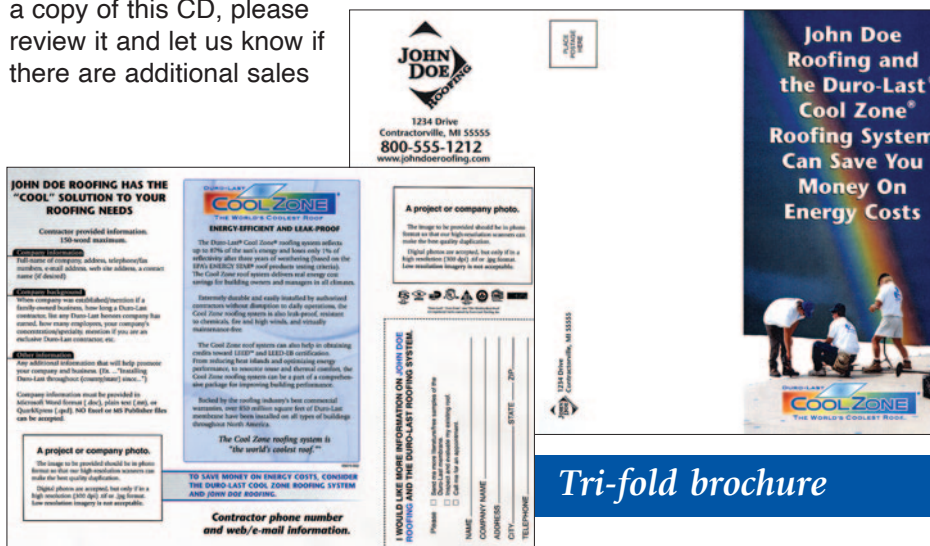
photo gallery, and other sales materials. It is effective as a stand-alone tool for you to present to

your customers, but we can also work with you to customize it with specific information about your business, in the form of job photos, video testimonials or other materials.

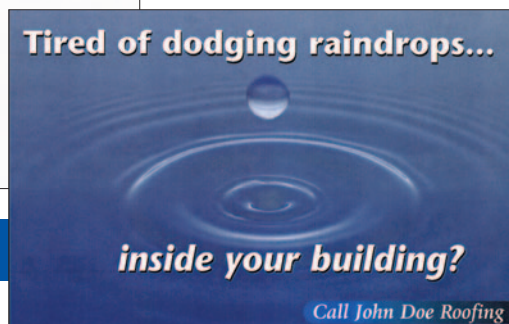
For those who attended the National Sales Seminar and received a copy of this CD, please review it and let us know if there are additional sales

tools we need to include. Also, please contact us at 800-248-0280 if you would like more copies of the CD or if you have technical difficulties using it.

Although the services of the Marketing Communications Department are offered to you at no cost, you may incur charges for outside production and/or printing costs for both the direct mail templates and the multimedia CD. If you are eligible to participate in Duro-Last's Ad-PLUS Incentive Program, you can receive credit through the Ad-PLUS program for these costs.



Postcard mailer



CHECK OUT THE ENERGY-EFFICIENCY INCENTIVES IN YOUR AREA

In today's roofing industry, energy-efficiency is a big issue. Building owners want to save money on energy costs and the government wants to reduce "urban heat islands." With the Duro-Last roofing system, Duro-Shield metal retrofit roofing system, and the Duro-Last Cool Zone roofing system, sales reps and contractors have an excellent opportunity to make sales by promoting the energy-efficiency of these systems. Plus, you can promote energy-efficiency incentives in your local area to potential customers. These incentives can be rebates, income tax programs or state loan programs, all of which can deliver huge cost savings to building owners who take action to reduce their energy consumption.

The web site at right has information about the energy-efficiency incentives that are available in your area.

