

- 1940 During World War II, bitumen paint-protected iron cladding was used in the United Kingdom.
- 1954 Lou Fisher observed the bitumen coating process.
- 1957 The first Fisher Tile was manufactured in Auckland.
- 1964 10-pan tile was developed.
- 1967 Decra® interlocking profile developed.
- 1967-70 Stone chips refined; overglaze added.
- 1970s First export sales to Africa.
- 1980 Acrylic coatings introduced - improving durability.
- 1980s Exports to Asia.
- 1989 USA plant established in Corona, California.
- 1981-04 Export offices in Canada, Australia, Central Europe, Arabian Gulf, Japan, Hong Kong, Turkey, Slovenia, Poland and France.
- 1995 Zinalume Steel Substrate replaces galvanised steel, extending product life.
- 2000 Dedicated export office for Africa. First sales to Tanzania and Uganda.
- 2001 First sales to Gambia, Ghana and Kenya.
- 2002 First sales to Eritrea and Burkina Faso
- 2003 Purchased by Fletcher Building. First sales to Sierra Leone.
- 2004 First sales to Ethiopia and Nigeria.
- 2005 Purchased plant of former licensee in Malaysia. First sales to Zambia.
- 2006 First sales to Rwanda and South Africa.
- 2007 First sales to Liberia and Somalia.
- 2008 First sales to Cape Verde, Gabon and Sudan.
- 2009 AHL Roofing commissions its newest manufacturing facility at Várpalota, an industrial town in Western Hungary, which sources its key raw materials from New Zealand. First sales to Angola.
- 2010 First sales to Malawi.
- 2011 First sales to Djibouti.
- 2012 First sales to Cameroon.
- 2013 First sales to Mozambique and Mauritius.
- 2014 First sales to Ivory Coast.
- 2015 All genuine Decra® roof tiles are manufactured with the Decra® logo printed on the back of the tile.

# Decra

<p>Secure</p> 	<p>Lightweight</p> 	<p>Fast Installation</p> 	<p>Coastal Living</p> 
<p>Testing and Inspection</p> 	<p>Fire Resistance</p> 	<p>Weather Performance</p> 	<p>Heritage</p> 

[www.decraafrica.com](http://www.decraafrica.com)

- ✓ Alu-Zinc Steel Tile
- ✓ Natural Volcanic Stone Coating
- ✓ Advanced Technology

### Beware of Fakes and Imitations

Copies are rarely as good as the original, and no other manufacturer can match Decra® for experience or heritage. Other tile manufacturers reduce quality inside the tile where it is needed the most in order to make a tile that looks like Decra® on the outside.

For example, reducing the alu-zinc mix in the steel by half can reduce the lifespan of the tile by up to two thirds. That's just over 16 years against genuine Decra®'s 50 years. Other manufacturers use painted stone which quickly changes colour due to UV and comes off easily due to low quality basecoats.

In addition, fakes and copies will not perform to our high standards, may leak and cause damage to your home.

*"People have conned it and are using generics which has spoilt its name... Africans have started manufacturing a profile for 'Decra' with metal and then painting it and if you use it here at the beach within five years it is finished."*  
— African customer

*"Decra original does not have any weaknesses. But for fake Decra, after five years the contractor will be called back to the building site."*  
— African customer

*"...the stone coated sheets when you buy them they look the same. The change in pattern is so minimal that you can't actually differentiate them properly, so you may not know who is imitating whom."*  
— African customer



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Protecting Your Investment

Find out more about **#GenuineDecra** by talking to your official Decra® distributor or join us on our social media networks.



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All genuine Decra® roof tiles have the Decra® logo printed on the back of the tile and are only available from official Decra® distributors.



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