

THE BLUE BOOK



BEYOND COMPARE

— SINCE 1957 —



HIGHLIGHTS OF DECRA® ROOFING SYSTEMS

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Over sixty years of expertise delivers the finest roofing system
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Discover the processes that make Decra® the worlds leading roof
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Wherever you live, whatever nature has to throw at it, your Decra® roof will perform for generations
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Be inspired by these real-life Decra® projects
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With more profiles, colours, trim choices and accessories, there are thousands of combinations to create a truly unique roof

DECRA® ROOFING SYSTEMS

ROOFING LUXURY



GET MORE FROM DECRA



Visit our website for the most comprehensive information regarding the qualities of a Decra® roof



Discover the NEW Decra® brochure app. All the information of the Decra® MENA website available offline 24/7. Download the Decra® App onto your smartphone or tablet



DIGITAL AFFIRMATION

Upon taking delivery of your Decra roofing tiles, you can quickly and easily check the authenticity of your purchase by entering the production code into our Tile Verification App.

A SPECIAL WELCOME



Welcome to The Blue Book, a collection of Decra® Roofing System projects that has been compiled to inspire and inspire.

For more than sixty years, the architectural world has been able to explore and innovate with Decra® to design, create and craft roofs that are truly beautiful, push new boundaries or fulfill functional briefs to new levels of competence.

In this time, Decra® has become synonymous with quality and continues to lead the industry to this day, remaining undeniably “beyond compare”.

Discover over the next sixty pages how Decra® can provide the best solution for you.

Experience outstanding customer service, matched only by the quality of our products when you talk to our Distributors. We like to think that the combination of world class *solutions* and world beating customer service is what sets us apart.

Enjoy the unrivalled discernment of creating a Genuine Decra® roof.

RESPONSIBLE MANUFACTURING

Decra® is shaping the future responsibly by utilising innovative methods of manufacture to reduce our carbon footprint. In New Zealand, we use hydro power and keep our emissions within environmental regulations.

While steel is infinitely recyclable, our stone chip is crushed natural rock and our coatings are water based. The packaging of our products can all be recycled. Installation of Decra® requires zero heat or fume emitting processes.



A CLASS OF ITS OWN

DECRA® HISTORY

1940s

During World War II, RAF aircraft hangers were painted with black bitumen paint for camouflage.

After the war, New Zealander Lou Fisher discovered that the bitumen paint had protected the steel from corrosion.

Realising its commercial value, he buys the rights to the paint and takes the idea back to New Zealand.

New Innovations:

- Bitumen paint



1950s

Decramastic® is registered as a brand name and the company produced the worlds first bitumen coated steel roof tile.

Natural stone chips are used to prevent the tiles sticking together but soon become a design feature demanded by customers.

New Innovations:

- Worlds 1st steel roof tile
- Natural stone chips

New Profiles:

- Heritage



1960s

A period of technological advancement see's the Decra® tile become interlocking providing extreme strength and absolute weather protection.

A fungicide is added to the basecoat, dramatically increasing resistance to moss and fungal growth.

New Innovations:

- 10 pan tile
- Interlocking tile
- Fungicide added



1970s

The 70's saw Decra® concentrate on improvements in the natrual stone chip. A "double drop" method of applying chips ensures maximum coverage, while Decra® scientists develop an overglaze to improve chip adhesion, increase strength and enhance the appearance of the roof.

New Innovations:

- Advanced acrylic overglaze
- Double-Drop chip application



In seven decades, innovation, consistent quality and a business focused on people has transformed Decra® from an idea into a market leading global success.

1980s

Technological breakthroughs enable the original bitumen basecoat to be replaced by an advanced modern alternative, instantly improving the performance of the tile. With the addition of a seal-coat primer, Decra® tiles now enjoy 3 layers of underside protection and 5 on top.

Major research is carried out to address UV radiation, coastal salt corrosion & urban atmospheric pollution.

New Innovations:

- All new basecoat
- UV & Salt testing
- Improved protection
- Anti-corrosion primer

New Profiles:

- Classic



1990s

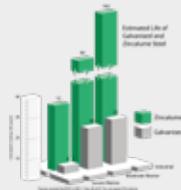
Alu-zinc steel forms the core of every Decra® tile. Our laboratories in New Zealand prove that alu-zinc steel outperforms galvanised steel in all areas using established scientific techniques and real-time testing.

New Innovations:

- Alu-zinc steel

New Profiles:

- Shake
- Shingle



2000s

With the Decra® tile perfected, new manufacturing facilities are opened and the new Milano profile successfully launched.

A dedicated office for Africa is established and is later joined by the Middle East

New Innovations

- Advanced manufacturing plant

New Profiles:

- Milano



2010s

To protect our customers from fakes, the Decra® logo is printed on the back of every tile and a #GenuineDecra campaign is launched on social media.

In 2016, Decra® launches Slate - an all new, unique profile.