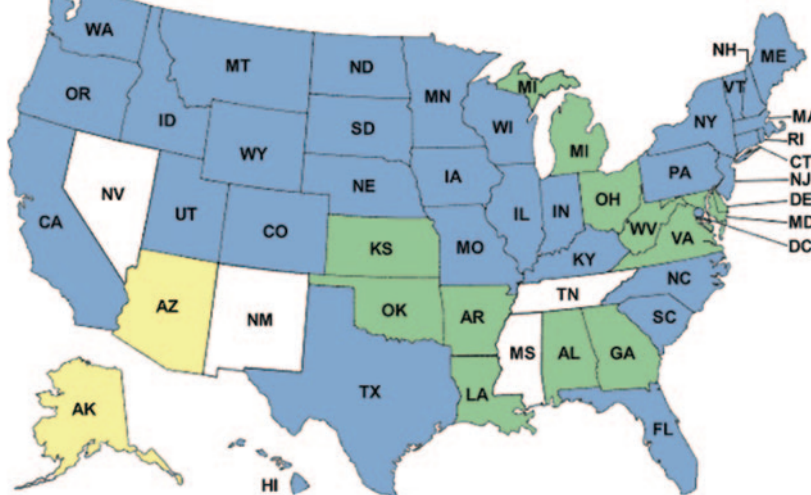
Instructions on how to use the web site:

Under "Energy Management" click on "State Programs," then click on your state on the map. This will provide a summary of state-funded

and utility-funded programs. Programs change frequently, so contact your utility account representative or your state energy office for updates and guidelines.

It's to your advantage to get as much information on energy-efficiency as possible to present to your potential customers. Check out the Duro-Last web site for this and other energy resource links.

Updated September 2002



<http://pnnl-utilityrestructuring.pnl.gov/index.htm>

- These states have public purpose and/or utility energy-efficiency programs as well as demand response programs.
- These states have demand response programs.
- These states have public purpose and/or utility energy-efficiency programs.
- These states have no energy-efficiency or demand response programs.

DURO-LAST "INSPECTOR" NAME CHANGES

As you are aware, the Duro-Last inspector's position has evolved over the years. Today's inspector completes a broad range of tasks each day. In fact, the average inspector spends only 18% of his time conducting inspections. Much of an inspector's time is spent training and educating contractors, along with completing repairs, evaluations, core-cuts, and pull-tests. Inspectors do whatever it takes to provide

excellent service to our customers.

Additionally, our inspectors are required to update their skills, and continue learning new specifications for our ever-expanding product line. Due to the broad range of skills and knowledge required, Duro-Last has decided that the title "Technical Representative" (Tech Rep) is more appropriate for the position. Furthermore, the term "inspector" seems to carry with it a negative

perception. We feel "Tech Rep" conveys a more positive image and better represents the attitudes and goals Duro-Last wishes to demonstrate to our contractors.

So please begin using the title "Tech Rep" when referring to our inspectors. This will reinforce Duro-Last's commitment to servicing, educating, and assisting our customers.

Awards Night Banquet





COMMUNICATION BETWEEN CONTRACTORS AND SALES REPS—A KEY TO DURO-LAST'S FUTURE SUCCESS

The 2004 Duro-Last National Sales Seminar was another successful, educational, fun, and relationship-building event.

Seminar content was a result of input and requests from our contractor base. The immediate response we received from last year's event, along with that from the contractors who called throughout the year, provided us with ideas on what contractors need to grow and advance. The Contractor Advisory Board was also a good source to determine what Duro-Last contractors wanted out of the seminar.

Information from our contractor base not only helped us create another successful seminar, but it has also helped us develop the 2004 Duro-Last Business Plan. For Duro-Last to stay ahead of the industry competition and to help you stay one step ahead of your local competition, we have initiated a strong campaign on communicating, providing information, listening, and empowering people to act on and create sales opportunities.

The Duro-Last business plan will expand on our effort to communicate with you. On a routine basis, sales and quality assurance personnel will have contact with all active contractors. In addition to this personal contact, Duro-Last will also inform and educate contractors through the following methods:

- The **Top Of The News** newsletter will be mailed out every quarter throughout 2004. This newsletter will include articles including installation, sales, marketing, technical, and many other areas. It will also include messages from all key Duro-Last

managers, and will profile contractors and roofing projects.



- Mailings will regularly be sent to all Duro-Last contractors, and will include new product information, technical bulletins, new tools as well as new sales and marketing items.



- The Duro-Last web site (www.duro-last.com) will centralize all the information we provide to you. One of the challenges with personal contact, newsletters or mass mailings is that the information may not get distributed beyond one person at an organization. Our web site is accessible to all Duro-Last

contractors and sales representatives, and important Duro-Last information will be located behind a password-protected page. This access will allow all staff members of a contractor's company to educate themselves on new, updated, and other crucial Duro-Last information.

