



ROOFING MATERIAL COMPARISON GUIDE
METAL - CONCRETE - PLASTIC - SHINGLE - OTHER CLAY



Clay Roof Tile carries a lineage that can be traced back 10,000 years to the Neolithic era. Long before the invention of the alphabet or mathematics, early civilizations relied on clay roof tiles to protect themselves from the elements.

At Verea Clay Tile we continue this timeless tradition, combining ancient craftsmanship with modern engineering to deliver lasting color, natural insulation, and Class A fire performance that is simply unattainable with other roofing materials.

Clay tile is the most versatile and diverse roofing material. Clay roof tile comes in a variety of shapes, colors and textures that complement any architectural styles from Modern to Mediterranean.

CLAY IS FOREVER!

This brochure is designed to showcase the distinct advantages of Grade 1 Clay Roof Tile over other roofing materials and product classes.

Page 3

 Verea vs Metal Roofing

Page 5

 Verea vs Concrete Roof Tile

Page 7

 Verea vs Plastic “Composite”

Page 9

 Verea vs Shingle Roofing

Page 11

 Verea vs Other Clay Lines

Page 13

 Verea: Why Choose Us?

APPEARANCE

- | | |
|---|---|
| <ul style="list-style-type: none">- Wide range of shapes, colors and textures | <ul style="list-style-type: none">- Few profile options- Limited architectural looks |
|---|---|

THERMAL PROPERTIES

- | | |
|--|--|
| <ul style="list-style-type: none">- Non-conductive- Excellent insulator | <ul style="list-style-type: none">- Highly conductive- Provides no insulation |
|--|--|

SOUND DAMPENING

- | | |
|--|--|
| <ul style="list-style-type: none">- Reduces sound of rain and other ambient sounds | <ul style="list-style-type: none">- Loud- Hear every raindrop |
|--|--|

CORROSION RESISTANCE

- | | |
|--|---|
| <ul style="list-style-type: none">- Clay is inert- Does not corrode | <ul style="list-style-type: none">- Corrosion issues occur- Fasteners rust |
|--|---|

COLOR DURABILITY / FADING

- | | |
|---|---|
| <ul style="list-style-type: none">- Will never fade | <ul style="list-style-type: none">- Coatings can fade |
|---|---|

SUSTAINABILITY

- | | |
|--|--|
| <ul style="list-style-type: none">- Abundant raw material- Can be reused, recycled and repurposed | <ul style="list-style-type: none">- Energy intensive manufacturing process- High carbon footprint |
|--|--|





VS

Concrete
Roof Tile

APPEARANCE

- Vibrant unfading color

- Fades quickly

MAINTENANCE

- Low porosity
- Requires no maintenance

- High porosity leads to mildew
- Requires pressure cleaning

EFFLORESCENCE (Chalky White Residue)

- Not a concern

- Common issue with concrete

FREEZE / THAW

- Grade 1 Clay Tile has
low absorption

- Deteriorates in
freeze / thaw settings

THERMAL PROPERTIES

- Excellent insulator
- Inherent r-value

- Not a great insulator

WEIGHT

- Light weight and medium
weight options available

- Heavy, may require
structural reinforcement
or an engineering report





VS

Plastic
“Composite”

APPEARANCE

- Wide range of shapes, colors and textures

- Plastic looking
- Limited profiles

COMBUSTIBILITY

- Not combustible

- Combustible
- Melts when exposed to high heat

VOC'S / AIR QUALITY

- No VOCs, inert

- Plastic emits harmful VOC's when heated

COLOR / FADING

- Will never fade

- Will fade, see warranty

PHOTO DEGREDDATION

- UV stable
- Not damaged by sunlight

- Plastics break down when exposed to light and heat

INSTALLATION METHOD

- Variety of install methods: foam, mortar or mechanical

- Must be mechanically fastened
- Fasteners corrode





vs

Shingle Roofing

APPEARANCE

- Upgraded, high end look

- Looks cheap

THERMAL PROPERTIES

- Excellent insulator

- Absorbs heat

COLOR / FADING

- UV stable

- Will never fade or discolor

- Appearance changes as granules falls off

COMBUSTIBILITY

- Non-combustible

- Highly combustible

SUSTAINABILITY

- Abundant raw material

- Can be reused, recycled and repurposed

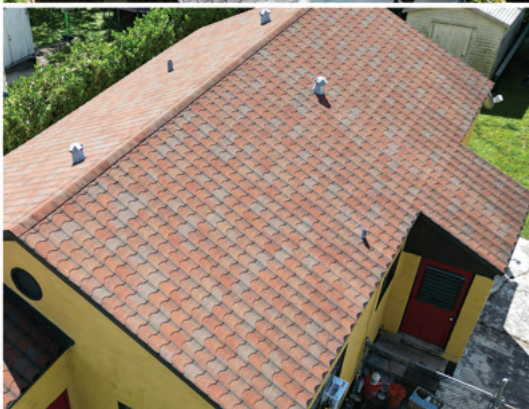
- Petroleum product

ROT RESISTANCE

- Not affected by insects

- Prone to rot

- Damaged by insects





VS

Other
Clay Brands

APPEARANCE

- Wide range of shapes, colors and textures

- Few colors & finishes offered

PRODUCT RANGE

- Several different profiles available

- Often offer only 1 or 2 profiles

MILDEW RESISTANCE

- Fired at high temperature to prevent mildew

- Baked at lower temperatures, prone to mildew

INSTALLATION

- Variety of install methods: foam, mortar or mechanical

- Check their approvals

FREEZE / THAW

- Grade 1 Clay Tile has low absorption

- Grade 2 and 3 deteriorate in freeze / thaw settings

AVAILABILITY

- Low / no lead time

- Long lead times





WHY CHOOSE VEREA CLAY TILE?

- ☑ Our products offer unparalleled color permanence and are **GUARANTEED** to not discolor or fade over time
- ☑ Many Verea Clay Roof Tile products conform to strict ASTM Grade 1 Clay Roof Tile standards
- ☑ Ceramica Verea has been one of Europe's leading roof tile manufacturers since 1967
- ☑ Verea Clay Roof Tile offers a variety of shapes and colors to complement any architectural style
- ☑ We provide boutique-like customer service
- ☑ Packaging is one of our core competencies, and we are known to have the lowest breakage in the roof tile industry
- ☑ Our U.S. sales department has over 120 years of combined roofing experience
- ☑ No-Cost Lifetime Warranty*





786-641-9154 | info@vereaclaytile.com

United States: www.vereaclaytile.com | Europe: www.tejasverea.com

7275 NW 61st Street - Miami, FL 33166 USA