



Marketing Outputs

**SlopeShield Plus Self-Adhered**  
an Air Barrier and Permeable Vapor Retarder Membrane with Self-Drying Technology  
Roll Size: 30' Product No.: 29399020 | Roll Size: 2'x5' Product No.: 41303400  
**SlopeFlashing**  
Product No.: 41303400

**Product Description**  
SlopeShield Plus SA, with self-drying technology, is a self-adhering, air barrier and permeable vapor retarder membrane. It promotes roof assembly durability by controlling vapor to pass through. Beautiful, white, non-toxic, non-flammable liquid water and air-mixing gently moisture damage and saving energy for the life of the building.

**BASIC USE**  
SlopeShield Plus SA can be installed on:  
• Roof applications with a minimum slope of 1/4" : 12" in both commercial and residential construction  
• Metal liner roof deck/floor deck as the structure is erected, see separate data sheet.

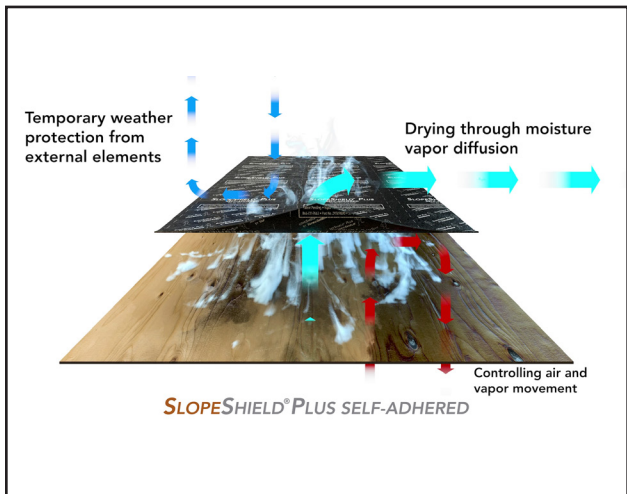
**MATERIALS**  
SlopeShield Plus Self-Adhered is a spun-bond polyester fabric with proprietary coatings on the top and underside. The underside is a fully self-adhered aggressive, patented, pressure sensitive adhesive that does not require primer or most roofing substrates protected by a microencapsulated release film, which is removed during installation.

**BENEFITS**  
**Air leakage and moisture management** - conventional air barrier and permeable vapor retarder, cutting air leakage and managing moisture within the building envelope.  
**Moisture reduction** - transitions an air barrier and permeable vapor retarder within the SlopeShield roof assembly, thereby greatly reducing condensation and other air movement issues.  
**Substrate self-drying technology** - facilitates drying of existing components such as insulation, concrete, wood, and lightweight insulating concrete decks allowing for component reuse.  
**Code compliant** - engineered to meet/exceed standards set forth in IRC and IBC.  
**Sustainable roofing solutions** - supports sustainable roofing practices by allowing the reuse of existing insulation and components in recycling scenarios, diverting construction debris from the landfill.

**Technical Data**

Property	Value
Color	Roll with silver surface / 20' : 12'
Thickness	1.00 (0.39) inch (25.4mm)
Membrane Weight	400 gsm (1.42 lb/100 sq yd)
DP Self-Adhesive	400 (200) gsm (1.42 (0.71) lb/100 (25.4) sq yd)
20' Roll Dimensions	30' x 12' (9.14m x 3.66m) 25' x 12' (7.62m x 3.66m) 25' x 5' (7.62m x 1.52m)
Roller	No Roller Required
Warranty	See SlopeShield Plus Self-Adhered Data Sheet
Minimum Application Temperature	20°F (4°C)
Service Temperature	-40°F to 180°F (-40°C to 82°C)
High-Temp Resistance	200°F (93°C)
Warranty	20-year material warranty

**Technical Sales Sheet Development:**  
Developed a highly technical sales overview to establish product features, benefits, and vocabulary.



**Promotional Video:** Facilitated the production of a detailed video showcasing the product's complex and innovative functionality.

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**Tools and Accessories**  
Hand-held roller with 1/2" (12.7mm) diameter wheels  
Roller knife  
Clothes  
Sealing gun  
Sealing  
Vapor tape

**Delivery, Packaging and Storage**  
Store roll materials in original packaging at an ambient temperature between 40°F and 120°F (4°C - 49°C). Protect materials from direct sunlight and inclement weather until ready for use.

