



TrueWorks: Making its Mark on Houston, Texas

A BRAVA Case Study Featuring TrueWorks Roofing



TrueWorks: HARCA's Outstanding Roofing Contractor



PROJECT & CONTRACTOR OVERVIEW

Known as the voice of roofing and waterproofing in Houston, Texas, and the surrounding communities, the Houston Area Roofing Contractors Association (HARCA) is comprised of a highly respected group of industry professionals. Ranging from roofing contractors and consultants to engineers, suppliers, and manufacturers, HARCA members have a high bar to meet, pledging to operate with both integrity and transparency while maintaining superior standards of excellence.

HARCA's best of the best are recognized each year through its Best of Roofing Awards Program, which honors select members and their associate partners for outstanding performance. High-end Houston-based contractor TrueWorks Roofing is one such superstar.

A premier residential and commercial roof installation expert, TrueWorks has made its mark on the industry by continuously

providing top-quality roofing solutions with the satisfaction and peace of mind its customers have come to trust. Co-owners Joel and Laura Patzke's deeply held mission to elevate roofing and empower property owners through education, innovation, and collaboration dovetails perfectly with HARCA's core values, making their membership in the association a natural fit.

Having brought its unparalleled craftsmanship to countless residential roof installs, TrueWorks identified a particular project as their ideal candidate for submission to HARCA's Best of Roofing program. A refined interpretation of old-world Mediterranean luxury, this majestic two-story 4200-square-foot home with its classically beautiful architectural details, stucco walls, and stone façade was being both overshadowed and underserved by its aging, mismatched, and unappealing asphalt shingle roof. Featuring more complexity than might be appreciated on first glance, this project would require exceptional skills as well as an exceptional product to be successful.

THE CHALLENGES

The expansive 60-square roof presented several installation hurdles. Numerous varied roof slopes would require the careful navigation of both symmetrical and asymmetrical hip and ridge intersections, as well as the distinctive hip and ridge with intersecting steep slopes at the front of the home.

Toward the back of the roof, a low-slope segment that intersected with several steep-slope areas promised to be a particularly challenging part of the install, demanding a reliable solution to prevent leaks from occurring between the intersections.

Another issue impacting the project was one that even a perfect installation couldn't change: the climate. Texan property owners are all too familiar with extreme weather, continually facing severe storms that unleash everything from heavy rains and large hail to tornadoes while the state's latitude and prolonged daytime hours help fuel the frequently scorching heat. Naturally, roofs bear the brunt of it all.

To meet the job's varied performance requirements, the product would need to offer top-of-the-line strength, protection, and reliability while delivering a beautiful profile that was befitting the home — however, it also had to be flexible enough to work with yet durable enough to stand up to the volatile climate.

This combination of factors made asphalt shingles a wholly undesirable option for the reroof. Their tendency to crack, warp, detach, erode, and fade, as well as the lack of fire protection and energy efficiency — not to mention their overall inability to live up to the home's grand exterior — ruled them out immediately.

THE BRAVA ADVANTAGE

"I truly believe BRAVA is the best roofing system on the planet."

— Joel Patzke, Co-owner, Founder & CEO, Trueworks Roofing

There was no hesitation in TrueWorks' selection of BRAVA synthetic tile for this complex reroof, its familiarity with and experience in installing the manufacturer's incredibly authentic high-performance roofing tile making it the undisputed choice from the start.

The company's decision was not made lightly; TrueWorks has not only driven over BRAVA roofing tile but also dropped it from the top of a two-story home, prompting the Patzkes to deem it "virtually indestructible." BRAVA's proprietary process combines synthetic polymers with compression molding, giving each of its tiles a superior durability that far outperforms asphalt, cedar shakes, and even slate, clay, and concrete tile — as well as making it a fraction of the weight of these traditional roofing materials.

TrueWorks' mandate to install only Class 4 impact rated products was another determining factor in choosing BRAVA for this project, specifically its Spanish Barrel roofing tile. It's the only third party-tested and Miami-Dade county approved synthetic Spanish tile profile on the market, offering a Class 4 impact rating as well as both Class A and Class C fire ratings and 130 mph wind resistance.

The contractor began by using ASTM D1970 self-adhering ice & water underlayment synthetic underlayment to provide proper leak protection for the home's roof deck and all penetrations. For the more difficult roof section at the back end of the home,



modified bitumen low-slope roofing was applied under elevated batten, effectively waterproofing the area between the low- and steep-slope intersections and allowing for improved air circulation and ventilation.

The BRAVA roofing tile not only met but exceeded the challenge of the numerous roof angles; its light weight and flexibility enabled the TrueWorks team to easily make custom cuts that were crucial to creating smooth transitions between the hips, ridges, valleys, and sidewalls.

Another advantage to using BRAVA for such cuts was the manufacturer's superior mineral pigments, which infuse natural-looking blends of rich, vibrant color into every one of its roof tiles. Created with fade-resistant technology that guarantees complete protection against the sun's harsh UV rays, BRAVA's Spanish Barrel profile is the only synthetic that features color all the way through the tile — so cuts never detract from the roof's beauty.

All existing flashing was cut out and removed. Custom-fabricated flashing was installed along the sidewalls to prevent any runoff from infiltrating the home's stucco. In addition, TrueWorks installed lead flashing over each penetration with

meticulous detail, to ensure no fasteners were left exposed. The contractor's unmatched skills combined with BRAVA's premium technical support allowed production to flow seamlessly.

RESULTS

The home's new roof looks stunning, thanks to its expert installation as well as its true-to-life aesthetics. The BRAVA tile's gorgeous, steadfast color and proven protection against the elements brought the property curb appeal and added value, with virtually no maintenance. The homeowners also rest easier now, knowing their roof's performance and longevity is backed by a 50-year limited warranty.

What's more, TrueWorks Roofing was recognized for its talent and execution of this unique and challenging project, taking home the HARCA Best of Roofing Award as a Residential Project Winner.

PROJECT OVERVIEW

PROJECT

4200-square-foot home
HARCA Best of Roofing Award – Residential Project Winner

LOCATION

Houston, Texas

PROJECT TYPE

Reroofing

ROOF AREA

60 SQ. FT.

ROOFING PRODUCTS

BRAVA Products: Spanish Barrel Tile in Black/Brown Blend, BRAVA Field Tiles, Eave Starter, Ridge Closure, Hip & Ridge Caps
Non-BRAVA Accessories: ASTM D1970 underlayment, lead flashing, and flexible flashing, O'Hagen S vents with Sherwin Williams paint for color matching

CONTRACTOR

TrueWorks Roofing

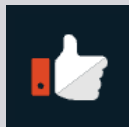


THE BENEFITS OF BRAVA



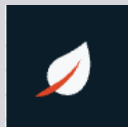
Durability

BRAVA's composite roof tiles create a natural Spanish Barrel appearance, with a 50-year warranty. Longevity and low maintenance offer an excellent ROI.



High Wind Resistance

BRAVA tiles meet high quality standards, endure extreme weather, and pass wind tests up to 188 MPH with nails and 211 MPH with screw installation.



Environmentally Friendly

Our sustainable polymer roofing, crafted from recycled materials, outlasts natural clay and concrete tiles, offering durability without the maintenance of traditional materials.



Ease of Installation

Our Spanish Barrel tile roofing system with installation accessories requires no additional structural support, which is ideal for new construction and reroofs in various projects.