

Tarco ROOFER'S REPORT

New Asphalt-Saturated Polyester Underlayment Is First Choice for Big Contractor

Barker Roofing switches to EasyLay™ for durability and easy handling

Tarco recently introduced EasyLay to select contractors, and Barker Roofing in Central Texas is among the first to adopt this new technology. Headquartered on 30 acres in Austin with additional facilities in San Antonio, Barker Roofing is a BIG contractor even by Texan standards. They presently employ 91 and are hiring more roofers as they grow.

"The key to our growth is hiring capable workers and training them well on roofing basics and quality control," says Keith Barker, president. The company has a reputation built over three generations delivering quality service to builders and homeowners. In a typical year, Barker Roofing will install 250 to 400 roofs on buildings ranging in size from small residences to seven story high rises. According to Barker, there is no job too small or too large for his company to handle. Its customers include large developers as well as individual homeowners, and Barker delivers the same high level of quality to each of them.

Durable and Labor Friendly

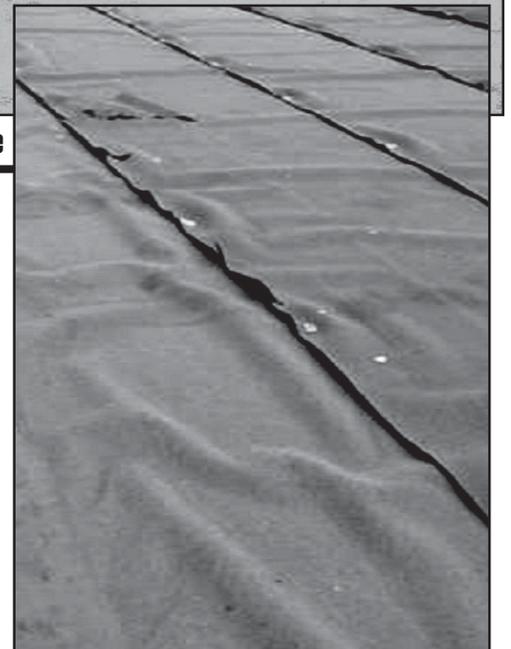
Barker Roofing installs shingles and tiles as well as metal roofing. "In Texas, we install a lot of tiles," says Barker,

"but we will install any kind of roof." Keith is responsible for specifying roofing materials, and he sets the bar high by selecting top-notch materials, and training his crews to do first-class work. "There is never a lack of work. But our goal is long-term, to build and maintain a great reputation, and the best way to accomplish that is by using only the best materials, and hiring capable people and training them well on quality control," he explains.

"Tarco EasyLay is a great product," says Barker. "It's durable and labor friendly." According to Barker, EasyLay is far superior to the 30# felt that it replaces for tile roofing in Texas. "The most extraordinary feature of this product is that we can leave it exposed for four to eight weeks or longer. That makes a huge difference to us in scheduling our projects."



EasyLay after 16 months of exposure



30# Asphalt saturated felt after six weeks of exposure

Traditional felts tend to warp in just a few days when exposed to moisture. Exposure to moisture used to create serious quality problems as shown above. The weather can be unpredictable and it is not always

possible to cover underlayment in a timely fashion.

The Secret to Success

EasyLay incorporates a durable PET (polyester) base, nonwoven reinforcement material, which is saturated with time-proven, moisture-resistant asphalt to improve weatherability and handling. Packaged like traditional felt, EasyLay is now available in 4-square, 36-inch wide rolls.

"EasyLay is tough," says Barker. "The men like it because it behaves just like the name suggests: It lays down flat without wrinkles." According to Barker, the fact that each roll contains four squares of underlayment dramatically speeds up installation times. "The rolls are light and easy to handle. Four squares goes down fast. We finish jobs faster with EasyLay, all the while laying down a better quality product. And we don't have to worry about the rain damaging it if we don't cover it up with tiles or shingles right away."

EasyLay provides an effective moisture barrier until permanent shingles, tiles, metal roofing or self-adhering cap sheets can be applied. There are many new underlayments on the market today but only EasyLay is saturated with asphalt. Roofing contractors report difficulties in handling many of the new synthetic

underlayments, such as all-plastic underlayments that tend to fold or wrinkle and do not seal well around fasteners. EasyLay resolves the problems that roofers are experiencing with the uncoated plastic underlayments.

Truckloads of Quality

Barker has used several LeakBarrier products for different applications, including EasyStick. Yet, EasyLay is having the greatest impact on his business. "This is an extremely versatile, high quality product that we can use right away without a lot of special training," he says.

"EasyLay handles exactly the same as the products that roofers are accustomed to handling. They can nail it down just like felts but its performance is vastly superior."

"I am happy to give my customers a better quality roof. EasyLay makes that possible. It helps build our reputation among homeowners and especially builders. EasyLay is suitable for practically any residential roof. I know we are not going to get called back for repairs on roofs where EasyLay has been installed, and that's fine with me because there's plenty of other roofing work that needs to be done in central Texas."

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