Listening to our contractors is necessary for Duro-Last to provide products, support, services, sales and marketing tools, as well as technical support you need to compete in any region of the United States or Canada.

In 2004, Duro-Last will take listening one step further. We plan to conduct a series of surveys with all of our contractors. We would appreciate your support and feedback when you are contacted. These surveys will help us gather valuable information to help you and Duro-Last grow.

Finally, Duro-Last will continue to focus on people. Training and educating Duro-Last personnel and empowering them to act quickly to meet contractors' needs will be an ongoing goal. People make the difference in any company and the people of Duro-Last are far from the rest of the roofing industry.

Many new items and activities will be developed over the next year, so please review the newsletters, mailings, and web site, or call anyone at Duro-Last. Effectively supporting you in all your roofing and business needs is our ultimate goal.

Steve Ruth
Vice President of Sales

DURO-LAST "ROOFER'S CHALLENGE"

A HOT EVENT AT SEMINAR

The challenge was on and 10 two-man teams were ready to show their stuff during the Duro-Last "Roofers' Challenge", which took place at National Sales Seminar.

There was a lot of energy in the installation tent as teams geared up to demonstrate their roofing skills during a timed installation challenge. Seminar guests cheered on their favorite roofers, who had a great time participating in the event. The challenge included installing the Duro-Last roofing system, then being judged on accuracy, efficiency, quality workmanship, installation techniques, and timing.

The judges for the contest were: Duro-Last Chairman of the Board Jack Burt; Bennie Clawson of Jaco Construction, Inc.; Duro-Last

Technical Representative (Utah) Steve Gazaway; Duro-Last (Colorado) Sales Representative Tom Allen; and Marty Robbins of Marty Robbins Roofing, Inc.

Although every participant deserved to be recognized as a great roofer, the big winners of the Duro-Last Challenge were Chris Blake and Ryan Schmakers from Cotterman & Company, Inc. Both men received a giant trophy and Duro-Last jackets.

Congratulations guys!



The Judges



HOW TO GET MORE OUT OF YOUR TRADE SHOW

It's that time of year again. Trade show season kicks into full gear in the spring time, and many of you have already signed up to have a Duro-Last booth at your local show. So here are some tips to get more out of your trade show.

- Send a complimentary ticket to the show to both your existing customers as well as the prospects that you have targeted, along with a short letter asking them to stop by your booth. And ALWAYS include your booth number so that they can find you quickly.
- Arrange your table so that it is along the side of your booth rather than in front of it. This lets prospects come into your booth rather than standing in the aisle.
- Dress and act professionally. Whenever possible, wear your logo clothing at a trade show. You might

be away from your booth, but you can always be identified.

Remember: You only have one chance to make a first impression and you want that impression to be good! Always stand tall with your head and shoulders straight back and a friendly smile (don't overdo it) on your face.

- Never sit down while you are at your booth. It looks unprofessional, and conveys a sense of disinterest to your prospects. And never eat food at your booth. Don't play with change or items in your pocket (a sign of boredom) or chat with coworkers. Instead, focus on drawing in new customers.
- Establish eye contact immediately with prospects and show enthusiasm when greeting booth visitors. Also shake hands firmly and be friendly (not overbearing).
- Know your product! Be able to

answer any type of question from an attendee and be able to initiate conversations with individuals that stop by your booth.

- If you don't already have one, order a Gwiz-Kit and a Light Kit from Duro-Last. Prospects love to see (and unfortunately sometimes feel) the temperature difference between a Duro-Last roof and a black roof.

- Understand your customers' problems. Make sure you have a solution to their specific problem and explain to them how your product can resolve that problem.

- Have a large supply of your business cards to pass out — prospects tend to keep business cards in an organized file when they get back to their offices.

- Bring along a big glass bowl to collect business cards, and have a drawing at the end of the show for a free give-a-way. Collect business cards from everyone who stops at your booth.

- Start following-up with your leads the day after the show ends while they are still fresh. First, send a card saying: "Thanks for stopping by our booth at the _____ show." Then a week later, follow that card up with some literature about your company and Duro-Last. Remember that it takes seven contacts on average before a sale is made. You're now almost halfway to the sale — you've just made three contacts!

