



Why Butyl?

Why Modern Roofing Crews Are Walking Away from Asphalt

From the Roofers' Advantage Technical Library

By Jon E. Folkersen

Founder and President, Roofers' Advantage Products, Inc.

Published: May 2026

Overcoming the "Thicker is Better" Misconception

For decades, roofing 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, driven by the assumption that "thicker means better protection." However, modern roofing science proves 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 engineered butyl chemistry is its exceptionally broad service temperature range. Traditional modified asphalt is notoriously temperature-sensitive; when the temperature drops, it tends to "**glass over**"—it hardens, loses its tackiness, and fails to form a proper seal with the roof deck. In contrast, our butyl remains aggressively sticky and flexible even in cold conditions. It creates an instant, permanent bond with the substrate and seals around every single shingle fastener, 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 underlayment. Most asphalt products rely on a granulated or sand-coated surface for traction. These granules inevitably break loose, creating a dangerous slip hazard—acting like tiny ball bearings under an installer's boots—while shedding abrasive debris into the gutters. Our products feature a specialized woven top surface that walks and feels like a high-quality synthetic. It provides superior, reliable traction without any granule loss, creating a safer, cleaner environment for all roofing crews.

High-End Chemistry at a Cost-Effective Price Point

Historically, premium butyl was considered a luxury reserved only for high-end metal or tile roofs. We have changed that. We specifically formulated our chemistry to deliver extreme-temperature performance and superior nail-sealing at a cost-effective price point for the entire trade. Because the lighter, thinner rolls are easier to handle and carry up ladders, crews save significant time and physical strain. We have bridged the gap, allowing all



professional roofing contractors to upgrade from outdated, heavy asphalt to premium butyl technology without compromising their bottom line.