



Summer 2007

Issue Three

ROYAL REVIEW

Royal Roofing, Spending the Summer in New York?

Bordering the shores of Lake Erie, about thirty miles South of Niagara Falls is the city of Hamburg, New York, and the site of the latest Royal Roofing project. Hamburg is located in central Erie County along the eastern shores of Lake Erie directly south of the cities of Lackawanna and Buffalo, New York. The town encompasses an area of approximately 42 square miles, the largest amongst towns in Erie County, and has a population of 56,259 according to the 2000 United States Census. Also located in the town of Hamburg is a significant Automotive presence belonging to Ford Motor Company; the Ford Buffalo Stamping Plant. Although there has not been a percentage assigned to the population of Hamburg as to whom are employed at the plant, as pointed out by the city's Community Development and Assessors office, but it stands to be a substantial fraction.



Photo Above: View of Ford Buffalo Stamping Plant, overlooking the multiple sections that Royal will be replacing.

Within those 42 square miles that make-up Hamburg sits 2,206,190 Square Feet of roof area that covers the Ford Buffalo Stamping Plant. Of that, 2,206,190 Sq. Ft. Royal has been given the charge to re-roof multiple sections totaling approximately 250,000 Sq. Ft.. The job consists of a complete tear-off of the existing Coal-Tar-Pitch roof system followed up by a combination of Coal-Tar-Pitch & Siplast re-roof. The purpose of the combination

roof system replacement is a result of certain sections being very flat while others are sloped. Therefore, a system that is conducive to holding water must be applied to those flat areas, Coal-Tar-Pitch, and for the sloped sections, Siplast was the customers system of choice .



Photo Above: Overview of Coal-Tar-Pitch roof sections covering Ford Buffalo Stamping Plant



Photos Above-Left: Ford Buffalo Stamping Plant roof sections to be replaced.



Photos Above-Right: From the plant roof, a look at an ice filled Lake Erie.

As the title of this article might imply, one would think that

Royal Roofing is spending the majority of the 2007 Summer on this job. To the contrary, the targeted completion time is thirty days! As a result of being one of the Biggest (And Best) commercial roofing companies in the Mid-West, Royal is able to be flexible and thus capable to divert resources to complete even the biggest jobs, anywhere in the country, in a timely manner.



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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 that the edition falls into. In this issue we were focusing on the most enjoyable season of the year, at least in the Midwest, **Summer!**

Featured Recipe: Turkey Burgers & Mojitos

• **Heart Smart - Turkey Burgers with Tomato**

Corn Salsa

Hamburgers are so central to American cuisine that messing with them can seem almost sacrilegious. Replace rich beef with low-fat turkey, as in this recipe, you risk creating a drier, less flavorful burger, a burger unworthy of the name. The sautéed onion and red pepper in the burger and the salsa on top of the burger make up for any dryness in the turkey. The Creole seasoning, in combination with the salsa, makes up for turkey's relative lack of flavor.

To make the salsa: Toss the tomatoes with the salt and drain in a colander for 15 minutes. Combine the tomatoes, corn, lime juice, garlic, cilantro, and olive oil in a large bowl. Season with salt and pepper and toss well.

To make the burgers: Preheat the oven to 400 degrees F. Heat 1 tablespoon of the oil in a small skillet over medium heat. Add the onion and red pepper and cook, until softened, about 5 minutes. Cool to room temperature.

Combine the onion, pepper, Creole spice mix, salt, and turkey in a large bowl. Season with pepper. Mix well and form into 4 large patties. Heat the remaining tablespoon of oil in a large ovenproof skillet over medium heat. Place the burgers in the skillet and cook until well browned, about 5 minutes per side. Transfer to the oven and cook until firm to the touch, about 6 minutes. Serve topped with the salsa.

• **Frozen Royal Mojito**

Rim glass with sugar and minced mint leaves. In a blender combine all ingredients with ice until thick. Pour into glass. Garnish with lime wedge and a mint sprig.

