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## PRESS RELEASE

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### METALERA.COM ADDS ANIMATIONS

Waukesha, WI—[Metal-Era, Inc.](http://www.metalera.com), the national leader in [commercial roof edge](#) and [roof ventilation solutions](#), introduces the addition of 11 animations. The animations are designed to help architects, roof consultants, roofing contractors and other design professionals better understand the effects of commercial roof ventilation and how its ventilation products interact with other roof components. Four of the animations show the problems that can result from improper commercial roof ventilation and the remaining seven animations show ventilation solutions for a variety of roof conditions.

The animations include:

- The problems of poor ventilation
  - Ice dams
  - Mold damage
  - Shingle failure
  - Increased HVAC costs
- Ventilation Solutions
  - Cool roof / balanced system
  - Hi-Perf Vented Fascia
  - Hi-Perf Intake Vent
  - Hi-Perf Ride Vent: Slope to Slope Version
  - Hi-Perf Ride Vent: Slope to Flat Roof Version
  - Hi-Perf Ride Vent: Slope to Vertical Wall Version
  - Hi-Perf Ride Vent: Slope to High Wall Version

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The animations and supporting information serve as a training tool to help architects, roof consultants and roofing contractors understand some basic ventilation principles. In addition, they also illustrate the basic assembly and components of [Metal-Era's Airflow Solutions](#) line.

“Commercial roof ventilation is a critical component to the overall performance of the roof and the building itself,” says [Gary Kuehneman](#), Director of Product Marketing. “One powerful animation shows a balanced roof system with a gradually increasing air space. As the air space increases, air is able to move more freely underneath the roof and reduce the roof's temperature. The creation of a cool roof is a key factor in eliminating problems such as ice damming, premature shingle failure and increased cooling costs.”

The animations and additional information about commercial roof ventilation is available immediately on Metal-Era's website, [www.metalera.com/airflow](http://www.metalera.com/airflow).

#### **About Metal-Era, Inc.**

Celebrating over 30 years of unequalled service in the industry, Metal-Era provides a wide selection of [engineered roof edge systems](#) designed to meet the roofing industry's strictest standards. In 2006 Metal-Era introduced an innovative line of [airflow products](#), to provide commercial buildings with proper intake and exhaust venting. Metal-Era employees and its nationwide network of experienced representatives and distributors are dedicated to providing superior products and personalized service. For more information about Metal-Era, visit [www.metalera.com](http://www.metalera.com).

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