Although very simple to follow, many individuals forget these guidelines and end up losing potential customers at trade shows. There is a tremendous amount of work to get from trade shows so make the most of them!



The Duro-Last Display at NRCA, San Diego, February 2004

Bill Paul
Sales Manager,
Jackson, Mississippi



A basic quote service is available through the Sales Department. If you have completed your own layout and you have all other the materials listed on the Duro-Last order form, fax and/or call the Sales Department and the quote will be entered as soon as possible.

As a service to Duro-Last contractors and sales representatives, our Engineering Services Department will do roof layouts from blueprints or a hand sketch, and give an estimated price on a roofing project.

If you would like to take advantage of the services offered by Engineering Services, it is in your best interest to call ahead and inquire as to the turnaround time for your project (the standard time frame is five business days.)

SIMPLE GUIDELINES MAKE GETTING ROOF LAYOUTS/QUOTES EASY

For Engineering Services to calculate a quote for you:

1. Take a Duro-Last grid sheet and an order blank to the job site.
2. Make a sketch of the roof on the Duro-Last grid sheet.
3. Show all actual roof and wall measurements as well as details.
4. Measure all protrusions on the roof.
5. Locate and dimension the "Large High Profile" units on the sketch.
6. Show core cut and pull-out test locations and results on your sketch.
7. Complete all questions on the Duro-Last grid sheet, and elaborate if needed.
8. List all accessories on the order blank or grid sheet.
9. Clean up the sketch and combine all information and fax or mail to either the Michigan or Oregon Duro-Last office.

Quotes for new construction (from blueprints)

1. Scalable Roof Plan. **Note:** If dimensions are not supplied, you are responsible for verifying that the actual building dimensions are the same as what the blueprints depict.
2. Complete roofing specifications.
3. Details referred to on roof plan:
 - a. Elevation plans
 - b. Wall sections and details
 - c. Building sections

Following these simple guidelines will make getting a roof layout and quote for a customer much easier. Plus, you can rest assured that the Duro-Last Engineering Services Department will work diligently to get you what you need, when you need it.

Todd Fritz

Engineering Services Director

HOW TO HIRE THE WORLDS' BEST EMPLOYEES

In today's competitive work environment, everyone has a choice of who they work for. As a contractor or sales representative, you are sometimes faced with some tough choices on who to hire. Here are a few tips to help you find employees that you want to work for you.

1. Check a potential candidate's previous work history. Check their work references. Contact their last employer and ask about work performance, attendance, and any other issues that you might have a concern about.

2. If possible, have someone else interview the candidate. Sometimes potential employees think they've

made it during the first interview, and may tell the second interviewer things they didn't tell you.

3. Ask the candidates questions that require detailed explanation of their experience. This helps to prove if their actual work experience meets your employment needs.

4. Ask each candidate the same questions and have the questions already prepared. This will keep your interviews consistent and if you are interrupted, the questions on the sheet will keep you focused on where you left off.

5. Be sure to keep the interview legal. Do not ask questions that are not directly related to the position.

Illegal questions include anything related to: race, national origin, color, religion, height, weight, age, physical or mental disability or handicap, sexual orientation, marital status or veteran status.

By following these simple guidelines, you will make interviewing prospective employees much easier and find the quality workers that you want to work for your company.

Jill Palm Lynch

Corporate Human Resource Director
Duro-Last Roofing, Inc.

SEMINAR GENERAL SESSIONS A LEARNING EXPERIENCE!



CONTRACT VERBIAGE IMPORTANT TO PROTECT CONTRACTORS

As you know, a roofing contract is an important agreement shared between the building owner and contractor. Such contracts are meant to protect each party involved.

But how do you get a good contract and how do you know what to say? The following is proposed contract verbiage that contractors can use. This information was presented by Duro-Last Vice President of Finance Mitch Fournier and Accounts Receivable Manager Dave Pike during their breakout session entitled, "Bad Debt Prevention" at the National Sales Seminar.