Source: **Online** — Food Network
<http://www.foodnetwork.com/>

Ingredients

Salsa:
 12 cherry tomatoes, finely chopped
 1/2 teaspoon kosher salt, plus additional kosher salt and freshly ground black pepper, for seasoning
 1/2 cup cooked fresh corn or thawed frozen corn kernels
 1 tablespoon fresh lime juice
 1 garlic clove, minced
 1 tablespoon chopped fresh cilantro leaves
 2 teaspoons olive oil
 Additional kosher salt and freshly ground black pepper

Burgers:
 2 tablespoons vegetable oil
 1 small onion, finely chopped
 1/2 small red bell pepper, finely chopped
 1 tablespoon store-bought or homemade Creole spice mix
 1 teaspoon kosher salt
 1 pound ground turkey
 Freshly ground black pepper

Ingredients

Sugar, for rim
 4 mint leaves, minced, plus sprigs for garnish
 4 pieces lime, rind removed
 1 1/4 ounces rum (recommended: Bacardi Limon)
 3/4-ounce Mojito Mix syrup (available online)
 1 cup ice cubes 1 lime, cut into wedges, for garnish

“Top 10” All-Time Highest Grossing Summer Movie Openings

In Hollywood the Summer movie season begins in the month of May. When the statistical measure of tracking the highest-grossing Summer movie openings started is uncertain, but its popularity has caught on and serves as an effective marketing tool in selling a film; everyone wants to see a winner. Being the highest grossing Summer movie is a sought after title in the industry since 40% of a movie studios annual revenues are made in those eighteen weeks. Experts suggest that this practice began with the release of *Jaws* in the Summer of 1975 and continued to gain momentum with *Star Wars* the following year. As of June 5th, 2007 the following are the Top-10 actual grossing Summer movie openings of all-time.

1. **Spiderman -3:** Opening Gross was \$155,166,516 / Film Opened May 4th 2007
2. **Pirates of the Caribbean-Dead Man's Chest:** Opening Gross was \$135,634,554 / Film Opened July 7th, 2006
3. **Shrek The Third:** Opening Gross was \$121,629,270 / Film Opened May 18th, 2007
4. **Pirates of the Caribbean-At Worlds End:** Opening Gross was \$115,057,000/ Film Opened May 25th, 2007
5. **Spiderman:** Opening Gross was \$114,844,116/ Film Opened May 3rd, 2002
6. **Star Wars-Episode III:** Opening Gross was \$108,435,841 / Film Opened May 19th, 2005
7. **Shrek-2:** Opening Gross was \$108,037,878/ Film Opened May 19th, 2004
8. **X-Men The Last Stand:** Opening Gross was \$102,750,665/ Film Opened May 26th, 2006
9. **Harry Potter and the Prisoner of Azkaban:** Opening Gross was \$93,687,367 / Film Opened June 4th, 2004
10. **The Matrix Reloaded:** Opening Gross was \$91,774,413/ Film Opened May 15th, 2003

Source: Web: abcnews.go.com/Entertainment/popup?id=3141811 - Jun 3, 2007



2007 Major League Baseball Discussion – Why a Central Team will Win it All!

It's hard to believe but Major League Baseball is approaching the half-way point in its season and thus the All-Star Game. It seems like it was just yesterday when games in cities like Detroit, Boston, and Philadelphia were all getting postponed due to snow & cold weather, or when Cleveland was getting snowed on so heavily the Indians had to relocate to Milwaukee. That has certainly changed now that the 90-degree temperatures are upon us; at least in the Mid-West. Unlike the weather, Major League Baseball play has stayed consistently hot. Based on the standings, when this publication went to print (June 27, 2007), every division and both wild-card races are tight and up for grabs. Because Royal Roofing is located in the suburbs of Detroit there's going to be a bias as to which division is the toughest (and which team is the best) but numerous statistics support why a team from the American League Central is the front runner to win the 2007 World Series. Here are a couple of items that support that argument: Over the last two years 2 Central Division teams represented the American league in the World Series, and in 2005 a Central Division team won the World Series. Central Division teams are amongst the Major League leaders in hitting statistics: Two teams are amongst the top 5 in Hits, RBI's, Home Runs, and Batting Average;



