



MASTERS IN THE *Artistry* OF ROOF TILE

NEWS FROM THE FIELD

September 2010

Gulf of Mexico Resort Community gets Vande Hey Raleigh Tile

Valencia at Pelican Bay, a 135 unit condominium community located in Naples, FL, stands among several other upscale residential buildings and private homes within Pelican Bay, a resort-style community bordering the Gulf of Mexico. Valencia is comprised of nine (9) buildings, including 1-story, 2-story, 3-story, and 6-story structures, each having unique architectural properties encompassing 130 separate 5/12" sloped roofs totaling over 66,000 SF. This community, built in 1989, sustained numerous hurricane and other storm events and was in desperate need of a new roofing design solution and architectural enhancements.

Kimberly Neill, Owner's Representative and Construction Manager stated, "In order to provide a permanent solution, sloped roofs were designed to achieve a long lasting solution and enhanced modifications in keeping with surrounding architecture."

"Tile selection was an important consideration for both aesthetics and durability given South Florida temperate weather and waterside conditions. The Vande Hey Raleigh Flat Slate Tile in Dark Red was chosen for its clean line appearance, true color-thru pigment, and product durability. When evaluating other manufacturers, there was simply no comparison. The tile aggregate and composition of the Vande Hey Raleigh product is of real value, and will be realized for decades to come."

Roofing contractor, Crowther Roofing & Sheet Metal of Florida, was awarded the 2.2 million dollar project based on Neills recommendation. Crowther performed

Two Firms that Made the Difference

Kimberly Neill has achieved success servicing both the East and West Coast of South Florida on residential and commercial properties since 1980. Her operating efficiencies and superior project management promote value on every project, and include; project analysis and management for a myriad of building types, and include; Building Restoration & Remodeling, Roofing, Painting & Waterproofing, Project Management and Analysis, and Property Management. Her mantra has always been 'Successful projects delivered!'

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Crowther Roofing & Sheet Metal of Florida, Inc., a fourth-generation Specialty Contractor began operations in Florida in 1975, and now has offices in Fort Myers, Naples, Sarasota, and West Palm Beach. They've developed their business acumen with products including, sloped and flat roof

the demolition, lanai extensions, light gage metal truss work, stucco repair, flat roofing, HVAC system removal and 2009 code compliant upgrades. Crowther dedicated over 50 men and 15 construction vehicles to the project, and completed the project well under their contractual obligation. Vice-President Roger Smith was instrumental in providing design detail and value-added engineering solutions keeping the project under budget and on schedule.

"I am extremely pleased with the Board's willingness to accept my recommendations for both Vande Hey Raleigh and Crowther Roofing & Sheet Metal. Not only was Vande Hey Raleigh the best choice for our tile, Crowther was the best choice for the project."



systems, custom metal fabrications and light gage metal trusses, light weight insulating concrete, and concrete waterproofing. Their clients span industries including; residential, commercial, hospitality, government, hospitals, and schools. Having a fleet of over 250 well-maintained service vehicles and over 500 employees, enables them access to the most reliable roofing systems and materials for each project.

**Roger Smith, Vice-President
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Metal, Inc.**

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<http://www.vrmtile.com>

Hand Crafted Turret Roof Tiles *Make a Difference*

Vande Hey Raleigh is the only concrete tile manufacturer in the United States that has the ability to make exact turret roof tiles to almost any roof dimension specified. All turret tiles are hand crafted in the manufacturing plant and tapered using large jigs representative of your specified dimensions, this allows for minimal cutting on the project. Whether your tiles need to be flat or barreled, Vande Hey Raleigh can make them to your specifications.



Vande Hey Raleigh is happy to announce a strategic alliance with ServiceMagic.

ServiceMagic is the nation's largest online resource that homeowners and business owners turn to for their roofing and contracting needs. Over 80,000 architects, contractors and other service professionals use ServiceMagic to find local consumers who are seeking a prescreened qualified local professional.



ServiceMagic.com offers cost effective new customer acquisition.

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www.bradleyjordan.com/resources/Vande+Hey+Discounts.pdf

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Kimberly Neill, Project Manager