Proposed Contract

Terms and Conditions: Costs: 50% down at the time of ordering materials, the balance including any approved change orders within 30 days of completion. The owner agrees to pay a 1.5% monthly service

charge on all moneys due past 30 days. The owner further agrees to hold contractor harmless from all damages brought by a party (ies) arising from or relating to: (1) the performance of the work described in this proposal unless due to contractor's own negligence; (2) the present or future growth or presence of mold or other biological growth within the roof assembly or the building envelope; or (3) damages from leaks through any area of the existing or present roof surface where

the contractor has not performed tear-off or surface preparation work. No warranties described herein become effective until all moneys are paid within the terms described in this paragraph.

Acceptance: I accept your proposal. In signing this document, I acknowledge that I have completely read this document and agree to be bound by all its terms and conditions, and that I have the authority to bind the entity named as the owner above:

Accepted By: _____

Title: _____ Date: ____/____/____

Using this proposed contract may alleviate possible headaches between you and the building owner. Plus, it will protect your company and assets. The Duro-Last Legal Counsel has offered to review (at no charge) contractors' contract(s) and provide suggestions on the verbiage. If you have any questions, please contact Mitch Fournier at 800-248-0280, ext. 2244.



WE'RE LOOKING FOR A FEW GOOD PHOTOS...

Got some outstanding project photos that you would like to show off? The Duro-Last Marketing Communications Department is looking for a few good photos from contractors and sales representatives that we can use in future literature and advertising.

If you would like to have our department utilize your photos, review the related article, "Project Photographs Help Sell Jobs" in this newsletter, and provide the type of photograph we need.

We are in need of photos of these building types:

- Airports
- Banks
- Fire Stations
- Libraries
- Storage Facilities
- Office Buildings
- Restaurants (family-owned or chains)
- Manufacturing Facilities
- Residential
- Small Businesses
- Condos
- Nursing Homes
- Any "Unique" Installations/Buildings

Please make sure you have written permission from the building owner or their representative BEFORE you take the photographs and give them to the Duro-Last Marketing Communications Department.

Help us make you look AWESOME by using your project photos in Duro-Last literature and advertising.

WHAT DO YOU WANT TO SEE ON THE DURO-LAST WEB SITE?

Over the last two years, the Duro-Last Information Systems (IS) Department has been working very hard to update the Duro-Last web site to include full coverage of the Duro-Last roofing system, Duro-Shield metal retrofit roofing system, and Duro-Last Cool Zone roofing system. Our Web Master, Tony Mince, has dramatically improved the function of the site and created a professional and efficient site that can benefit not only sales representatives and contractors, but potential and existing customers as well.

You can now place your roofing orders on-line. The on-line ordering area reflects all the new products. The IS department is currently creating a metal order blank, which will be posted within the next several months.

In the future, we will be adding more statistical information to the web site. However, for the IS department to fulfill the needs of everyone, we need to know what you would like presented on the Duro-Last web site on a regular basis. What do you like and dislike? What is missing from our current web site? How are you using the web site?

Contact Duro-Last Information Systems Manager Barb Baase at 800-248-0280, ext. 2267 or send an e-mail to her at bbaase@duro-last.com. She will review your suggestions and forward them to Tony Mince who can then continue to improve our web site. 📧

SEMINAR LADIES DAY PROGRAM A RELAXING EXPERIENCE

The Ladies Day program was a huge success, with over 50 ladies attending the world famous Spa Resort Casino in Palm Springs, where they indulged in a "Taking of the Waters" treatment, shopping,

lunch, and a visit to the casino.

Duro-Last lady guests went back to the Riviera Resort and Racquet Club relaxed and ready to show off their shopping souvenirs!



"Let's go shopping!"

TRAINING, EDUCATION, AND COMMUNICATION TOP GOALS FOR 2004

We just completed the 2004 Duro-Last Sales Seminar and we trust everyone had a great time. Hopefully, you were able to attend the breakout sessions, and found them to be helpful and informative. We have received many compliments on this year's seminar and appreciate everyone's thoughts and input. We look forward to seeing everyone next year in Clearwater Beach, Florida.

I want to take this opportunity to remind everyone of a few items that our sales department has coming up in 2004. These items were briefly discussed during the General Session of the national sales seminar.

Training and Education: We continue to train and educate the Duro-Last staff, sales representatives, and contractor network. One form of education is the new Duro-Last **"Capabilities & Services Brochure"** that was handed out at the seminar. Please review this catalog to see all of the services that are offered by various Duro-Last departments.