American League



National League

American League				National League			
	W	L	GB		W	L	GB
East				East			
1. Boston	48	28	---	1. New York	42	33	---
2. Toronto	38	38	10	2. Philadelphia	40	36	2.5
3. New York	36	38	11.0	3. Atlanta	40	38	3.5
4. Tampa	33	42	14.5	4. Florida	36	41	7.0
5. Baltimore	33	43	15.0	5. Washington	32	45	11.0
Central				Central			
1. Detroit	45	31	---	1. Milwaukee	45	32	---
2. Cleveland	43	31	---	2. Chicago	37	39	7.5
3. Minnesota	39	36	5.5	3. St. Louis	34	40	9.5
4. Chicago	31	42	12.5	4. Pittsburgh	32	44	12.5
5. Kansas City	32	46	14.0	5. Houston	32	45	13.0
West				6. Cincinnati	29	48	16.0
1. LA	49	29	---	West			
2. Seattle	41	33	6.0	1. LA	44	33	---
3. Oakland	39	37	9.0	2. San Diego	43	33	0.5
4. Texas	32	45	16.5	3. Arizona	44	34	0.5
				4. Colorado	38	39	6.0
				5. San Francisco	33	43	10.5

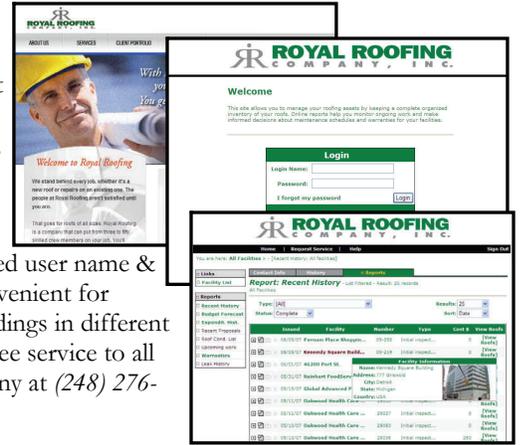
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Royal Preventative Maintenance Program is Going Online!

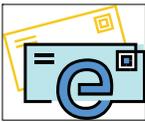
One of the most important and necessary functions that a facility manager or owner can do to protect his or her building is to maintain their roof. A low-sloped roof system begins the aging process as soon as it has been installed. Performing proper roof maintenance and anticipating potential roof problems will increase the life of any roof system; not to mention protects the capital investment. By preventing leaks your protecting the internal elements of the building, avoiding unexpected interruptions, production delays, loss of inventory, and employee accidents. Furthermore, performing these services on an ongoing basis administers to the bylaws of any systems existing manufacturer's warranty.

The *Royal Service & Maintenance Program* is the right choice if you want to maximize productivity while minimizing your time commitment to the roof. Our program focuses on catching & fixing potential leaks before they happen as well as doing all the necessary maintenance items, such as cleaning debris, that aid in maximizing a roof systems life expectancy. As part of the Royal Preventative Maintenance Program, our customers are given a complete roof analysis detailing all work completed, with supporting photographs, a description of the current roofing system or systems, Square Footage information, CAD drawings highlighting all penetrations, and much more.

The roof analysis is a crucial aspect of our program because it arms facility managers and or building owners with all of the necessary information specific to their roof. If ever a question surfaces regarding a roof section warranty, size, age, system type, budget information, previous repairs, or etc. it is easily attainable via this report. Therefore, we make this information as accessible as possible by offering it in several different medias, such as: bound paper format, CD, email, and now **ONLINE!** Starting July 15, 2007 Royal Roofing Preventative Maintenance customers can now access all of their roof data and maintenance history online. By simply navigating to the Royal Roofing Company website (www.royalroofingco.com) PM customers can login using their provided user name & password to view all of their facility's pertinent roof information. This is especially convenient for those facility managers or building owners who oversee numerous roof sections or buildings in different locations. The Royal Roofing Preventative Maintenance Program-Online Service is a free service to all Royal PM customers. For more information on this service, call Royal Roofing Company at (248) 276-7663 and speak to someone in our Service Department.



“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. We'll not only answer you but we'll publish the question and response in the following edition of the *ROYAL Review*.