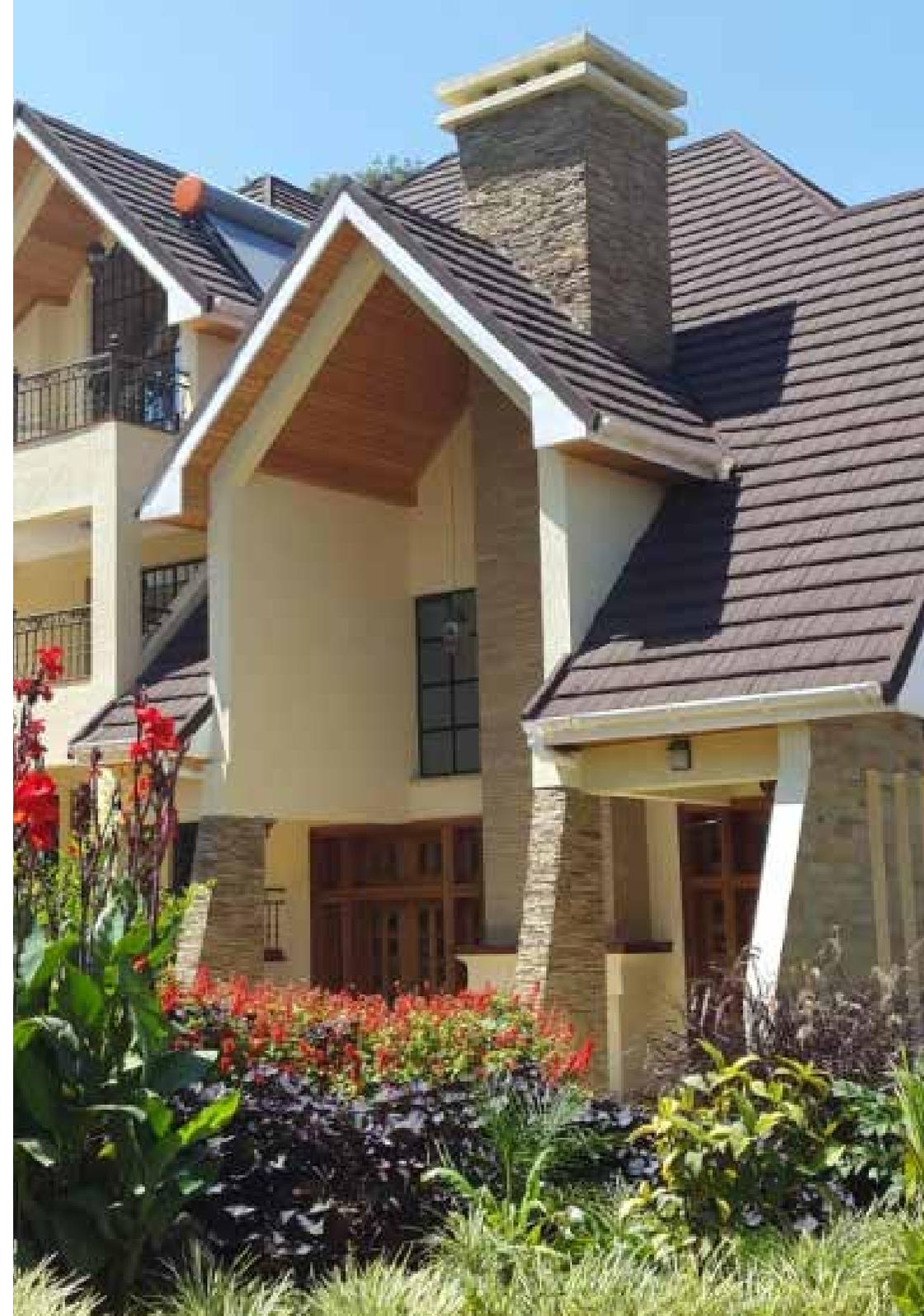
New Innovations:

- Decra logo printed on tiles

New Profiles:

- Slate

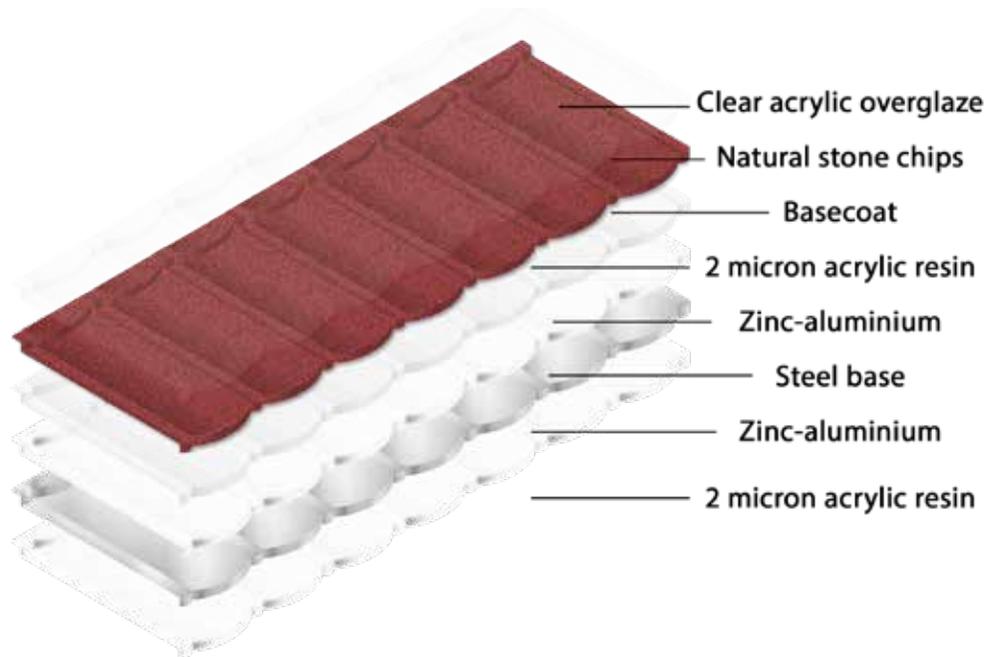




ADVANCED TECHNOLOGY

SUPERIOR PERFORMANCE

It's common for Stone Coated Roof Tiles to look similar when new. Yet over time, Decra® tiles outperform other brands and keep their vibrant colour. This is due to the quality of raw materials used in the manufacture of Genuine Decra® and the advanced technology employed during production



Every tile on your Genuine Decra® roof is quality assured, having been perfected over a sixty year period. We guarantee performance based on the quality of our Alu-Zinc Steel, our natural stone chip and coating technology.



Decra® Roofing Systems is the ONLY roof tile with Quantum Coating Technology. This next generation technology keeps your roof looking newer for longer by retaining its vibrant colour, preventing chip loss and prolonging any organic growth on the roof.



DECRA PERFORMANCE

DEFINING A CATEGORY

NATURAL ENVIRONMENTS

Wherever you're planning your new home, your Decra® roof will provide generations of worry free protection



For coastal properties, the Alu-Zinc in our steel provides superior protection from salt, not only for our roof tiles and accessories, but also for our fastening nails and screws. Our full 50 year warranty covers homes located from 750 metres away from breaking surf, while within 750 metres roofs still benefit from a fully comprehensive 25 year warranty.



In-land and upcountry, roofs can sometimes suffer from organic growth, algae and staining from surrounding trees. Genuine Decra® features QCT - Quantum Coating Technology to help alleviate such problems and protect stone coatings from chip loss and colour change, keeping your roof looking newer for longer.

FEATURES & BENEFITS

Over sixty years of expertise delivers the worlds finest roofing system



SECURITY

Secure fixing makes Decra® ultra secure & impossible to lift.



LIGHTWEIGHT

Upto 10x lighter than cement or clay, Decra® creates savings in construction and environmental costs



TESTING

No other roof tile has undergone as much testing to ensure perfection



STRENGTH

Only the highest grade steel is used in the production of Genuine Decra®



WEATHER PERFORMANCE

No weather extreme can beat Decra® from the suns UV to hurricanes, earth quakes and snow storms



FIRE RESISTANCE

Decra® exceeds international standards for fire safety, keeping your loved ones safe in an emergency



DRINKING WATER

Certified to WHO standards, a Decra® roof adds nothing to rain water collected from the roof



FAST INSTALLATION

Decra® installs quicker and easier than other roofs, saving cost and time on installation

HERITAGE

QUINTESSENTIAL LUXURY





The original. Decra® Heritage blends an elegant past with an historic legacy of great architecture with 21st century technology which continues to inspire the next generation of designers.

