



## Why Butyl?

### Why Modern Roofing Crews are Walking Away from Asphalt

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#### ***An Industry Technical Brief from the Roofers' Advantage Technical Center***

**Overcoming the "Thicker is Better" Misconception** For decades, asphalt shingle installers have relied on heavy, dense modified asphalt underlayment. Because of this history, there is a natural apprehension to switch to thinner butyl-based products, largely driven by the assumption that "thicker means better protection" and concerns over higher costs. However, modern roofing science shows that waterproofing performance is about chemical bonding, not sheer mass. Our advanced butyl pressure-sensitive adhesives deliver superior protection in a lighter, thinner profile. By eliminating the unnecessary bulk of asphalt, we rely on high-performance chemistry to create a watertight seal that fundamentally outperforms older, thicker technologies.

**Superior Adhesion in Extreme Temperatures** The most significant advantage of our thinner butyl chemistry is its exceptionally broad service temperature range. Traditional modified asphalt underlayment is notoriously temperature-sensitive. When the temperature drops, modified asphalt tends to "glass over"—it hardens, loses its tackiness, and struggles to form a proper seal with the roof deck. This often forces crews to wait for the sun to come out or use mechanical fasteners just to hold it in place. In contrast, our engineered butyl remains highly flexible and aggressively sticky even in freezing conditions. It creates an instant, permanent bond with the substrate and perfectly seals around every single shingle nail, completely eliminating the cold-weather installation struggles of asphalt.

**A Safer, Cleaner Synthetic Surface** Beyond the adhesive layer, our butyl products solve the primary safety and job-site complaints associated with typical peel-and-stick asphalt underlayment. Most low-cost asphalt products rely on a granulated or sand-coated surface to provide traction. During installation, these granules inevitably break loose, creating a dangerous slip hazard—essentially acting like tiny ball bearings under an installer's boots—while also shedding abrasive debris into the gutters. Our butyl underlayment features a specialized woven top surface that walks and feels exactly like a high-quality synthetic underlayment. It provides superior, reliable traction without any granule loss, creating a much safer and cleaner working environment for shingle crews.

**High-End Chemistry at a Cost-Effective Price Point** Finally, we understand that material cost is a major driving factor for asphalt shingle contractors. Historically, premium butyl was considered a luxury reserved only for high-end metal or tile roofs. However, we have specifically formulated our chemistry to deliver extreme-temperature performance and superior nail-sealing at a highly cost-effective price point. Because the lighter, thinner rolls are much easier to handle, carry up ladders, and install, crews save significant time and physical strain on every job. We have bridged the gap, allowing shingle installers to upgrade from outdated, heavy asphalt to premium butyl technology without compromising their bottom line.

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