



Spring 2008

Issue Six

# ROYAL REVIEW

## Royal Roofing Launches New Division



Facility managers and building owners alike have trusted the Royal Roofing Company—Service Department for decades as their go-to source for roof repairs. Over the years, Royal’s service department has built a reputation as a go anywhere / anytime quick response team that can react and repair any roof leaks while onsite. Moreover, provide quality workmanship that permanently terminates leaks the first time; thus avoiding the need to have repeat visits and eliminating customer inconvenience caused by water intrusion.

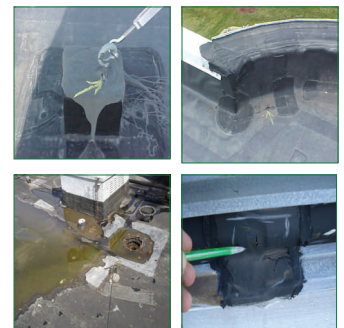
Ultimately, Royal Roofing Company has been preventing leaks for our customers since 1951, but its been through installing quality roofing systems and employing knowledgeable hard-working installers who take pride in their work. First and foremost, it should be noted that our new division will not take away from any of the

services our customers have come to depend on! We’ll still provide the same great roof-repair service, including 24-hour emergency response 365 days a year, and quality installations with competitive pricing. Through our new offering, we’ll be taking our current commercial roof-repair service and overall customer service to a new level. The new division has been created around *Roof-Preventative Maintenance* and the new product is called **RoofGard**.

Generally speaking, the roof system is a component of a commercial building that property owners or facility managers tend to ignore; that is until it leaks. At which point the damage has been done! Production interruption, lost use of space, or tenant complaints are just a few possible scenarios that may contribute to revenue loss. Not to mention the immediate expense that is incurred by emergency roof repair service, damaged interior building components or equipment, and clean-up. **RoofGard** is “the” product that will help eliminate costly facility damage caused by roof leaks, and give property owners a tool to better manage all their buildings roof systems. By taking a proactive approach to preventative maintenance, we’ll identify and eliminate potential leaks before they create expensive problems. This will increase the likelihood the roof-system will live out its manufacturers suggested life and beyond; thus avoiding the high cost of roof replacement while keeping an owner in compliance with any existing roof manufactures warranty. As an added benefit, **RoofGard** customers are also provided with access to all their pertinent roof data, service history, and much more online. Therefore, a person who manages multiple buildings has the ability to oversee all of their roofs without ever going up a ladder; rather over the web in a secure online environment.

A property manager or building owner is required to wear many hats as they attend to the daily operation of their facility. Part of being successful in that position is by properly maintaining the critical elements of their building, and by knowing which of those elements they are not qualified or don’t make sense to service in-house. The Roof is one of those elements. It’s not only critical but a complex aspect of a building that can lead to major (expensive) problems if not properly maintained.

Whether its new construction or replacement, the roof is one of the most expensive parts of a building; so why wouldn’t an owner want to maintain it? More importantly, why wouldn’t they want it maintained by a company who has almost 60 years of experience in the trade and knows what to look for and how it fix it? Contact us today to find out how by investing in **RoofGard**, you can add years of life to your roof, avoid unforeseen water intrusion, and receive the peace of mind a professionally managed proactive preventative maintenance roof program can offer.



Photos Above: Various examples of what our technicians look for under RoofGard.



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## ROYAL Review - Entertainment Section

### Royal in the Kitchen



“Royal in the Kitchen” is a segment of the **ROYAL Review** where we focus on different recipes that are relevant to an event or the season of that edition. In this issue we were focusing on the most important day of the Spring—Major League Baseball’s *Opening Day!* In addition, we’ll take a look at one of the most cherished baseball delicacies “The Hot Dog”, and a few Major League Stadiums / Baseball teams that have branded their own interpretation of this age-old dish.

**Featured Recipes: Cracker Jack**

Mix sugar, molasses, butter, water and vinegar together. Cook until it makes a hard ball when dropped into cold water (265 degrees F). Stir frequently during last part of cooking to prevent scorching. Remove from heat and add baking soda. Stir lightly. While it still foams, pour over the popcorn mix. Pour into a flat, buttered pan. When cool, crumble into small pieces.

Cracker Jack - Ingredients

- 1 cup sorghum molasses
- 1 cup granulated sugar
- 1 tsp vinegar
- 2 tbsp water
- 1 tbsp butter
- 1/4 tsp baking soda
- 5 quarts popped corn
- 1 cup Spanish peanuts

**The Hot Dog:**

Yankee Stadium / New York Yankees

Name: “The Top Dog”

What makes this the “Top-Dog”; the relish, served with a premium Nathan's all-beef, kosher, 1/4-pound hot dog. When it was introduced in 2006, hot dog sales went up more than 200 percent! To make the relish, combine all ingredients. Pour dressing over top and mix well. Season to taste with salt and white pepper. Toss with dressing no more than one day prior to service.