We are also developing a comprehensive **"Training Video/DVD"** that will assist new and experienced Duro-Last contractors. This new tool will have installation tips for the various details used in the Duro-Last roofing system. It will include actual footage of a Duro-Last installation and pointers on increasing proficiency. This new training tool should be released in the second quarter of 2004.

G.S.A. (General Services Administration): The GSA is a procurement procedure developed by the United States Federal Government to approve vendors and streamline the purchasing process on federal government projects. Duro-Last and a team of Duro-Last contractors have completed our application for a GSA

number and it is currently under review by the GSA. Information received from the government changes weekly. Furthermore, they operate at their own pace, so it is very difficult to determine when Duro-Last should receive its approval.

Once Duro-Last is approved, government purchasing agents will be able to select our product from their lists and place orders directly with Duro-Last. Duro-Last contractors will be able to offer this service to government agencies within their area. For example, if you have a military base located in your state, you will be able to present the Duro-Last roofing system to your contact at the base and convince him/her to use Duro-Last as his/her roof of choice. The Duro-Last GSA number will then allow your contact to select and purchase the Duro-Last roofing system without the normal government "red tape".

We will notify the entire Duro-Last contractor network once we receive our GSA approval.

State Purchasing Agencies: Duro-Last has been approved by the State of Ohio and is working on our approval with the State of Illinois. The process of receiving approval from the state agencies is as lengthy and time consuming as the GSA. Although we have received approval from the State of Ohio, this has been a very difficult program to work with, and we have not yet seen a great impact from our approval. We will continue to work with them and hope to streamline the process.

This year, we will be investigating the remaining states, trying to determine which have purchasing programs and how we can work with them. Please contact your sales rep or regional sales manager if your

state has a purchasing schedule or if you have any information that would help Duro-Last obtain more roofing projects in your area.

Communication is a key to success and Duro-Last continues to listen to our contractor network in order to help everyone become successful. We have developed the following programs and services to improve our communications:

1) Contractor Surveys: In 2004, we will implement a series of surveys that will help us know your needs and develop programs or services that will help you become even more successful. Keep an eye out for these surveys and please take a minute to complete the questions. We look forward to listening and learning from you.

2) Web Site: The Duro-Last web site continues to be improved and updated daily. If you haven't visited the web site yet, you should do so soon. There is a wealth of information on the site, including answers to many of the questions that we receive daily concerning Duro-Last specifications and services. If you have questions or ideas concerning the Duro-Last web site, please contact the Duro-Last Information Systems Department.

3) On-Line Ordering: Another way that we have made it easier for our contractor network to communicate with Duro-Last is by allowing contractors to place their orders on-line. If you haven't tried to place your Duro-Last orders via the Internet, we encourage you to do so. This can be a time saving advantage for everyone, and the orders can be placed at your convenience.

Have a great year!

John Deal

Duro-Last National Sales Manager

SALES REPS EXPERIENCE A DURO-LAST DESERT ADVENTURE

Although it was a desert setting at the infamous San Andreas Fault, Duro-Last sales representatives and associates had plenty of activities to enjoy during the annual Sales Rep Awards Banquet, which was held on Saturday, February 7, 2004.

The awards evening began with a humorous duel between Duro-Last Senior Vice Presidents, Kathy Allen and Sharon Sny. But instead of fighting it out with six shooters at twenty paces, their weapons of choice were flashlights and noses – and the battle was performed to the music, “Dueling Banjos.” The outcome was determined to be a tie!

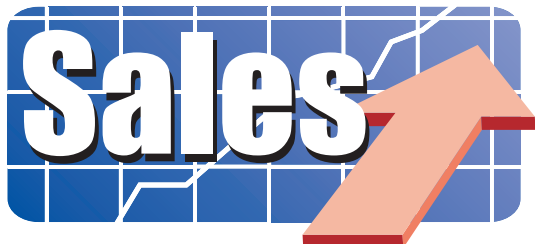
Sales awards were presented by National Sales Manager John Deal and Duro-Last Chairman Jack Burt, after the award winners were introduced to the audience by a special video version of the classic John Wayne western, “The Searchers.” The voices of several Duro-Last headquarters personnel were dubbed into more than twenty scenes of the movie, each of which introduced an award winner.

