

Roofing Fundamentals:

We've got you covered

Practicing What He Teaches

An expert weighs in on insulation

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Way-Mar's Visualizer Tool takes the guesswork out of exterior home renovation planning, allowing you to create, design, and customize the home of your dreams. This online program features an extensive selection of exterior remodeling products available from our suppliers. Visit www.waymar.ca to upload a photo of your home and explore our inspiring ideas to transform your dream renovation into reality.



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Roofing Fundamentals: We've got you covered

A good roof does more than safeguard against the elements; it provides homeowners with peace of mind knowing that their home is well-protected, inside and out. At Way-Mar, project manager Karl Steckley offers customers a wide variety of durable shingle options while ensuring that each roof is properly installed.

The Trends “While asphalt shingles are still the predominant choice in roofing, customers have more options for specialized products these days,” says Karl. As a CertainTeed dealer, Way-Mar recommends a fiberglass laminate shingle (“Landmark”) which provides excellent durability as well as wind and fire resistance. Way-Mar’s line of roofing products also includes a specially-engineered composite shingle (“Symphony”) that closely resembles natural slate as well as a wide selection of metal roofs from Vicwest, which, at a higher price-point, require little maintenance and last decades longer than most roofing alternatives.

The Decisions The biggest issues Karl observes in the roofing industry involve poor workmanship – installers who use inferior products, cut corners by omitting the underlay and proper flashing and who neglect to address venting concerns. Karl advises homeowners to be informed when it comes to making decisions about their roof. “I always come back to the choices for products and manufacturers. You’re going to have the most satisfaction in your roof over the long-term when you choose the right products,” says Karl. “That’s why Way-Mar holds up CertainTeed as having the best product out there. We’re always trying to choose good products for our customers.”

The Results Because Way-Mar’s roofing installers are registered and trained CertainTeed ShingleMasters, customers can rest assured that their roof, made from long-lasting shingles, will be installed right the first time. With the security of having a knowledgeable and professional crew on their roof, customers also benefit from four and five star manufacturing warranties. Moreover, Way-Mar provides a detailed process for working through any existing concerns before a new roof is installed, including:

- Proper insulation for spaces with sloped ceilings
- Ice damming and leaking during winter months
- Adequate underlayment, metal valleys and flashing to prevent water from infiltrating under the shingles
- Skylight replacement prior to roof installation
- Proper venting in attic spaces to reduce moisture build-up



modern stone

This home in Fergus, Ontario belongs to a Way-Mar customer who replaced his roof with the CertainTeed product “Symphony,” a composite shingle that mirrors the look and feel of natural slate, but is lighter, shatter-proof and features a UV fade-resistant surface.



understated elegance

Fibreglass laminated shingles, featured on this Way-Mar customer's home in Kitchener, have become increasingly popular because they are built with a heavier base mat and multiple layers of a more refined quality of asphalt than their three-tab predecessor. Not only are laminated shingles strong, flexible, and highly fire-resistant, they also provide a greater texture and depth than the flat layering of three-tab shingles. This home features CertainTeed's Grand Manor multi-layered laminate shingles in Black Pearl to replicate the look of slate.



contemporary cottage

Way-Mar installed this Vicwest "Prestige" standing seam metal roof on a cottage, boathouse and garage. Despite the higher investment, a metal roof is easy to install, fire-resistant, lightweight and boasts incredible durability. Additionally, a metal roof is 100% recyclable and because it reflects the sun's rays, it will keep your home cooler in the summer. Metal roofs can be made from steel, aluminum, copper, and alloy strips and come in various shapes, textures and colours.



Brenda and Brett Barriage in their newly renovated kitchen.

Mainfloor Makeover

Elmira couple transforms an outdated main floor into a dream space for family

A year ago, when Brett and Brenda Barriage contemplated moving out of their Elmira house and downsizing to something more contemporary, it was their son who inspired a change of heart.

With their two children grown and married, the Barriages believed their house of 18 years – with its four bedrooms and 3 ½ bathrooms – was too big for the two of them. But after spending several months touring open houses and not finding anything suitable, they were getting discouraged.

Then came Christmas. The couple hosted a family dinner and realized they didn't have enough space for everyone to sit in the same room together for a visit. Brett recalls their son coming up with the

perfect solution. "He told me, you know Dad, you're not going to need less space in the next ten to twenty years," Brett says laughing. "You're going to need more space."

Once Brett and Brenda made the decision to renovate, they surveyed their current space, knowing that a new kitchen would figure largely in their initial plans. "The kitchen was small, old and not very functional," says Brett.

But it was their front room that proved the real catalyst for undertaking a larger renovation. Once used as a home office, the room had gradually become a storage depot. As they envisioned how much space they would have for entertaining if they knocked down the wall separating

this room from the living room, they also imagined other possibilities.

