



## **The Proud History of CeDUR**

CeDUR was founded by Endur-All Technologies Inc. ("ETI") in 1996 in Evergreen Colorado. From the beginning there were two primary goals. First, to develop a synthetic wood looking roofing material that would perform in the diverse and extreme environments of Colorado. The thinking was that if CeDUR performed in the high country of the Rocky Mountains as well as in the wind and hail belt of the Colorado Front Range, CeDUR could perform anywhere in the world. These two environments include most types of weather phenomenon imaginable including; extreme wind storms, large diameter hail, intense UV exposure, rapid freeze-thaw cycles, and wild fire. The second primary goal was to develop a roofing product that would offer the most beautiful wood look while being extremely durable, lightweight, and easy to install. These two goals have been achieved by CeDUR. The first CeDUR roof was installed in 1998 and continues to look great more than 20 years later.

In 2005, ETI licensed the manufacturing rights of CeDUR to Burlingame Industries/Eagle Roofing ("Eagle") in California. Eagle Roofing is one of the largest concrete tile manufacturers in the United States. Eagle invested heavily in a state-of-the art manufacturing plant and scaled CeDUR production. Eagle shipped the majority of its CeDUR production to the Western United States. During this time frame Huntsman Chemical (NYSE: HUN), one of the largest polyurethane manufacturers in the world, invested millions of dollars in man hours and R&D in the continued improvement of the CeDUR product. Much of this R&D is now patented by CeDUR. In 2010, during the national recession and home building collapse, Eagle made the difficult decision to curtail the production of CeDUR, so it could focus on its core concrete tile business. Eagle continued to work with Huntsman on R&D while production was curtailed. In 2013 Eagle made the difficult decision to sell the CeDUR equipment and intellectual property so it could diversify outside of the roofing business.

In 2014, a group of roofing industry veterans and financial industry entrepreneurs (with roofing experience) formed a team to develop a business plan and to purchase the manufacturing equipment and Intellectual Property of CeDUR from Eagle. In early 2015 Colorado Roofing Products LLC, DBA CeDUR was formed. The majority investor is Republic Financial Corporation ("RFC"). RFC is a Denver-based second-generation family investment firm. Formed in 1971, RFC has a 48-year history of successful investments. In 2006, RFC was recognized with the Ethics in Business Award by ColoradoBiz magazine and the University of Denver.

In 2015 the CeDUR plant was moved from California to Aurora, Colorado. The CeDUR product and plant were recertified by the International Code Council for compliance with all current building material codes. The first shipment from the new plant was made in July 2015. Since the plant was moved, sales have increased to record levels and CeDUR now has a national footprint for sales and distribution. In 2017, another round of investment was made in order to increase production capacity. CeDUR continues to be "the next generation" of high-performance roofing products and provides the best long-term value for property owners across the United States and Canada.

The original goal of CeDUR's founders – to make the best looking cedar shake that can stand up to all that Mother Nature has to offer, continues to be true today, more than 20 years after the first CeDUR shake roof was installed.

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