U.S. Cellular Field / Chicago White Sox

Name: “Chicago/White Sox Style” Hot Dog

This dog features a Vienna Beef frank and is served on a poppy seed roll, "dragged through the garden," as they say in the Windy City, with yellow mustard, sweet pickle relish, chopped onion, fresh tomato, pickle spear, sport peppers, and a dash of celery salt.

Dodger Stadium / LA Dodgers

Name: “Dodger Dog”

A Dodger Dog is a foot-long pork frankfurter served either steamed or grilled on a steamed bun, complimented with ketchup, mustard and relish.

Fenway Park / Boston Red Sox

Name: “Fenway Frank”

Boiled and grilled, the Fenway Frank is a Hebrew National dog served on a New England-style bun and covered with mustard and relish.

Source: <http://abcnews.go.com/GMA/Recipes/story?id=2997981>

“Top Dog” Relish

Ingredients

- 2 lb green cabbage, chopped
- 1 1/2 cup red onion, small dice
- 3/4 cup dill pickle, grated
- 1/2 cup red bell pepper, small dice

“Top Dog” Dressing

Ingredients

- 1 cup sugar
- 3/4 cup red wine vinegar
- 1/2 cup mayonnaise
- 1/2 tsp celery seed

### Who’s Favored in 2008

After a long cold snowy winter, spring is officially upon us! That’s somewhat of a bold statement considering the **ROYAL Review** originates out of Northern-Detroit Michigan where weather somewhat dictates the season, but is very unpredictable and subject to change no matter the date. But it’s true, spring is here and it’s not because we’ve surpassed March 20th on the calendar or as a result of a couple of warm days. It’s officially spring because Major League Baseball has started its 2008 campaign! Cities throughout the United States and Canada (Toronto) are celebrating the new season, baseball and spring, over several days starting March 31st through the second week in April by means of opening day. This is an unofficial holiday in Major League Baseball cities where people have made it a tradition to listen, watch, or if your lucky enough go to the first home game of the year. No matter if your team is favored to win the World Series or slated to loose 100 games, opening day is a day of optimism. A day of hope, that your team will overachieve or live up to expectations, and that we’ve turned the corner on winter, seen the last of snow, to welcome in what is now officially spring.

As of March 26, 2008, here are the current odds on Major League Baseball teams to win the 2008 World Series.

Red Sox	9/2	Tigers	7/1	Indians	10/1	Brewers	22/1	Padres	20/1	Cardinals	33/1	Astros	55/1	Athletics	125/1	Marlins	150/1	Pirates	150/1
Mets	5/1	Angels	9/1	Braves	20/1	Phillies	22/1	Dodgers	24/1	Mariners	30/1	Reds	60/1	Giants	100/1	Royals	150/1	Nationals	150/1
Yankees	11/2	Cubs	9/1	Arizona	18/1	Blue Jays	20/1	Rockies	28/1	Twins	60/1	White Sox	55/1	Rangers	100/1	Devil Rays	150/1	Orioles	200/1

Source: <http://www.vegas.com/gaming/futures/worldseries.html>

## Royal Showing-Up at The Michigan Facilities Expo



The Rock Financial Showplace in Novi Michigan was the site of the 2008 *Michigan Facilities Expo*. “Facilities Expos”, produced by Cygnus Expositions Co., are a series of broad-based regional events that offer solutions for engineering, management, and operations; sixteen different shows in all, put on yearly throughout the country. The recent Michigan event was

a two day trade-show that hosted over 180 different companies representing commercial, institutional, municipal, and industrial facilities. On display were over 65 exhibitors showcasing a wide array of products and services that catered to every facet of facility operations and every need of a facility manager.

To represent the roofing trade and answer any related questions, Royal Roofing Company took part as an exhibitor in this years Michigan show. The Royal consultants were able to meet numerous facility minded individuals that represented a wide range of companies from across Michigan and beyond. Furthermore, address countless questions pertaining to roofing and talk about RoofGard; our latest product offering. This was Royal’s first year as an exhibitor in the Expo, but plan to be a fixture in future Michigan and other select regional “*Facilities Expos*”.

On a side note, it was a pleasure to be back at the Rock Financial Showplace (previously referred to as the Novi Expo Center) to see how the new facility turned out; at least from an interior perspective. Considering that the last time Royal Roofing was at the Showplace was early 2004, during its construction, to install the roof. It was a pleasure to see that the interior of the building turned out just as nice as the 300,000 + Square Feet of Ballasted EPDM roofing that Royal installed almost roof four years ago. The roof of this mammoth hollow facility is certainly a forgotten commodity as it continues to keep so many people and events dry throughout the year; especially considering the millions of dollars of material and equipment that is on display daily during the different shows. This is certainly a compliment to the roofers of Royal and their hard work and dedication to quality.



