



MASTERS IN THE *Artistry* OF ROOF TILE

NEWS FROM THE FIELD

March 2010

Notable Architect Gives World Class Resort a Fresh Look

Located 100 miles west of Denver, Vail is one of the finest ski destinations in North America, known for its bright sun, brisk climate, and heavy snow. And, in the heart of Vail Village sits the prestigious Sonnenalp Resort, consistently ranked as one of the top resorts in the world. Not simply a premier hotel for skiers, the Sonnenalp includes a 5,000 square foot spa with Jacuzzis and an indoor/outdoor pool, two restaurants, two bars, and conference facilities.

Together with the architect Michael Foster and Denver based Source Products Group, owner Johannes Faessler decided to install a tile roof. Although this decision may surprise some who associate tile roofs with homes in the Sun Belt, to Faessler and his advisors a tile roof was the natural choice. They chose to use Vande Hey Raleigh Roof Tile and it has proved both prudent and cost-effective. According to Charles Frey, resident manager of the Sonnenalp, durability and aesthetics were exactly what the owners had in mind when they selected Vande Hey Raleigh. "The original structure was an older building and just not what the owners considered Sonnenalp standards, so they wanted to build something new. I believe Mr. Faessler, the owner, selected a tile roof to give it a European look, which is our image anyway. And, I believe he was also looking for something more durable than shingles." The previous roof consisted of wood shakes.

Source Products Group Helps Their Clients Make Good Business Decisions

Mark Wennstedt, of Source Products Group, the tile

This Month's Featured Company

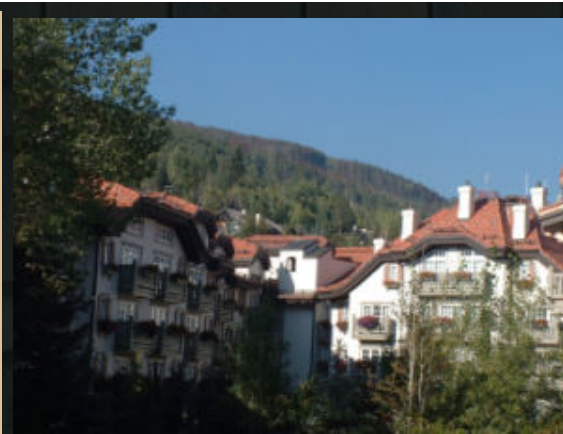
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Sonnenalp Resort



distributor for the Sonnenalp project, recalls that the owners were particularly concerned about lifecycle costs. "They were looking for a permanent product, one that had good lifecycle costs that would be able to withstand the freeze-thaw elements of the Vail Valley. So, we went in there with the Vande Hey Raleigh concrete tile product and reviewed everything from snow retention to the venting system to the tile installation, because a tile roof is only as good as the system it's installed with." According to Wennstedt, who has been in the tile roofing business for almost 20 years, "Most roofs wear out, but concrete tile typically won't wear out." Tile roof manufacturers - both concrete and clay - typically offer warranties of at least 50 years. (Vande Hey Raleigh offers a life time warranty). Wood and metal roofs usually do not last that long. Wood shake roofs last a maximum of 15 to 20 years; the intense sun and dryness of this mountain region can cause the wood to split, crack, and curl, ruining a roof's appearance. Most wood roofs are also a fire hazard, which is a tremendous concern, as evidenced by the vast fires in the western states. Clay and concrete tile roofs, in contrast, have achieved an unconditional Class A fire rating, which applies over the lifetime of the product.



Vande Hey Raleigh
Not Just Any Ordinary
Tile



By adding pigments to the raw materials, Vande Hey Raleigh can produce tiles with colors that last indefinitely. Roofing tiles are also available in a wide variety of colors and styles. For the Sonnenalp Resort, the architect used a custom blend of five different colored tiles in various shades of red and brown, which they placed in a random pattern on the roof.

It is a flat concrete tile that Vande Hey Raleigh calls "Modern Slate." Because Vail is a heavy snow region, they used a heavy duty tile that weighs more than regular tile and has greater transverse strength, which reduces the likelihood of tiles breaking from sliding snow and ice.

As an architect, Foster appreciates the many color and style choices available. "You can get

"Because of the size and quantity of tile we ordered, we had Vande Hey Raleigh do a custom color match," states Mike Foster, architect and project manager for the new renovation. "You can get nice color variety. You can start to play with some of your colors and your theme throughout the whole building, which is kind of fun for us. And, the colors last."

Mike Foster - Architect

nice color variety. You can start to play with some of your colors and your theme throughout the whole building, which is kind of fun for us. And, the colors last." Overall, Resort Design Associates International has experienced great success with tile roofs in the Vail region. In fact, Foster notes that, "For the commercial work that we do, probably 90% to 95% is tile roofs

As architect Mike Foster notes, "Customers are very satisfied with tile roofs. They like the look and the durability. Once it's up and in place, you get a good, lasting material."

<http://www.vrmtile.com>