HERITAGE

GREENSTONE





HERITAGE





HERITAGE

SAGE



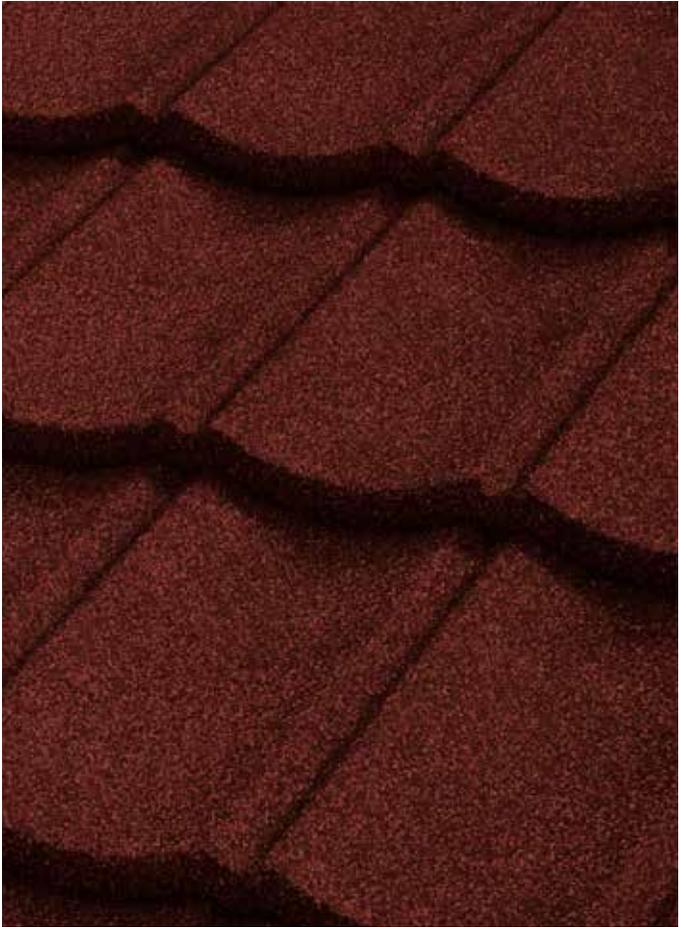
TERRACOTTA



HERITAGE

CHARCOAL





HERITAGE

TEAK



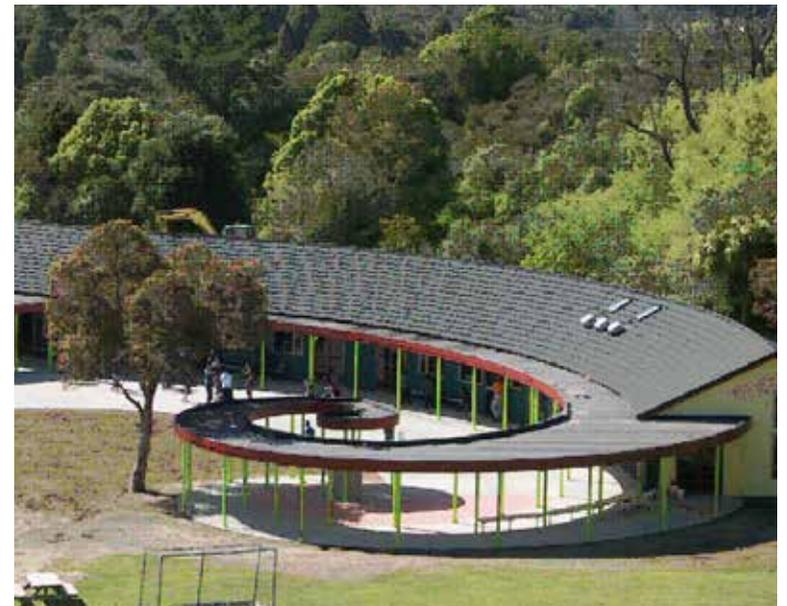


SHINGLE

CONTEMPORARY LUXURY



A favourite of many architects, Decra® Shingle has distinctive ridges which cast deep shadows across the roof creating variations in look and texture throughout the day depending on the sun's position

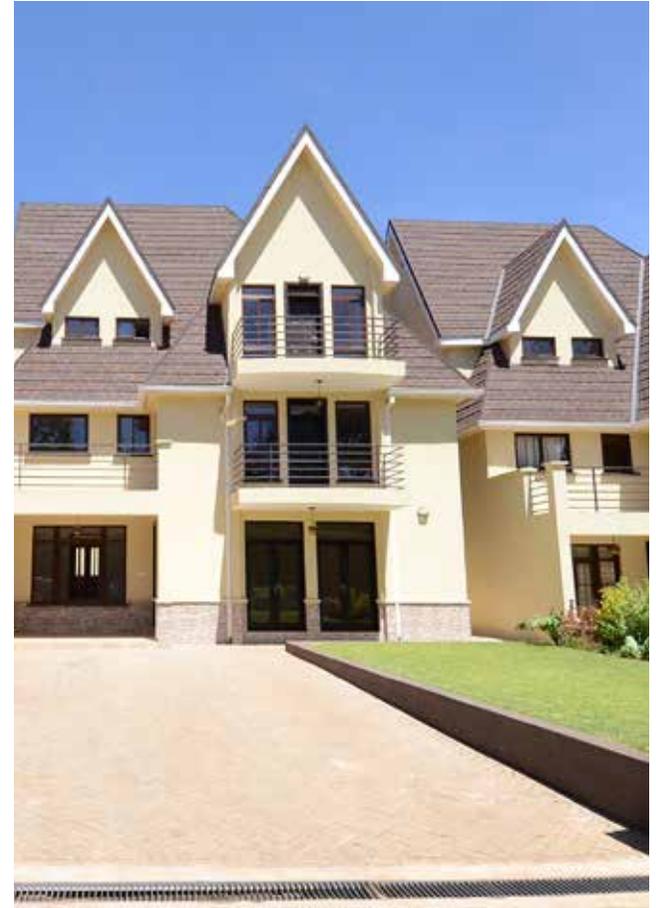






SHINGLE

BARK





SHINGLE

CHARCOAL





MILANO

CONTINENTAL LUXURY



Milano by Decra® captures the all of the romance and glamour of the Cote d'Azure, Italian Riviera and Monaco. Classic in design, yet utilising cutting edge Decra technology.





