











@asktoddmiller in ...



### ABOUT

### ASK TODD MILLER ROOFING & VENTILATION EXPERT

I'm Todd Miller, and I do know my way around a roof. I grew up in my family's metal roofing business, and continue to work with some of the same products my Dad helped develop years ago. Now, I am president of Isaiah Industries; an organization that is recognized as one of the world's leading metal roofing manufacturers. Our brands include Classic Metal Roofing Systems, Kassel & Irons, and Green American Home.

In the last 35+ years, I have worked in the leading industry trade groups to raise the bar on standards and practices that provide people with the best possible products for their roofing needs. My participation in the development, support, and leadership of organizations such as the Metal Roofing Alliance (MRA), the Metal Construction Association (MCA) and others has allowed me to learn about all types and means of protecting homes, commercial buildings, and public structures. If you would like to learn more about my credentials, please review my Curriculum Vitae.

Most importantly, I have helped homeowners with a large number and wide variety of questions and problems related to roofing their dwellings...and I would enjoy helping you, too.



Classic Metal Roofing Systems, based in Piqua, Ohio USA, is a division of Isaiah Industries, Inc. and the industry leader in residential metal roofing shingles. With nearly 200,000 square feet of facilities, Classic is a 2nd-generation, privately held company manufacturing "The World's Most Beautiful Metal Roofs."

Throughout the 1970's, Don Miller watched as big metal manufacturers attempted to infiltrate the roofing industry with their revolutionary metal roofing products, having limited success. The specialty products required a level of attention large companies could not provide. Don believed a small company could build the meaningful relationships and provide the attention to customers necessary for these products to succeed. And in 1980 he purchased the Rustic Shingle from Kaiser Aluminum and Classic Metal Roofing Systems, the founding member of Isaiah Industries, was born.



Clsaiah Industries is a collection of brands that represent integrity, sustainability, energy efficiency, and durability. We're in the business of providing the very best, permanent roofing solutions for homes across North America, and the globe.

With operations based in Piqua Ohio, we have also established our company in the communities of Dubuque, Iowa, Louisville, Kentucky, and Lancaster, Texas. Spread out a bit, but still very much connected and grounded in principle, objectives, and service.

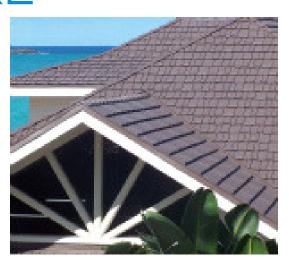
We've been around for awhile. Isaiah Industries Inc. was founded in 1980 but the root of our business is even older...ancient, actually...but still relevant to everything we do today.

# RAISE THE ROOF? PRODUCTS

# COUNTRY MANOR SHAKE



- Available in a variety of lasting Kynar 500® or Hylar 5000® PVDF resin-based finishes
- Concealed fasteners for unobstructed beauty and unmatched protection
- Deep grooves provide a high-end natural look
- Maintenance free -- will not rust, crack, or rot
- Resists streaking and staining
- Ideal for coastal climates







### RUSTIC METAL SHINGLE









Distinctive colors coordinate with any home

Concealed fasteners hold tight and never weather

Rugged texture with realistic wood grain Maintenance free: will not rust, crack, or rot

Resists streaking and staining
Made from 95% post-consumer recycled
aluminum

Will not rot or support insect infestation

# RAISE THE ROOF? PRODUCTS

### OXFORD METAL SHINGLE



Available in a variety of Kynar 500® or Hylar 5000® PVDF resin-based finishes Maintenance free: will not rust, crack, or rot

Resists streaking and staining Works well for even harsh coastal applications

Has passed wind tests required by Dade County, Florida.

Will not burn and protects against flying embers from wildfires or chimneys







### SLATE ROCK OXFORD









- Manufactured from heavy .024" thick
   95% recycled content aluminum alloy
- Will not burn and protects against flying embers from wildfires or chimneys
- Four-way interlocking panels hold tight
- "Cool Coatings" reflect radiant heat
   Made from 95% post-consumer recycled
   aluminum

Can usually be installed over existing roofs; allows you to invest in a better roof rather than landfill disposal of your old one

# RAISE THE ROOF? PRODUCTS

### GRANDETILE



- Elegant Barrel Tile Look
- Available in either Smooth or Pebble Embossed finish to match your preferred style
- Wind & weather resistant
- GrandeTile is made from 95%+ recycled aluminum
- GrandeTile is 100% recyclable
- Will not burn -- protects against flying embers from wildfires or chimneys
- Panels lock together rather than overlap like many metal systems







# CLICKLOCK PREMIUM STANDING SEAM









Available in many fade-resistant colors Concealed fasteners for a clean and tailored look

Maintenance free: will not rust, crack, or rot

Resists streaking and staining
Never needs cleaning
Sheds ice and snow through heat
reflected from the sun
Will not absorb water and become

waterlogged

Will not rot or support insect infestation

# RAISE THE ROOF? PRODUCTS

### UNIVERSAL STANDING SEAM



Fade and chalk resistant finish
Fastening hem conceals fasteners
1-1/2 tall interlocking seams
Designed and manufactured for your structure
Made from US G90 galvanized steel
PDV coatings perform well in all climates
Maintenance free







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#### QUESTIONS TO...

### ASK TODD MILLER

#### STORY ANGLES

- The 60th birthday of the 'Rusty the Recycled Rustic Shingle'
- Weather-Proof Your Roof Hurricanes, Tornadoes, Floods, Fires
- Trend Alert: Bold Roofs are in Red Doors are out
- Our roof is home to the largest Bat House in the country.
- Small Business Alliance
- Biggest Project: Santas Workshop
- 2nd generation Family-Owned USA Manufacturer
- How does a small business compete internationally?
- How have trade tariffs impacted your company?
- A good roof is critical to a home's health and performance
- The history of metal roofing

## SUGGESTED INTERVIEW QUESTIONS

- What are the hottest trends in roofing today?
- Why are so many homeowners choosing metal roofs?
- How do metal roofs and solar work together?
- What things should a homeowner ask their roofing contractor?
- How do I know that my home needs a new roof?
- What role does a roof play in the value of a home?
- How can a roof reduce home utility and operating costs?
- How can homeowners avoid roofing nightmares?
- With severe weather trends upon us, what is the best roofing material?
- Are your roofs environmentally friendly?
- How do you roofs bare differently under weather and hurricane conditions?
- What are your roofs made out of?
- How is your warranty different than other manufacturers in the industry?
- What are the common misconceptions when it comes to metal roofs?



### AS FEATURED ON...

### ASK TODD MILLER

Courier Courier

**MarketWatch** 

**TheStreet** 

**Good Housekeeping** 

**NewsBlaze** 









realtor.com®





**Daily Herald** 

# ASK TODD MILLER!





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