Q. Can a metal roof system be installed on a residential property? If so why isn't done more often?

R. Yes, a metal roof system can be installed on a residential property. In fact according to the Metal Roofing Alliance an estimated 5 to 8 million U.S. households enjoy the benefits of metal roofing

systems; growing at a rate of over 150,000 new installations per year. Generally this option isn't employed residentially because of cost. On average metal roofing systems are three-times the cost of conventional shingles. With that being said, metal roofs generally have three-times the life expectancy as compared to shingles. Metal roofing is a compelling alternative in today's search for a durable, maintenance-free roofing solution that stands up to severe environmental hazards. In addition, because of the wide variety of styles and color choices metal roofing systems have a differentiation factor that provides an architectural refinement to any structure.

Q. When having my roof replaced what value should I place on the quality of insulation?

R. This is an element of your roof replacement project that needs to be a point of emphasis. The roof is a critical and an expensive part of your facility, but because it's out of site it's rarely discussed; that is until it leaks. To an even further degree the same can be said about the insulation that lies beneath the roof system. With the rising cost of heating and cooling, it's crucial that an insulation with a high "R-Value" is chosen. This is the measure of a material's resistance to heat flow. The higher the "R-Value", the more it insulates. True statement, a higher "R-Value" insulation is more expensive but in the long run it will save you money. Like they say, "You can Pay Now or Pay More Later".

(MLB Discussion-Continued from page 2)

whereas only one team falls in the top 20 in total strike-outs. **Pitching** is another key statistic: Three Central teams are in the top 20 in Earned Run Average, Winning Percentage, and Saves. Finally, only two teams in Major League Baseball have pitchers whom have thrown no-hitters; guess what division those teams are in? AL Central, the Detroit Tigers and Chicago White Sox. These are just a couple variables but serve as key indicators as to whom has the best chance to win in 2007. Oh yea, GO TIGERS! As for the 2007 Jim Leyland coached All Star Game (Detroit Tiger Manager), remember to vote for your favorite Detroit Tiger at www.mlb.com, will be played Tuesday July 10th in San Francisco, CA.

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

www.royalroofingco.com

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



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Photo Above: Future Rendering of "The Fifth of Royal Oak" after all phases of construction have been completed; including the roof! *Photo Below:* Glance at revolutionary White TPO Fully Adhered Single Membrane Roof System; on-top of the Fifth!



Royal Roofing in Royal Oak

In the heart of Royal Oak, Michigan at the Northwest corner of Fifth Street and Washington sits the latest residential development to rise from the landscape and grace the sky-line of suburban North-Detroit. Appropriately named for its location, "The Fifth of Royal Oak" is an impressive eighteen-floor glass and steel high-rise condominium that will contain seventy-eight unique residences. This new architectural landmark will stand as the tallest building in the community and continue to emphasize the metropolitan look with an elegant expression of modernism and sophistication that the city of Royal Oak is striving to achieve.

Starting from the low \$300,000 dollar range, occupants of this contemporary structure have their choice from a variety of unique floor plans offering one to three bedrooms. Once inside the secured indoor climate controlled parking garage and greeted by the full-time doorman, residents can enjoy a host of state of the art features while admiring the panoramic views through the floor-to-ceiling glass or recessed private balconies.

Another fascinating feature yet to be mentioned but equally as stunning and every bit cutting edge, is the roof system installed by Royal Roofing. Completed in the Spring of 2007, Royal installed a Fully Adhered "White" Single-Ply-Membrane TPO roof system over the 10,000 Sq. Ft. of concrete deck that covers "The Fifth". This "White" single-ply roof is worth calling out because it's relatively new to the industry and is an "Energy Star" qualified roof product. The "Energy Star" stamp is applicable because of the solar reflectance the "White" membrane provides. Consequently, this feature can lower roof surface temperature by up to 100F, decreasing the amount of heat transferred into a building and thus reducing peak cooling demand by 10-15%. In an era where environmental consciousness is more than just a trend but a necessity to the planets well-being, Royal and the Roofing industry are glad to be a positive contributor. Furthermore, this roof system is a fitting application for a building that reflects not only the sun but all the modern trends and conveniences in one of the trendiest city's in the state.



Photos Above: "The Fifth of Royal Oak", construction still in-process. That is all but the roof, which was completed by Royal in the of Spring 2007.