



For More Information Contact:

Bobby Lambrix, Communications Coordinator

blambrix@malarkeyroofing.com

(503) 283-7887

FOR RELEASE: October 11, 2018

Malarkey Roofing Products® Highlander® NEX™ to Feature New 3M™ Smog-reducing Granules

PORTLAND, Oregon - Malarkey Roofing Products®, the premier North American building materials manufacturer, in collaboration with 3M, is pleased to announce the inclusion of 3M™ Smog-reducing granules to the [Highlander® NEX™](#) laminated architectural roofing shingle line.

"The Highlander® NEX™ roofing shingle is one of our most innovative and advanced products. Throughout our history, we've sought to produce quality roofing products specialized to perform in specific environments. Highlander® NEX™ delivers without being unnecessarily overbuilt," said Jim Fagan, Chief Executive Officer and President of Malarkey Roofing Products®.

Highlander® NEX™ is already made with the innovative NEX™ polymer modified asphalt (previously referred to as Nexgen™) and solar reflective granules. With the inclusion of 3M Smog-reducing granules, Highlander® NEX™ is the most sustainably manufactured asphalt roofing shingle in the industry.

"Sustainability is at the core of our product design," said Fagan. "We strive to include innovative technologies that improve our environment in all aspects of our operations. Granules that help transform smog gases from the air are certainly in line with that mission," he added.

Recently launched by the [3M Industrial Mineral Products Division](#), 3M™ Smog-reducing Granules [help to remove smog pollution](#) (nitrogen oxides or NO_x) using roofing shingles. Integrated throughout a shingle's surface, 3M's roofing granules are designed with a specialized photocatalytic coating applied to the base mineral. The specialized coating on the granule is activated by the sun's UV rays, while blending inconspicuously into various shingle color combinations. As [shown in the video](#), when sunlight hits the shingles containing the smog-reducing granules, radicals are generated and transform nitrogen oxide gases into water-soluble ions improving air quality. This smart solution for pollution mitigation can help communities contribute toward their NO_x emission reduction efforts.

The Highlander® NEX™ shingle additionally features 3M™ Cool roofing granules. These granules reflect solar rays to cool the roof and home. The Highlander® NEX™ introductory color offerings will include Weathered Wood, Natural Wood, Heather, Silverwood and Sienna Blend.



About Malarkey Roofing Products®

Malarkey Roofing Products® is a Portland, Oregon based roofing manufacturer that provides performance-driven residential, commercial, and sustainable roofing solutions with unparalleled service and integrity. Since 1956, Malarkey Roofing Products has consistently valued innovation and is motivated to provide products that are committed to sustainability through long-term solutions, creating value for customers and business partners. For more information on Malarkey Roofing Products, or to find a representative, call 800.545.1191 or visit WWW.MALARKEYROOFING.COM

[Scotchgard and the Scotchgard Protector Logo, including the 3M logo are all trademarks of 3M.](#)

###