



*“Quality You Can Trust since 1886...from
North America’s Largest Roofing
Manufacturer”*

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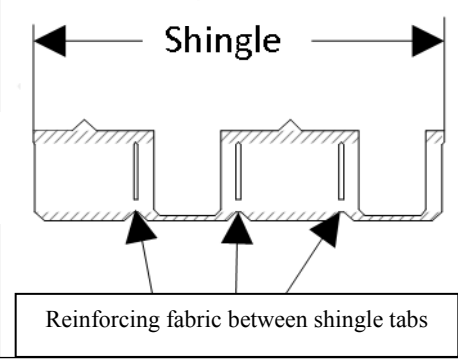
TO: OUR VALUED CUSTOMERS

12/2/2014

Camelot® Shingles - Product Enhancement Announcement

In January 2015, GAF will launch the new and improved version of our popular Camelot® Lifetime Designer shingles. We are excited to announce changes that will maximize performance and aesthetics for this product line. These new improvements will result in a **Do-Not-Mix**. New inventory will be available as current inventory is depleted, beginning in January 2015.

Please see below for more details:

The New Camelot® Shingles	The new Camelot® shingles will have two primary enhancements: • Refreshed Design... extra reinforcement between tabs to create a refreshed look and maximize Camelot® performance for 2015. • Enhanced Performance... New Dura Grip™ Adhesive Pattern for enhanced wind uplift performance.																						
Do Not Mix?	• Yes... new Camelot® shingles and previously produced shingles may NOT be mixed. With the new Camelot® shingles, you gain the new look of Camelot® with increased reinforcement, all at no additional cost. • How to Identify? ○ Different Product SKUs...As an aid in differentiating new Camelot® from previously produced shingles, the following new product SKUs have been created: <table><thead><tr><th>Original Camelot® SKU</th><th>New Camelot® SKU</th><th>Camelot® Shingle Description</th></tr></thead><tbody><tr><td>0667007MV</td><td>0695007MV</td><td>Camelot Aged Oak</td></tr><tr><td>0667014MV</td><td>0695014MV</td><td>Camelot Antique Slate</td></tr><tr><td>0667738MV</td><td>0695738MV</td><td>Camelot San Gabriel</td></tr><tr><td>0667739MV</td><td>0695739MV</td><td>Camelot Sheffield Black</td></tr><tr><td>0667918MV</td><td>0695918MV</td><td>Camelot Welsh Gray</td></tr><tr><td>0667925MV</td><td>0695925MV</td><td>Camelot Williamsburg Slate</td></tr></tbody></table>	Original Camelot® SKU	New Camelot® SKU	Camelot® Shingle Description	0667007MV	0695007MV	Camelot Aged Oak	0667014MV	0695014MV	Camelot Antique Slate	0667738MV	0695738MV	Camelot San Gabriel	0667739MV	0695739MV	Camelot Sheffield Black	0667918MV	0695918MV	Camelot Welsh Gray	0667925MV	0695925MV	Camelot Williamsburg Slate	
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	• Bundle Identification ... “DO NOT MIX” printed on one end of each bundle. • Do-Not-Mix Pallet Stickers.....Two orange “DO NOT MIX” labels will be attached to each pallet.	DO NOT MIX WITH DIFFERENT COLOR CODES Be sure to follow normal Do-Not-Mix procedures: 1. Do not mix with bundles bearing different color codes – Refer to the 8-character code on end of bundle – Example: “XY123A”. 2. Separate new material marked “Do Not Mix” from existing inventory. 3. Deplete existing inventory prior to the use of new material marked “Do Not Mix”.
Geography Affected	• All GAF Sales Areas	
When Will Product Be Available?	• January 2015... product available nationally	
Where Can I Get More Information?	• Talk to your local GAF Territory Manager • www.gaf.com	