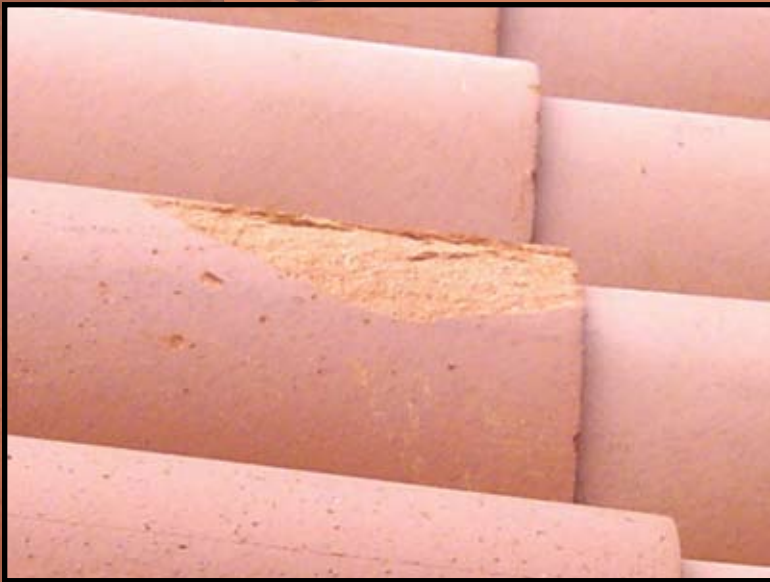


NOT ALL TILE

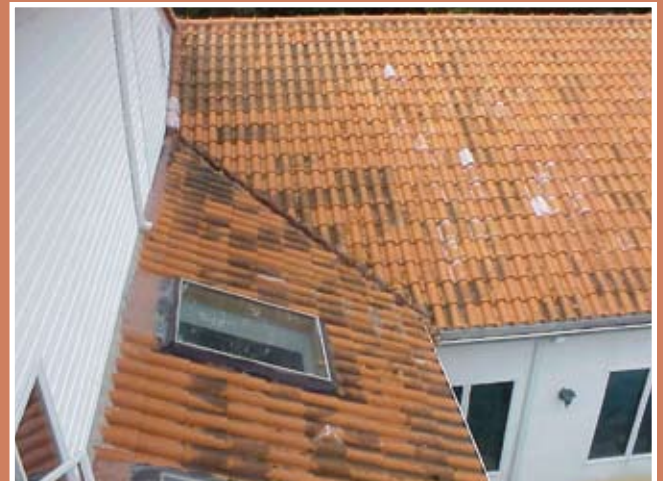
IS CREATED EQUAL





This tile on a New York school was imported from Italy and failed after 8 years.

NORTHEASTERN FREEZE/THAW CONDITIONS ARE TOO HARSH FOR IMPORTED TILES.



This New Jersey home features a clay tile from South America. The roof spalled after only three winters.

REAL LIFE COMPARISON



Half of this New York roof was installed with an Italian tile that failed after 12 years...



... What happened to the other half of this roof? Nothing, it was installed with Ludowici tile, and it will look just as good for 75 years – guaranteed.

WHY DO THEY FAIL?

Because imported tiles usually have between 4% and 12% moisture absorption. In the winter the moisture in the tile freezes and thaws and puts a huge mechanical constraint on the structure of the tile. After a number of freeze/thaw cycles, the tile ends up cracking and spalling leaving an unsightly result on the roof.

HOW DO I KNOW?

- Test it. Have the tile you are considering tested for its moisture absorption rate. Ludowici Roof Tile will offer this test even for a product from its competition.
- Ask for references. Has the tile you are considering been installed on a roof that has been in service for more than 20 years? Can you see it?
- Ask for warranty, and read the fine print. Only Ludowici offers a real 75-year warranty and fully stands behind its products.

WHY TRUST LUDOWICI?

- Because Ludowici tiles have less than 1% moisture absorption, and they are absolutely not sensitive to freeze/thaw cycles. No other manufacturer can make this claim.
- Because you can see Ludowici tiles around that have performed more than 75 years. The Plaza hotel roof was just redone, and the last installation with Ludowici tile dates back to 1920.
- Because Ludowici offers a 75-year warranty and is a 120 year-old company based in the United States.

WHO WILL YOU TURN TO IF YOU HAVE A FAILURE WITH AN IMPORTED PRODUCT?



New York City Center Dome, constructed in 1924 with Ludowici Roof Tile.



LUDOWICI
ROOF TILE

Since 1888

