



DaVinci Roofscapes launches VariBlend

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DaVinci Roofscapes, a leading manufacturer of synthetic roofing tiles, has launched a new inline color process called DaVinci VariBlend. Available in DaVinci's Bellafort[™], Valor[™] Shake and Valor[™] Slate product lines, DaVinci VariBlend tiles include slight variations of grays, greens and browns crafted into each tile to provide a subtle blend for any roof.

"The VariBlend color gradation manufacturing process allows 'shades' of color to be created from tile to tile," said Ray Rosewall, president and CEO of DaVinci Roofscapes. "We can achieve this in a way that eliminates the need to blend the different colored tiles after molding, which allows us to bundle the tiles as they come off the manufacturing line. That's a cost savings we are passing on in order to keep the Valor[™] and Bellafort[™] price points low and appealing. At the same time, purchasers are gaining a color blended look in these products for the roof. That's a win-win situation for the installers and the homeowners."

DaVinci Roofscapes introduced both Bellafort[™] and Valor[™] product lines earlier in 2009 as value priced roofing tile solutions. The new option enhances the specially-crafted roofing tiles and provides greater options for roofing installers and homeowners.

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