MILANO

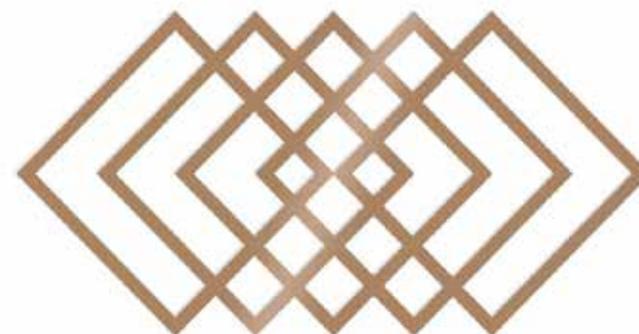
TEAK





MILANO

COPPER





SLATE

LUXURY WITHOUT EQUAL



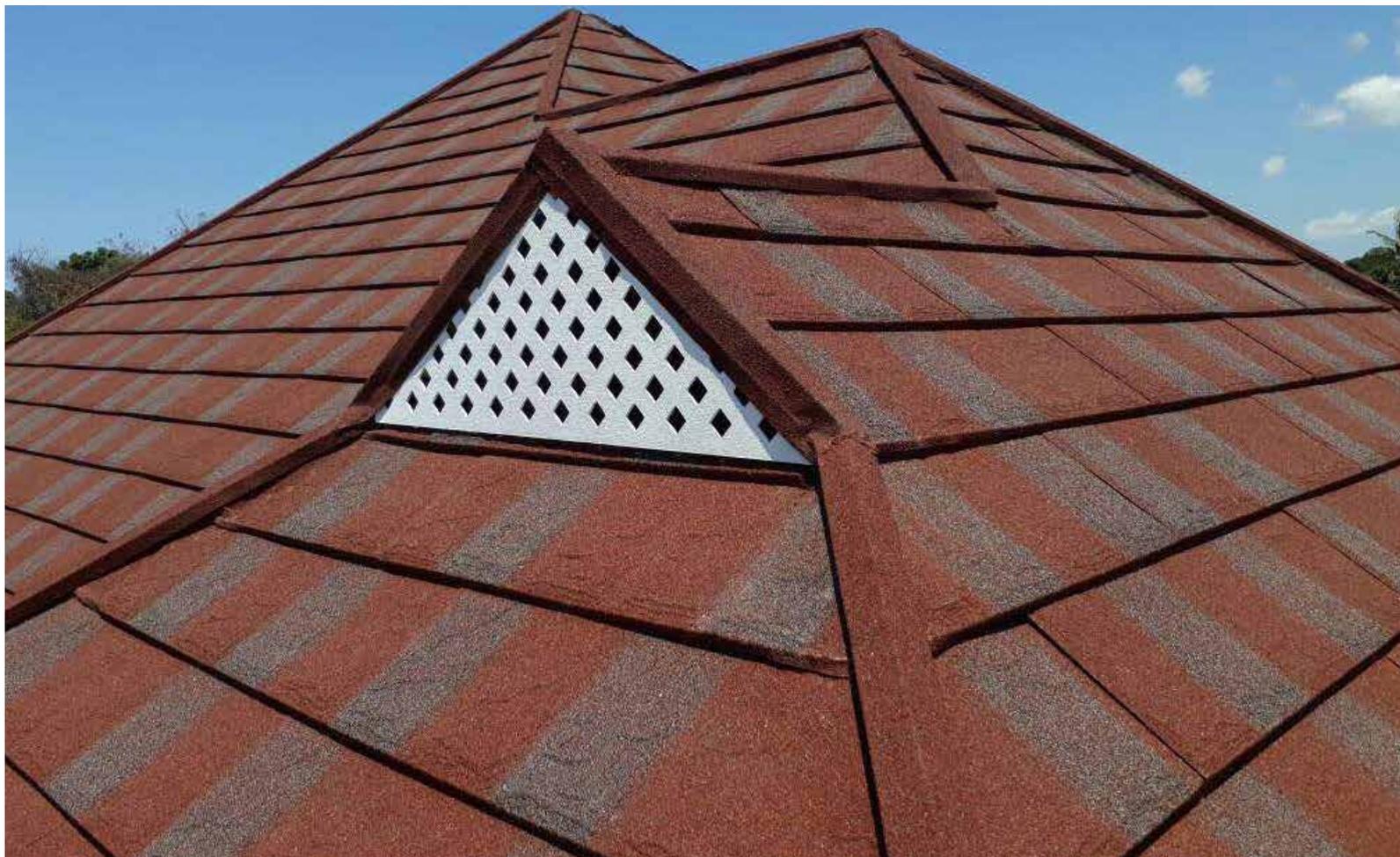
*"Like no other roof
i've ever seen"*

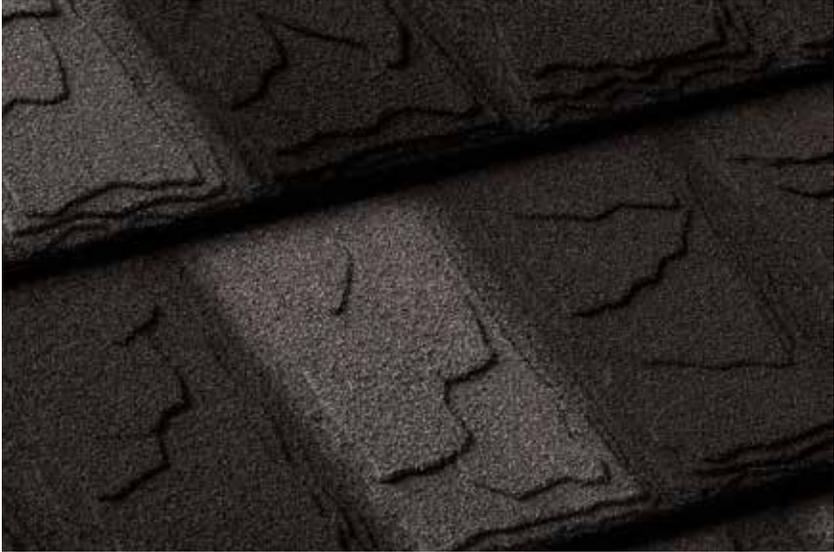
Replicating traditional European stone slates, this unique, flatter profile has quickly established itself as one of the most popular Decra® profiles



