

Why Asphalt Roofs Fail



A publication of



You may be expecting to get 20 to 25 years out of a new asphalt roof but we've got some bad news for you...



The asphalt content in today's shingles has fallen to an all-time low--and it's a simple equation - lower asphalt content equals lower quality. As a matter of fact, the quality has gotten so bad that new shingles begin curling, cupping and shedding granules in just one year--and the asphalt shingle industry is in a panic trying to figure out how to keep fooling you. That is why Frank Farmer, owner of American Metal Roofs, vows to *never install another asphalt roof.*

Investment grade metal roofing, on the other hand, is impervious to the elements that often destroy asphalt roofing materials. So not only will you enjoy the increased durability of metal, but you'll gain the benefit of its eye catching beauty too.

American Metal Roofs is changing the way America roofs, one metal roof at a time.

“Investment grade metal roofing is impervious to the elements that often destroy asphalt roofing materials.”

If it's an American Metal Roof, it will last a lifetime - and we guarantee it!



Read what the experts have to say:

Asphalt Shingles



Aluminum Shingles



Bob Vila Says *Buyers Beware*



“When it comes to shingles, the drawbacks center on service life. While asphalt shingles come with warranties ranging from 20 to as long as 45 years, roofers and builders remain skeptical of those warranties. Since warranties are a marketing device, they are not a reliable predictor of lifespan. In the past decade, there have been many complaints of asphalt shingle failure long before warranties expired.

Many homeowners have been dissatisfied with warranty payouts that didn't cover all the costs of repair or replacement as well.”

- Bob Vila





Asphalt Shingle Manufacturers Say:

“Due to the severity of the roof environment, even a one year old roof may look different from a roof that was just installed. While you may have first noticed the cracks or blistering from the ladder as you were cleaning the gutters, please be mindful that these normal weathering characteristics may not be visible when you view your roof from your front lawn or driveway.”

The Lifecycle of Your Roof

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Roofing Consultants Say:

“The pressures placed on large, public companies to maintain profitability brought forward good old American ingenuity, reduce fiberglass mat weight (fibers were expensive) and increase filler content (asphalt was also expensive)...”

Dwain Bouton, President
Certified Roofing Consultant



Laboratory Testing Facilities Say:

“Failed shingles that we have tested contain approximately 30% asphalt by weight. New shingles contain less than 25%. This asphalt is mixed with sand and fine mineral matter and then has granules embedded in it. There is no separate asphalt binder for the filler. What coating exists on the back of the shingle appears to have bled through the mat from the top side during manufacturing. No wonder shingles “weep” water after only a few years.”

“No wonder shingles “weep” after only a few years.”



Richard Tippet
Applied Roofing Technology

