

Project Profile



Swapping Out: --- Choosing Synthetic Slate Tiles Over Real Slate Roof

KANSAS CITY, KAN. - When John Mastronardo purchased a 1920s English Tudor style home in the West Mount Airy section of Philadelphia last year, he knew that replacing the original slate roof would be one of the first major changes he made.

"My house inspectors, architect and roofer all encouraged me to replace the original slate roof before starting any interior work on the home," says Mastronardo. "The slate was more than 80 years old and in poor condition. Tiles were missing in some areas and the slate had softened in spots. It made sense to make the roof our priority project."

Sensible Synthetic Roofs

As with the rest of the home renovation, Mastronardo and his wife Joyce completed extensive research before making a decision on what to put on the top of their 2,600-square foot home. "We didn't make the roofing decision lightly," says Mastronardo. "We wanted to preserve the look and feel of the original roof along with the overall character of the home. But, as with most people, I had a budget. The cost of a synthetic slate roof from DaVinci was much more affordable than using real slate.

"The more I learned about the synthetic DaVinci roofing tiles, the more I liked them. The product perfectly complements the stone, brick and stucco features of our home. As an added benefit, the product comes with a 50-year warranty. Even if the costs were equal, I'd still choose this DaVinci product because of all the inherent benefits of synthetic roofing tiles."

Better than Real Slate

The re-roofing experience for the home went so well that the Mastronardos decided on the spot to move ahead and have their garage, pool cabana and patio roofs redone with the synthetic roof materials. Regan Brothers Contractors and William Fritz Construction, who did the overall exterior and interior renovations on the home, recommended keeping with the DaVinci roofing products for the additional structures. Rob Siebert, of R. Siebert and Sons, completed the entire re-





roofing project for the Mastronardos in just under a week. “We find that more and more of our Philadelphia and southern New Jersey customers are leaning toward synthetic roofs for their homes,” says Siebert. “The authenticity of the tiles is amazing, so it matches up with the historical look of the area. These tiles also have the advantage of being man-made with incredible features like resistance to fire, insects, wind and harsh weather conditions. Mother Nature can’t make a roofing tile like that!”

Neighborhood Movement

For the Mastronardos, the Castle Gray slate tiles from DaVinci have renewed the look of their home. “From the street, you simply can not tell that these are not real slate tiles,” says Mastronardo. “My neighbors stop me all the time to ask about the roof. They’re surprised to discover it’s a synthetic product.

“You can see the wheels turning in their minds when we talk about the product. There are so many of my neighbors who have old slate roofs that need replacing. I’m quite certain we’ll see a growing number of these roofs in this neighborhood in the coming years.”

DaVinci Roofscapes has manufactured award-winning synthetic slate and shake roofing since 1999. The polymer roofing tiles are virtually maintenance free and far more cost effective than the natural product. DaVinci leads the industry in tile thickness, the tile width variety and the greatest selection of subtle earth-toned colors. Company products have a 50-year warranty and are 100 percent recyclable. DaVinci proudly makes its products in America and is a member of the National Association of Home Builders, the Cool Roof Rating Council and the U.S. Green Building Council. For additional information call 1-800-328-4624 or visit www.davinciroofscapes.com.