"What about the bathroom and the laundry room, and what about the windows and front door?" Brett says of their discussions to remodel the entire main floor. "We decided that if we're going to go through all of this work and make the dust, let's do it and do it right."

The couple knew a project this big would require a professional contractor to manage the details from start to finish. The decision to contact Darrell Martin at Way-Mar was easy. Besides being satisfied with previous work completed by Way-Mar, Darrell also happens to be Brenda's brother. With this high level of trust and familiarity, Brett and Brenda scheduled the



demolition day and began splitting their time between the basement and their second floor.

After drawing plans and applying for permits, Darrell set out to revitalize the first floor, from new custom cabinetry and a quartz countertop in the kitchen, as well as hand-scraped engineered hardwood flooring for a modern, rustic appearance, to a new bathroom, laundry space, windows and front door, updated staircase and a former closet-turned recharging station for electronic devices.

As the project progressed, Darrell kept the renovation on pace. He applied new polyurethane spray-foam insulation to the outside walls, adapted to changes in the electrical code and managed several modifications to the original plan. According to Brett, "Way-Mar was really good with all the changes we made along the way. Their response was always, yes, we can do that." Brenda agrees, adding that "working with Way-Mar has been great. They know what they're doing and they know the decisions that need to be made. With Way-Mar, we have the confidence that things are done right."



Practicing What He Teaches

See how UW professor puts his low-energy building expertise into action when insulating his own house

When your life's work is making buildings better, it only makes sense to apply the same principles, techniques and products to the construction of your own home. This is the case with Dr. John Straube, an expert in low-energy building design and building enclosure performance who

divides his time between teaching engineering and architecture courses at the University of Waterloo and his work as a Principal at RDH Building Science Inc.

So when John and his partner, Victoria, purchased a country property on the

outskirts of Waterloo seven years ago, his first priority was to find a company that could retrofit his home with polyurethane spray-foam insulation. Way-Mar fit the bill perfectly.

Soon after they began working together, John realized that Way-Mar could handle every aspect of his growing list of construction plans, including an addition and new garage, along with the collaborative work of testing new products and systems based on his research in energy, comfort and moisture. Installing a variety of insulation products, including spray-foam, cellulose, tongue-and-groove foam board, dense pack cellulose, and stone wool, Way-Mar ensured John's house and garage had exceptionally high levels of insulation.

Although insulation might not be the most glamorous of building products, John con-



Way-Mar built John a couple of test structures on his property. In this building, John tests energy flow and moisture performance for a North-facing and South-facing wall, which will help determine adequate insulation levels for new buildings.



When construction wrapped up on the addition, Way-Mar began work on John and Victoria's garage, or what John jokingly refers to as the "Coach House." Rather than insulating between the studs on the exterior walls, Way-Mar installed a continuous layer of stone wool insulation over an airtight and water-proof membrane for higher insulation levels.

“Whether you’re building or renovating, it pays in the long-run to invest a little more in your insulation so that it will last for the life of your home.”

tends that you cannot overestimate its value. Besides lowering energy costs, which are directly connected to a homeowner’s environmental footprint, John asserts that the greatest value of a well-insulated home boils down to two words: comfort and health. “The reason I want a well-insulated and air tight house is because I want a comfortable and healthy home,” John says. “If I don’t have proper insulation, I end up with cold spots which can lead to condensation, mold and a musty basement.”

And while there are other eco-friendly options, like solar panels, they tend to be expensive. “Insulation is an easy way to make a big difference,” John maintains. “But because you can’t see it, because it’s not even attractive when you do see it, people routinely don’t make the investment in proper insulation.”



Dr. John Straube stands in the unfinished second story of his garage. He maintains that proper insulation allows a homeowner a wider range of heating and cooling equipment while sometimes avoiding the need to run duct work through a house. The future, he says, lies in electric heating, but “we can’t actually install electric systems in our climate for affordable heating unless we do a really good job of insulating.”

