



ARMA Produces Educational Video Examining **How Asphalt Shingle Colors Are Created**

Ever wonder how asphalt shingles get their colors? The secret lies in the Science of Color.

The Asphalt Roofing Manufacturers Association (ARMA) has produced a short, educational video that explains how manufacturers create different color shades and combinations so that homeowners can choose the color that works best for their home.

“An asphalt roofing system provides homeowners with a beauty and versatility that is unmatched by other roofing materials,” said Reed Hitchcock, executive vice-president of ARMA. “There are literally hundreds of different color combinations, styles and textures to choose from that can help increase a home’s value and raise its curb appeal.”

Working with color consultants who use current design trends and their knowledge of the housing marketplace, asphalt roofing manufacturers are able to develop a variety of beautiful color blends for their asphalt shingles.

Asphalt shingles are manufactured with ceramic coated granules, which not only help add UV protection, durability and longevity to an asphalt roofing system, but also are the source of color on asphalt shingles.

Unlike alternative roofing materials, asphalt shingles use a wide spectrum of colored granules to achieve different one-of-a-kind combinations and distinctive blends. This gives homeowners greater flexibility to change their exterior house colors without impacting the roof aesthetic.

“So many variables go into choosing the right color roof – regional styles, neighborhood considerations and personal taste” added Hitchcock. “Asphalt roofing gives you so many options without locking you into a specific color scheme. It’s no surprise that four out of five homes in the U.S. today have asphalt shingles.”

To watch the Science of Color video, visit the ARMA website, www.asphaltroofing.org, or visit the ARMA YouTube Channel.

ABOUT ARMA

The Asphalt Roofing Manufacturers Association (ARMA) is the North American trade association representing the manufacturers and suppliers of bituminous-based residential and commercial fiberglass roofing products, roll roofing, built-up (BUR) roofing systems and modified bitumen roofing systems. For more information, please visit www.asphaltroofing.org. 