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**FOR IMMEDIATE RELEASE**

## **MALARKEY ROOFING PRODUCTS CELEBRATES 60 YEARS OF ASPHALT ROOFING INNOVATION**

PORTLAND, Oregon – June 2, 2016 – Malarkey Roofing Products is proud to mark sixty years of asphalt roofing manufacturing by celebrating their history of innovation across multiple campaigns in 2016. Since its establishment in 1956, Malarkey has been a family owned business with a focus on quality products providing long-term solutions for customers.

Headquartered in Portland, Oregon, Malarkey Roofing Products has expanded over the years to include production facilities in South Gate, California and Oklahoma City, Oklahoma. Throughout the company history, Malarkey has been an innovator of notable roofing industry advances including the first polymer modified asphalt shingle in 1986, the first Scotchgard™ Protector shingle in 1994, and the creation of The Zone® patented nailing area for improved architectural shingle installation in 2001.

The sixtieth anniversary of Malarkey Roofing Products is being celebrated throughout 2016 with a focus on historical innovations of the company as well as looking to the future of sustainable manufacturing practices. An anniversary logo was released the beginning of 2016 and anniversary promotions will be held throughout the year at trade shows, on social media, and during special events.

To mark the milestone anniversary, the video “[The History of Malarkey Roofing Products](#)” was created to highlight the company focus on innovation and how they have laid a foundation for future products that are mindful of environmental needs. The video focuses on the collaboration of customers, employees, products, and continual innovation for a company to succeed. Malarkey takes this concept into the slogan “A Bunch of Malarkey” to highlight the groups of customers, employees, and products that celebrate what it is to be a part of the Malarkey team.



“Malarkey is a family company and we want our employees and customers to feel like part of that family,” states Malarkey Roofing Products President Jim Fagan. “I’m proud to be part of a company with such a long history of innovations that focus on quality. We are looking forward to continuing that tradition with roofing solutions that will take us into the future of sustainable roofing.”

For more information on Malarkey Roofing Products or to find a representative, call 800.545.1191 or visit [WWW.MALARKEYROOFING.COM](http://WWW.MALARKEYROOFING.COM).

### **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.

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