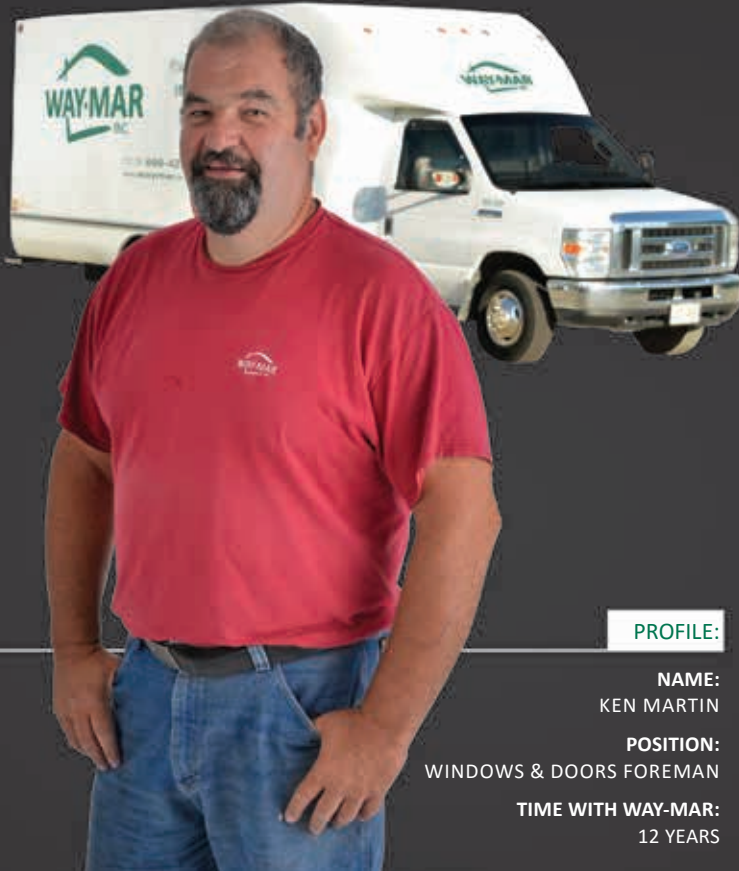


For maximum insulation benefits, Way-Mar’s 2 x 3 wood studs stand out from the exterior wall of John’s house to allow for a continuous layer of foam. The large gap, according to John, “guarantees the continuity of the air tightness, water tightness, and thermal tightness of the building.”



“Still solid, still strong:” This is how John describes a transitional section of insulation that sticks to the wood stud after being exposed to the elements for close to a year while the addition to his home takes shape.

Getting to know WAY-MAR®



PROFILE:

NAME:
STEVE GASCHO
POSITION:
INSULATION SALES
TIME WITH WAY-MAR:
30 YEARS

PROFILE:

NAME:
KEN MARTIN
POSITION:
WINDOWS & DOORS FOREMAN
TIME WITH WAY-MAR:
12 YEARS

How did you get into insulation sales?

I was an employee at Way-Mar and one of the owners asked me if I would consider the position. That's how I got started.

What is the biggest change you've seen in the insulation industry?

There is more attention paid these days to the quality of insulation and airtightness, which reduces the risk of mold and mildew.

What is the best part of your job?

I enjoy making improvements to things, so whether we're starting with an existing project or from scratch, I like making an improvement to it.

What do you like to do in your spare time?

I like to read, go ice fishing in the winter, and attend soccer games with my son and daughter.

If you could choose a historical figure to invite for dinner, who would it be?

I would choose G.K. Chesterton, the English writer and theologian.

What movie have you watched recently that you enjoyed?

I watched the Hunger Games series with my daughters.

What is one of your favourite books?

A really good book is The Gift of Pain by Paul Brand. It's about a doctor who worked with leprosy patients. It was fascinating.

What is the most important element to consider when purchasing new windows and doors?

The most important thing is the quality of the windows and doors.

What is the biggest challenge you face with your job?

The biggest challenge is crooked homes. If the walls aren't plumb, level and square, then you need to make the windows and doors look good and still operate properly.

What is the best part of your job?

I enjoy the people I work with and the work that I do.

If you had a whole day just to yourself, how would you spend it?

I'd spend it motorcycling.

What are some of your other pastimes?

I like camping and spending time with friends.

What kind of music do you enjoy?

I enjoy listening to Christian and country music.

If you could travel anywhere, where would you go?

I would travel to Africa. I worked as a missionary in Guinea, West Africa for seven years so that's where I'd go back to.

Some of our Recent Projects



Before



After

◀ STYLISH AND TIMELESS SIDING

A garage made of wood board and batten underwent a transformational upgrade to Celect cellular composite siding. Way-Mar installed this recyclable, synthetic PVC product, which replicates the texture and weight of real wood, but which is unaffected by mold, mildew, weather and the effects of time.



Before



After

◀ INVITING FRONT PORCH

When water leaking from a balcony wreaked havoc on this home's front porch, Way-Mar set out to return it to its original state. After repairing the rotten framing, Way-Mar installed a new PVC balcony roof membrane, a new shingle roof on the porch, as well as new soffit, fascia, trough, beam and post aluminum cladding, providing a renewed and beautiful outdoor living space.



Before



After

◀ COUNTRY CHARM

As part of this home's extensive exterior makeover, Way-Mar replaced the original horizontal aluminum siding with Gentek's beveled vinyl siding and gave new life to the windows with KV Custom casement-style windows. The new soffits, fascia and eaves-troughs are in "Windswept Smoke" while the imitation masonry accent siding on the front of the home is Exteria's "Stacked Stone" in "Mountain Ash," completing this country home's updated style.

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