

Enviroshake® to be featured on “Bob Vila’s Home Again”



Enviroshake® roofing products manufactured by Wellington Polymer Technology Inc. in Chatham, Ontario will be featured in a 13 episode series of “Bob Vila’s Home Again”, a nationally syndicated home improvement television show which will begin airing the new series in December. The segment on Enviroshake® is expected to air the first week in January 2004 and repeat in July 2004.

Brian Eberle, V.P. Marketing & Sales, and Chris Jackson, Product Specialist for the company have just returned from taping the segment involving the installation of Enviroshake® on a 5,000 square foot, \$700,000 USD modular “arts and crafts” style home in New Marlborough, Massachusetts.

“We are very pleased that Enviroshake® was the product of choice for both the Show and the homeowner, Michael Buchanan, who had to choose from a selection of high-end alternative roofing materials”, says Eberle. “It definitely is a long shot to be selected for a feature spot on the highly regarded nationally syndicated home improvement show which has a viewing audience in the millions, and we are honoured that Enviroshake® was chosen for this fine home.” Mr. Buchanan is a New York City based interior designer and has had his design work featured on a cable television show.

Enviroshake® is a composite engineered roofing product that replicates the look of 3 to 4 year old cedar. It is made from post-industrial plastics, agricultural fiber and recycled rubber from tires as well as other “top secret” ingredients, is maintenance free and warranted for 50 years.

Bob Vila was the original host of “This Old House”, a home improvement show that first aired on public television back in 1979. He left PBS 10 years later to form his own commercial production company responsible for creating “Bob Vila’s Home Again”.