### Story Links

*This section is dedicated to those readers who would be interested in getting more information about some of the companies and charities that were discussed in our newsletter. Please see the links below:*

#### 1. Royal Roofing—**RoofGard**



[www.roof-gard.com](http://www.roof-gard.com)

#### 2. Michigan Facilities Expo



[www.facilitiesexpo.com](http://www.facilitiesexpo.com)

### **COMING SOON**

Coming early 3rd quarter 2008, Royal Roofing will be unveiling the new company web-site. [www.royal-roofing.com](http://www.royal-roofing.com) will have undergone a complete make-over that will include interactive roof educational features, an easy to access **RoofGard** customer login function, and much more. Look for a complete down-load in the Q3 edition of the **ROYAL Review**.

## “Ask the Roofer”



This is a quarterly segment that allows our readers to submit questions they may have about commercial

roofing. If you have a question send us an email; [dstiff@royal-roofing.com](mailto:dstiff@royal-roofing.com). We’ll not only answer you but we’ll publish the question and response in the following edition of the [ROYAL Review](#).

**Q.** I’m interested in having the roof of my facility replaced; and the system that I’m interested in is an adhered EPDM rubber roof. The quotes I’ve received thus far have had the exact same specification except for one contractor, who’s calling for a layer of base-sheet to be nailed down to my light-weight concrete deck before the

insulation is applied; this proposal has a higher cost attached. What is the right way to install an adhered EPDM system over a light-weight concrete deck? Is the contractor overcompensating by including and nailing the base-sheet?

**R.** On new construction some roof system manufacturers may allow insulation to be adhered to a sound light-weight concrete deck using an adhesive. However when conducting a re-roof project moisture presence somewhere in the deck is almost guaranteed. When light weight concrete has been exposed to water, in any shape or form, the material takes on a less than solid consistency. In most cases the concrete will return to its solid form once its allowed to dry or the source of the moisture is eliminated; however it never regains its original strength. There-

fore, you should never just glue insulation directly to a lightweight concrete deck when performing a re-roof project; the insulation won’t stick! Good roofing practices demand a base-sheet be applied and fastened to the light-weight concrete deck first. Then the insulation can be glued to that base-sheet. This will prevent wind-uplift and roof system damage.

As mentioned above, it’s almost impossible for a light-weight concrete deck to be completely dry underneath the surface of an existing roof. Adding a base-sheet and fastening it to a light-weight concrete deck will create additional cost, but in the end it’s the right way to install an adhered EPDM system.

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For More Information about Royal Roofing Company and all our available services visit our web-site:

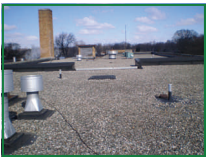
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With Royal Roofing, you're getting more than just a roof. You're getting a roofing company along with it.



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## Royal Performing Under Pressure



Ice, snow, cold temperatures, or High School students returning from spring-break couldn't prevent Royal Roofing Company from completing this re-roof project! Royal has re-roofed numerous High Schools, Middle Schools, and Elementary Schools throughout its history. Some of those projects encompassed whole schools while others were just a few sections, it's all dependant upon available budget. In most cases the work is completed during the summer; students are gone, there are no time restrictions (except the following school year), and weather is generally good. This is an example of how Royal Roofing Company worked with a school that had to have their roof replaced within a certain calendar window, the hurdles that were preventing that from happening, and the fact that Royal got it done - performing under pressure.

Berkley High School is located in a community about three miles north of Detroit, MI in Oakland County. Berkley High was in a predicament, they desperately needed to have numerous roof sections of the school replaced but the only time they could allow this to be done was over their spring break shut-down. The school had activities scheduled throughout the summer so the shut-down was the only time available. Unfortunately, due to Easter 2008 being in March, the shut-down period was much earlier than in previous years which meant the weather in Michigan was subject to be poor; and it was.

A quick outline of the specifications for this project were as follows: **1.** Remove the existing roof system, which was a combination of EPDM Ballast and Coal-Tar-Pitch, down to the deck. These areas totaled over 28,200 Square Feet. **2.** Replace all areas with a new Koppers coal-tar-pitch system, including two layers of 2" ISO insulation followed-up by 1/2" densdeck-coverboard.

There's nothing unusual about this specification or outside the scope of Royal's expertise; except for the aforementioned timeframe in which it was to be completed. All job related activities were to be finished between the dates of March 21 and March 30, 2008; before the kids returned to class on Monday the 31st. What made things worse, when Royal was approached by Berkley with this scenario they had already received proposals from other roofing companies that suggested this job would take forty days to complete. Needless to say Royal took the job and finished on time; without compromising quality. This accomplishment was a total team effort. From the estimator who put the job together, to the superintendent whom assembled the resources, to the foremen & roofers who got it done. As mentioned above there were hurdles, considering that from set-up to clean-up Royal had only five days to work because of weather. Irregardless of the situation or external pressures, Royal did what took to get the job done right, safe, and on-time for the customer.