SLATE

SEQUOIA





MONO-PITCH

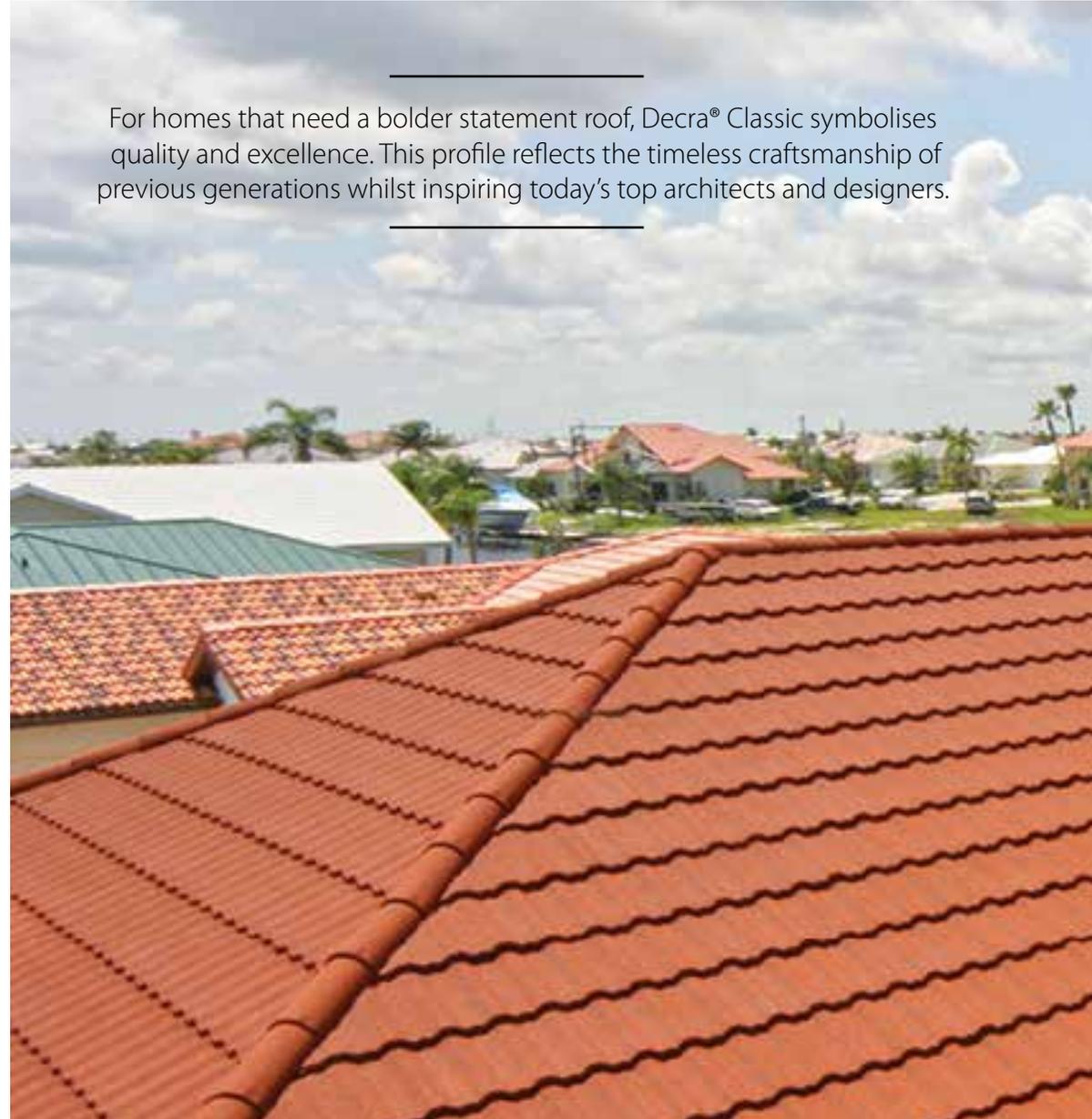
ROOF DESIGN

With its flat profile, Decra® Slate is the perfect choice for mono pitch roof design. Complementing this most modern of styles, the Decra® Slate Profile adds aesthetic appeal, while benefitting from all of the usual Decra® features.



CLASSIC

THE LUXURY OF ELEGANCE

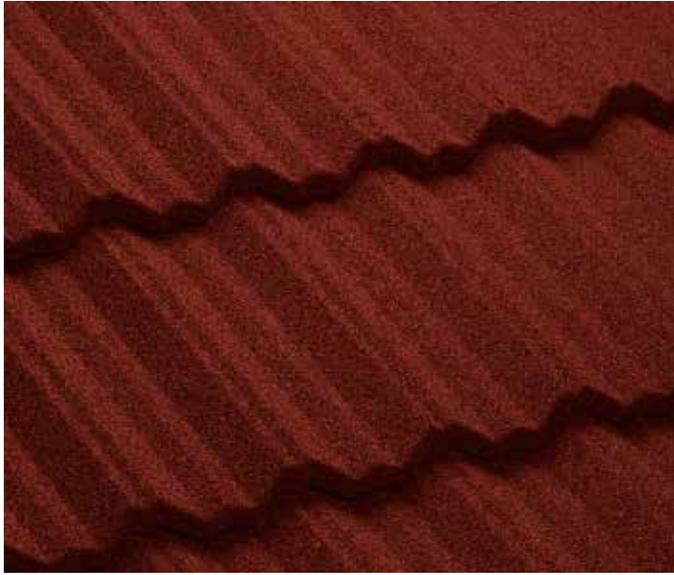


For homes that need a bolder statement roof, Decra® Classic symbolises quality and excellence. This profile reflects the timeless craftsmanship of previous generations whilst inspiring today's top architects and designers.



