

## **IKO Challenges Contractors to “Roof It with Royal Estate” to Win Prizes**

### **Leading manufacturer of roofing materials launches brand-new shingle with exciting online voting contest**

CHICAGO, IL – xxxxx, 2011 – IKO Industries, Ltd, a North American pioneer in the residential and commercial roofing business, has created an exciting, interactive contest to encourage and reward roofing professionals who use the company’s latest new shingle – Royal Estate - on their residential or commercial projects.

There are three prizes of up to \$2000 cash and the winning projects may be showcased in national trade publications as well as on IKO’s websites, giving contest winners valuable exposure and recognition.

The best of its class in IKO’s line of luxury laminated fiberglass architectural shingles, “Royal Estate” started shipping in January.

Carol Perkins, Marketing Director, says, “Royal Estate captures the sophisticated look of natural slate tiles better than any shingle IKO has ever produced. We created this special contest to encourage contractors to ‘Roof It with Royal Estate’.

“We’re convinced that home and commercial property owners will love the way it looks and performs. The contest requires that contractors submit a photo of a residential or commercial project completed with Royal Estate shingles. Two other pieces (photo or customer testimonial) may also be submitted to support the entry. An online form asks for specific details that will be used to create a case study.

“Three winners will be chosen through a combination of online voting and a judging panel of representatives from IKO and *Roofing Contractor* magazine.”

Contractors may submit as many entries as they wish, between April 1 and July 31, 2011. Full details and other important deadlines are available at a special website that has been created specifically for the contest: <http://www.royalestatecontest.com>.

Winners are to be announced on or about September 15, 2011.

Ms. Perkins says, “The more projects that contractors complete with Royal Estate and submit to the contest, the greater their opportunity to win prizes. But really, everyone who chooses to roof it with Royal Estate wins because this shingle truly offers exceptional beauty, durability and value.”

For more information about Royal Estate premium laminated fiberglass architectural shingles and the “Roof It with Royal Estate” Contest, visit <http://www.royalestatecontest.com>.

### **About IKO**

Established over 50 years ago, IKO remains a family-run business, engaged in the manufacture and sale of asphalt roofing materials. It is a vertically integrated roofing company, producing many of the raw materials used in manufacturing its shingles, such as mineral stabilizer, roofing granules, fiberglass strands, and fiberglass mat. Most key components are manufactured within IKO’s family of companies, under its own stringent quality assurance. This provides superior quality assurance over all its finished products. IKO has over 25 manufacturing plants throughout the United States, Canada and Europe.

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