Following the awards ceremony, guests gathered around camp fires and socialized, took jeep rides

through the desert, danced to live music, showed off their talents at the shooting range, and demonstrated their balancing skills on the mechanical bull. On this particular night, contrary to expectations, the bull threw the sales reps!







DURO-LAST SALES REPRESENTATIVES EARN RECOGNITION FOR SALES AND VOLUME INCREASES

*IN RECOGNITION OF SALES
EXCELLENCE WITH A SALES
INCREASE FOR 2003:
(In order of sales increase)*

Bryan James
(Greater Los Angeles)
Jay Peace
(South Florida)
Mark Keefe
(Alabama)
Ches Gordon
(Louisiana)
Tom Allen
(Colorado, Wyoming)
Jeremy Tunney
(Western Pennsylvania)
John Hall, Chris Anderson
Hal Stowers
(North Carolina)
Mike Gottron, Bryan Gottron
(Ohio)
Scott Sny
(Minnesota)
Mike Skaggs, John Dugan
(Maryland, Washington, D.C.,
Delaware, Southern New Jersey,
Eastern Pennsylvania)
Buddy Wilson
(Texas)



*IN RECOGNITION OF SALES
EXCELLENCE WITH SALES
VOLUME REACHING NEW
LEVELS IN 2003:
(In order of sales increase)*

Todd Stringer
(New Mexico)
Barry Hirsch
(British Columbia, Alberta)
Scott Bieber
(New England)
Bryan James
(Greater Los Angeles)
Lloyd Hanna
(Central Florida)
Ches Gordon
(Louisiana)
Phil Davis
(Mississippi)
Jay Peace
(South Florida)
Tom Allen
(Colorado, Wyoming)
Jeremy Tunney
(Western Pennsylvania)
Scott Sny
(Minnesota)
Mike Skaggs, John Dugan
(Maryland, Washington, D.C.,
Delaware, Southern New Jersey,
Eastern Pennsylvania)
Mike Gottron, Bryan Gottron
(Ohio)
Buddy Wilson
(Texas)

TOP 3 IN SALES VOLUME

- 1) **Jeff Gottron, J. Costen
Trevor Wagester**
(Michigan)
- 2) **Buddy Wilson**
(Texas)
- 3) **Mike Gottron, Bryan
Gottron** (Ohio)

TOP 3 IN SALES INCREASE

- 1) **Buddy Wilson**
(Texas)
- 2) **Mike Skaggs, John Dugan**
(Maryland, Washington, D.C.,
Delaware, Southern New
Jersey, Eastern
Pennsylvania)
- 3) **Scott Sny**
(Minnesota)



DURO-LAST I.S. DEPARTMENT A BENEFIT TO SALES REPS AND CONTRACTORS

IS means Information Systems. The Duro-Last IS Department's responsibility is to manage the systems that allow information to be collected, analyzed, and disbursed to the appropriate people, enabling them to effectively do their jobs. Management uses this information to make effective decisions for the growth of Duro-Last and to manage operations cost-effectively.

The Duro-Last IS Department has recently acquired a new IBM series model 810, which will allow us to update our software and run our internal processes faster. Our computer system has a large, integrated database that can be selected and sorted by any piece of data that we have collected. We have the ability to subset this data and "pull

it off" the system in many different formats. We can print reports on paper and mail them. We can also turn these reports into a PDF-format and e-mail them. Recipients can then read the reports using the Adobe Acrobat Reader program on their PCs.

Examples of the reports we can produce are:

- All roofing projects completed for a sales representative, contractor or corporate account.
- The total square footage of Duro-Last membrane installed in a particular area.
- All roofing projects with a particular building code.

One thing to keep in mind when requesting these reports is that our (or any) database is only as good as the data that is put into it. Please try to give your Duro-Last Customer Service Representative all the pertinent information for each roofing job that you order. You will be happy later when we are able to give you accurate reports.

Barb Baase
Information Systems Manager



Brad Podojil

Hey everyone! The corporate account world is becoming busier every day. We are working on many new accounts that can potentially give us business all over North America. Over the last four to five months, the Regional Sales Managers and I have identified over 360 target accounts that we will be aggressively focusing on in 2004. Our goal is to close 40 of these identified accounts by the end

CORPORATE ACCOUNT UPDATE – NEW ACCOUNTS CONTINUE TO RISE

of the year. I am happy to say we have already gotten verbal commitments to bid projects with 30 new accounts.