CLASSIC

GARNET



TERRACOTTA





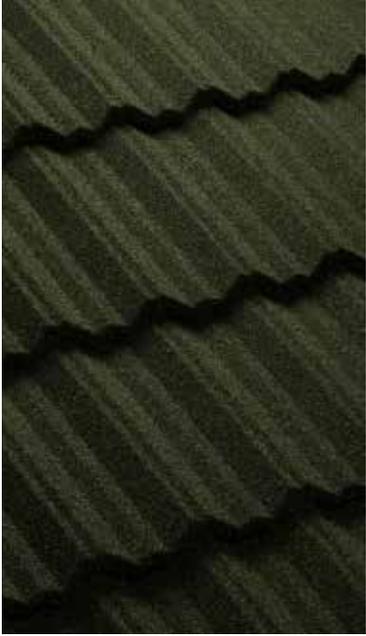
CLASSIC

TEAK



CHARCOAL





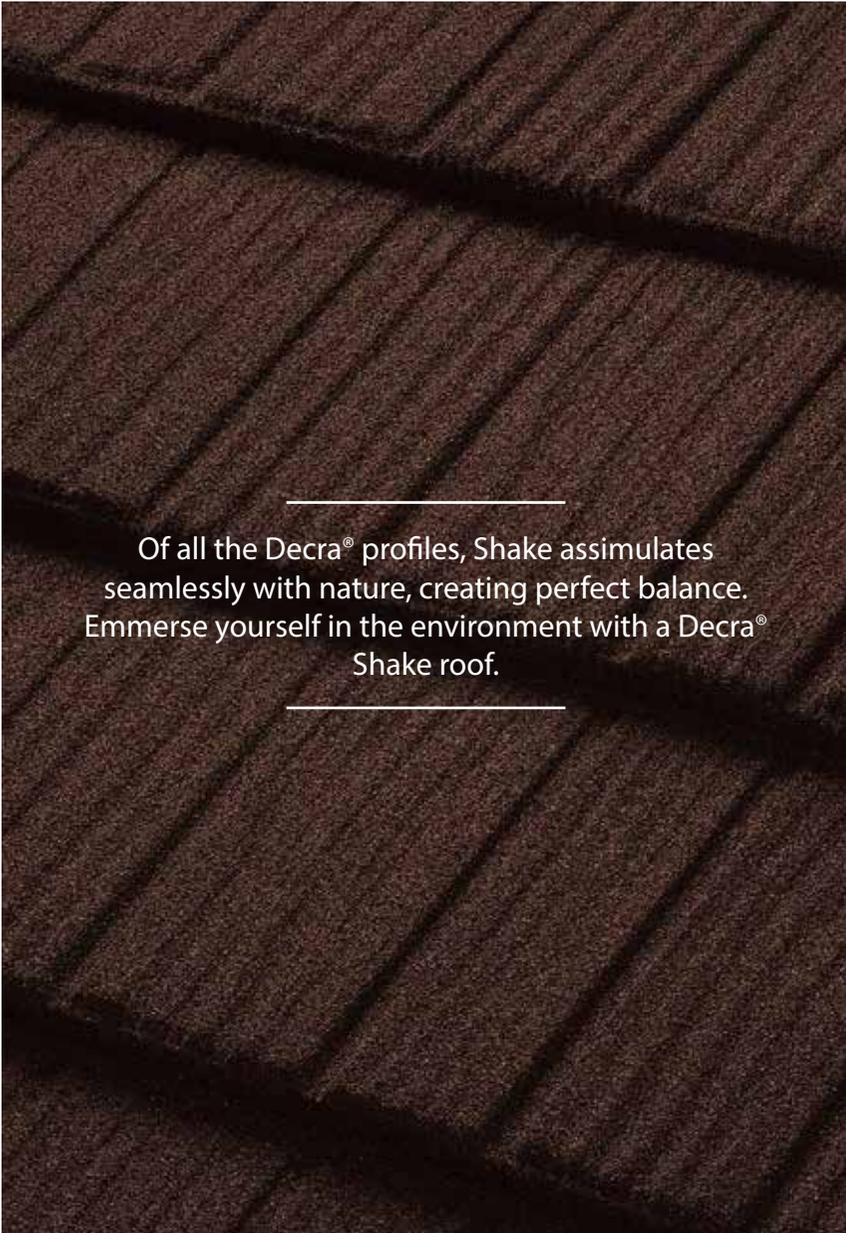
GREENSTONE



SHAKE

NATURAL LUXURY





Of all the Decra® profiles, Shake assimilates seamlessly with nature, creating perfect balance. Emmerge yourself in the environment with a Decra® Shake roof.



SHAKE

PEPPER





SHAKE

CHARCOAL







HERITAGE



Ashwood



Cedar / Coffee



Garnet



Pepper



Sage



Sienna



Burgundy



Charcoal



Greenstone



Rosso



Sapphire

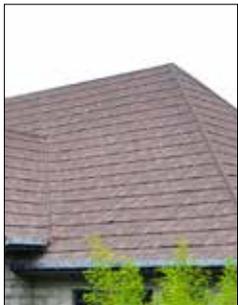


Teak



Terracotta

SHINGLE



Bark



Delta Blue



English Oak



Portland



Sapphire



Sunset



Charcoal



Eclipse



Flint



Ravine



Sequoia



Willow

MILANO



Ashwood



Cedar / Coffee



Garnet



Pepper



Sage



Sienna



Burgundy



Charcoal



Greenstone



Rosso



Sapphire



Teak



Terracotta



INDIVIDUALITY & CHOICE

COLOUR OPTIONS

SLATE



CLASSIC



SHAKE



COLOUR FINISH

SOLID
COLOURS



PATCHED
COLOURS





TRIM OPTIONS

Decra® Trim Options enable you to create subtle differences in trim specification which dramatically alter the appearance of the roof while maintaining the highest standard of quality.



