

# Valpak Industry Bulletin

## Demand for roofing and siding strong

*Curb appeal from the top down*

Nothing makes a more dramatic impact on curb appeal than roofing and siding. Americans shelled out an estimated \$236 billion on home improvements in 2007, according to the National Association of Home Builders (NAHB). That figure accounts for 2% of the U. S. economy. The U.S. roofing and siding industry encompasses 30,000 companies and earns annual revenues of about \$25 billion, according to the Goliath Business Group.

Roofing and siding both hold a place on NAHB's top 10 list of most popular remodeling jobs. Demand for vinyl and sheet metal siding is rising, propelled by strong growth in the construction and remodeling industries, according to "Siding in the United States," a report from market research firm Specialist in Business Information (SBI).

Despite a sluggish housing market, almost two-thirds of siding contractors reported an increase or static dollar volume

in 2007 in RSI's latest "State of the Industry Report" published December 2006. That's likely because the new construction market accounts for only 8 percent on average of an RSI contractor's work.

"Most sectors within the industry are in a very positive growth trend, helped in part by an increased awareness of the newer siding materials and features that both consumers and builders can access online," said Tatjana Meerman, managing editor of SBI. "While slowing construction will certainly hinder growth, home improvements and maintenance will help maintain the market growth momentum over the next several years."

Pumping up excitement in the industry is the more recent availability of a wide range of colors, textures and materials that allow consumers to express individual style. From weathered wood looks to designer colors in bold,



dimensional designs, roofing and siding is trending upscale. Americans are willing to pay for these exterior décor options that also offer materials made with newer technologies such as UV-resistant and fade-resistant colors. Demand for alternative siding options such as zinc, manufactured stone, and fiber cement also grew - by 29 percent from 2001 to 2005.

Industry trends for 2008? More installer certifications, eco-friendly designs, digital devices and anything else that enhances a busy homeowner's life.

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