In addition to targeting new accounts, Duro-Last already has a good active buying base of corporate accounts that we are focusing on as well. Our goal is to increase our current accounts by 15% for 2004. We will do this by implementing new selling tools and programs to position ourselves as the sole or secondary provider of the roofing products for these corporate accounts. We are very excited about where Duro-Last corporate accounts can take us over the next five years.

Please take advantage of our new focus on corporate accounts. If you have any leads or ideas to help us

achieve our goal, we would appreciate any information you can give us. Also, any trade shows or potential seminars that could position us in front of new accounts would be helpful.

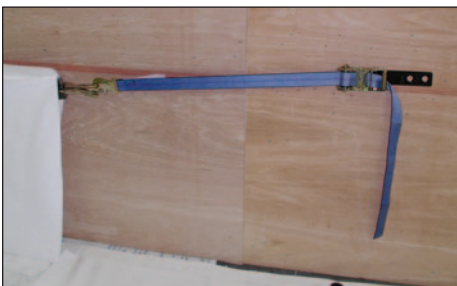
As you know, we have a HUGE advantage over the competition with our roofing system. We will take full advantage of what we can offer the customer and bring a ton of new business to Duro-Last.

Brad Podojil
Corporate Accounts Manager



DURO-LAST INTRODUCES NEW RATCHET TOOL

For many years, contractors have used some form of a ratchet strap system to start the first tab on deck sheets or parapet walls. This has proven to be a very effective way of getting sheets started very straight. Because this method of starting the first tab has been useful to contractors, Duro-Last has done some research and is proud to introduce a new ratchet tool that makes this technique very simple and efficient.



It is as simple as snapping your chalk line and then using two plates and fasteners at one end of the start tab to hold the roof section in place.

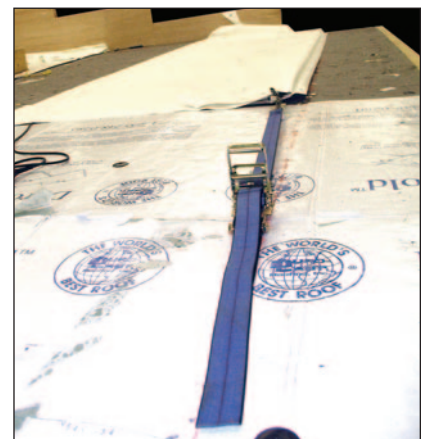
Then go to the other end of the sheet and fasten the back end of the

ratchet to the deck approximately four feet from the end of the tab to be installed. Hook the vise grips to the FACTORY WELD on the tab to be installed. Then ratchet until the fastening tab is flat and tight. Do NOT over stretch!

Next, make sure the fastening tab is on the chalk line and fasten as required. This tool is used to start fastening tabs only. The traditional GriPull method is used to complete the rest of the sheet. This tool was designed with the Duro-Last installation in mind.

The complete tool includes a 5000 pound capacity ratchet, one 7' X 2" strap with hook, one 2" X 8" holding plate attached to the ratchet that accommodates both screw and auger fasteners for attaching to the deck, and a specially-designed 10" vise grip with a custom grip for an extra hold on the material. You can purchase the ratchet system from Duro-Last for only \$68.50.

Contractors nationwide that have been using this tool find that many hours of labor can be saved on some



roofing projects. This is one of the many tools that have been developed to further enhance the advantages of the prefabricated Duro-Last roofing system.

If you have any questions or comments on this new tool, contact the Duro-Last Quality Assurance Department at 800-248-0280.

Mitch Guettler

Quality Assurance Manager

CLEARWATER BEACH, FLORIDA IS THE PLACE TO BE!

Join us next year in Clearwater Beach, Florida for the 2005 Duro-Last National Sales Seminar, which will take place January 30-February 2, 2005.

There will be plenty of opportunities to learn new information about Duro-

Last, and get motivated by nationally-known speakers. Plus, you can also spend time sightseeing, shopping, and relaxing!

Whatever you do, we're sure you'll enjoy your hotel accommodations at the beautiful Hilton at Clearwater

Beach — where there's a lot to do and see!

So get ready for some fun in the sun!