(1) Barrel Trim. Rounded trim profile for softer aesthetics

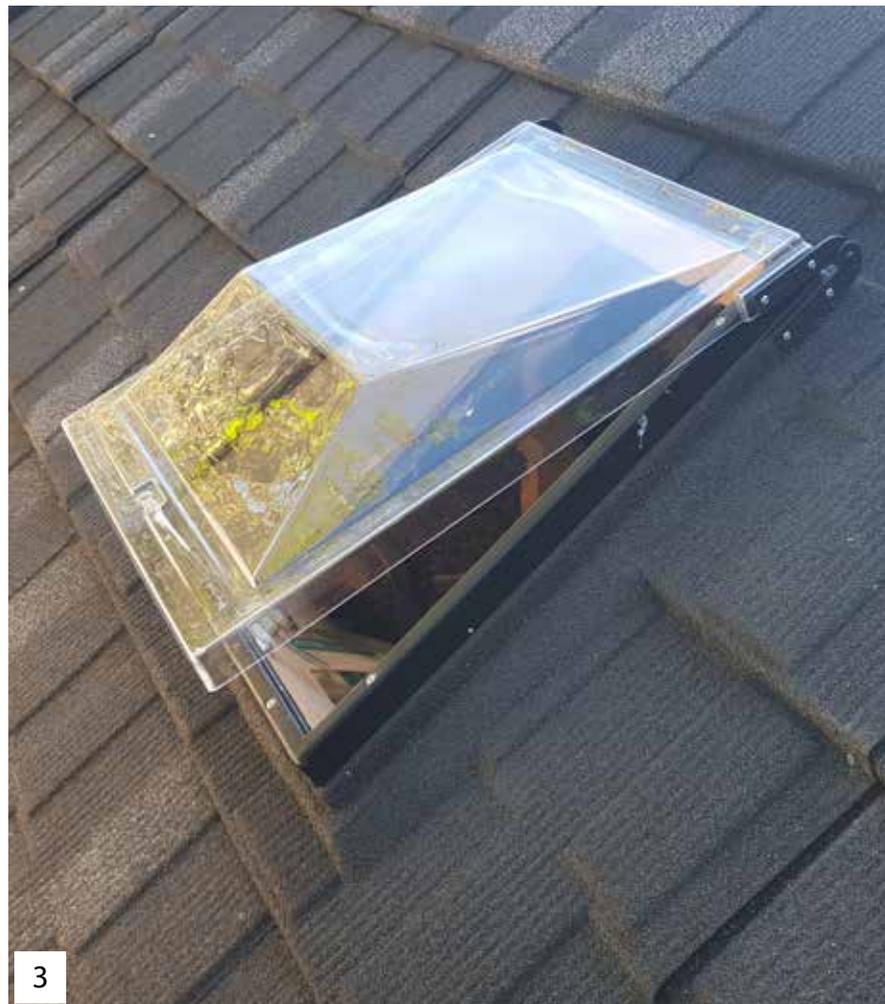


(2) Angle Trim. Sharp edges to compliment a contemporary design



GENUINE DECRA ACCESSORIES

The endless possibilities offered by Genuine Decra® Accessories enable you to create a truly individual roof and the opportunity to make your vision a reality. All Genuine Decra® Accessories are designed to enhance health and well being, help the environment and reduce energy consumption, ultimately lowering your energy costs and prolonging the lifespan of your home.



(1) Cowl Vent. Prevents mould, fungi & rot

(2) Sun Tunnel. Allows you to direct natural sunlight to exactly where you need it

(3) Roof Window. Enables the roof space to be used.

(4) Decra® Foil. Reflects 95% of the sun's heat

(5) Sanitary Vent. To expel air from kitchens & bathrooms

KNOWING IT'S **GENUINE**

A fake Decra® roof can be a costly mistake, putting your home and your family at risk. Mitigate those risks by following the three easy steps below.



EXCLUSIVE DISTRIBUTORS

Genuine Decra® is ONLY available through our network of Exclusive Distributors. Genuine Decra® roof tiles are matched by the superior service levels offered by our Distributors.

email: enquiries@decraMENA.com



DECRA® LOGO

Genuine Decra® roof tiles have the Decra logo printed on the back of the tile. When your roof tiles are delivered, check that they have this logo.



DECRA® APP

As a final check, enter the production code from the back of one of your tiles into the Decra® App. This will confirm instantly that your tiles are Genuine Decra®.

SERVICES & BENEFITS

ROOF CALCULATIONS



Let us do the work. Simply bring your roof plans into your local Decra® Distributor and they will calculate exactly how many Decra® roof tiles you require, plus which accessories you'll need to complete the look.

DELIVERY



Upon receipt of either a deposit or full settlement, your Distributor will ring-fence stock of your tiles in their warehouse facility to ensure that they are ready whenever you are. At that time, you can either collect or arrange delivery

INSTALLATION

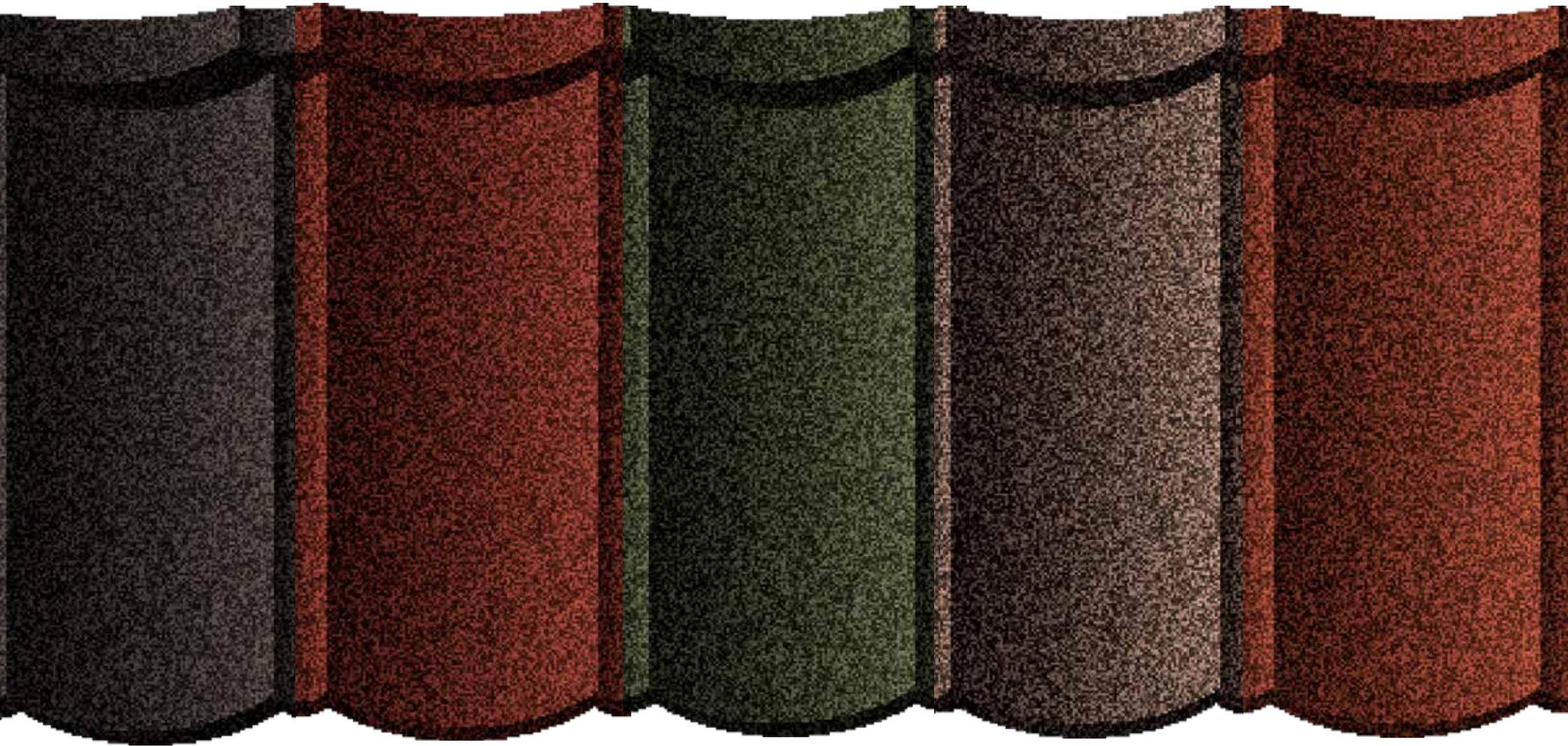


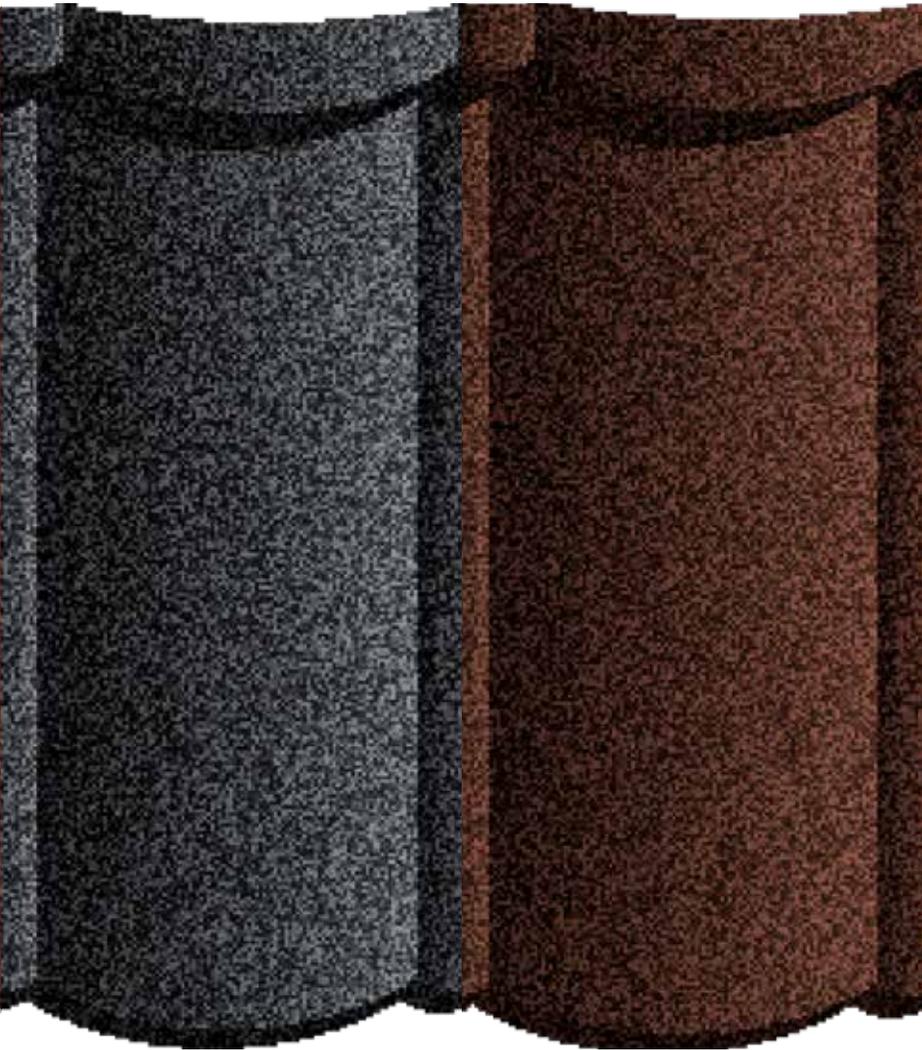
We have trained thousands of installers on our internationally recognized training program. Wherever you live, we can recommend an installer to install your Decra® roof to the highest standard.

WARRANTY



Our fifty year warranty sets the industry standard. We believe we offer the most comprehensive warranty for roof tiles anywhere in the world, and it's free.

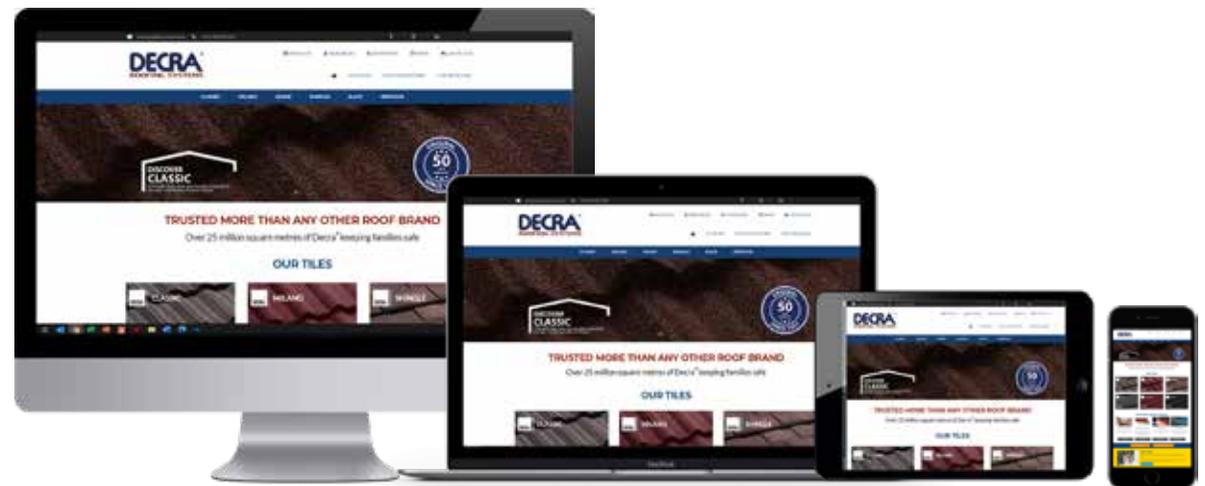




WE'RE LOOKING FORWARD TO MEETING YOU

Our dedicated teams are ready when you are to guide you through the process of selecting your new Decra® Roof. Choosing a roof can be a complicated process, but our experts are here to make every stage as painless and seamless as possible.

If you require any more information, everything you need to know about Decra® can be found at www.decraMENA.com - on your PC, Laptop, tablet or phone.



LUXURY DEFINED



The ORIGINAL Stone Coated Metal Roof Tile

www.decramena.com