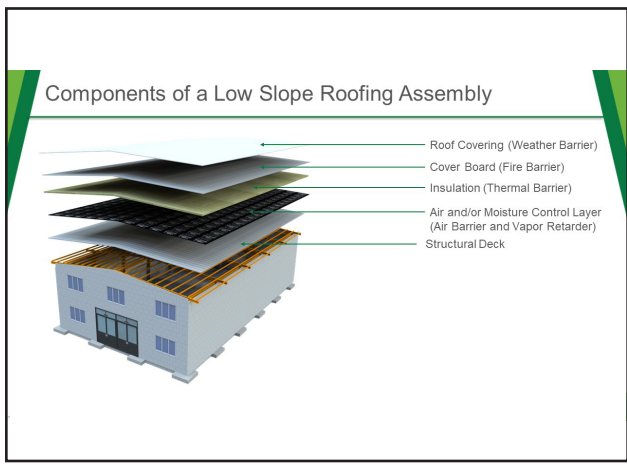
**Substrate Preparation**  
• Remove the substrate to clear, dry and free from dust, dirt and debris.  
• Steel surfaces must be free of any oil residue and moisture.  
• Remove substrate fasteners and seal with SlopeShield Plus SA for temporary weather protection on low slope roofs.  
• Before using, place concrete surfaces to be finished by forming, wood form, clean or power trowel, or trowel finished to meet a CDP of 2'-4" in accordance with the ICR Technical Guidelines No. 310.3B-0313.

**Compatible Substrates**  
Asph/Flt Shingles  
Built-up Roof  
Concrete  
Formed  
Metal  
Metal Deck  
Metal Panel  
Metal Panel  
Metal Panel  
Metal Panel

**Do's**  
• DO install on roof applications with a minimum slope of 1/4" : 12"  
• DO ensure all side and head laps are a minimum of 2' (0.61 m)  
• DO fill the membrane with a weighted roller, min. 70 lbs  
• DO seal VaporTape in all seams when using SlopeShield Plus SA for temporary weather protection on low slope roofs  
• DO install in a single fashion perpendicular to the roof slope with VaporTape in the long seams, such as drains, valleys, etc.  
• DO install within 20°F (4°C) and windy  
• DO clean membrane as soon as practical, maximum exposure time is 300 days  
• DO ensure surfaces are in sound, clean condition and free of oil, grease, salt, concrete form or other contaminants  
• DO 100% seals and gaps in substrate greater than 1/2" (12.7mm) wide  
• DO install over an existing existing epoxy with concrete center

**Don't's**  
• DON'T install in rain or install areas against the flow of water  
• DON'T install below 20°F (-4°C) and decreasing  
• DON'T install on wood below 1/4" : 12" without prior written approval from SlopeShield Technical  
• DON'T leave release liner unrolled, dispose immediately  
• DON'T store materials in direct sunlight and inclement weather until ready for use

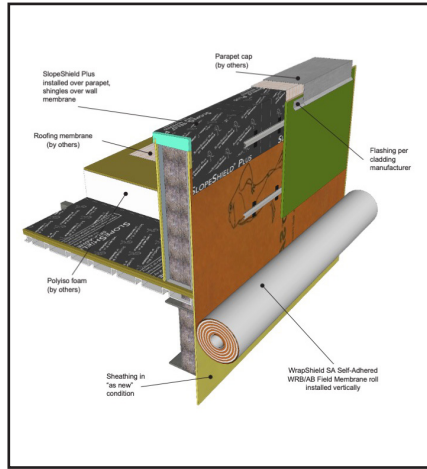
**Installation Instructions:** Wrote, assembled, and designed a set of highly technical installation instructions for use in the field and in sales conversations.



**Educational Presentation:** Developed a clear and informative presentation to be used for AIA continuing education credits and ongoing sales enablement.

Description and Background

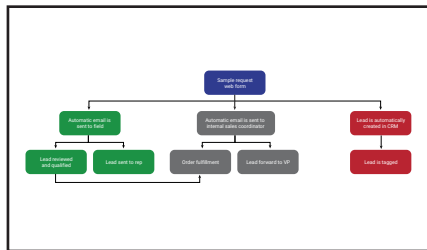
For this project, we employed our unique and proven process to turn the client's insights into valuable assets. We began by extracting key information from disparate verbal and written input, which we then transformed into versatile marketing content; including installation instructions, web pages, product animations, sales tech sheets, and more. Our collaborative approach brought together creative and technical teams to convert complex product data into clear and engaging marketing materials.



Details and Renderings: Transformed technical information into highly accurate renderings and 3D models, capturing the clients' visions and effectively communicating the product's value and application.



Sales Enablement: Provided the sales team with the necessary collaboration and tools to enhance their performance and ultimately increase revenue.



User Experience Mapping: Led internal cross-functional team in mapping the information flow from customer first touchpoint journey to CRM system.

QUICK OVERVIEW section with bullet points and icons describing SlopeShield Plus SA features like self-drying technology, fully self-adhered, and exceptional air barrier.

Website Update: Developed a straightforward website page highlighting product benefits, technical resources, and completed projects.

Project Summary

Serving as the product management department for our client, we oversaw the product's entire lifecycle; from conception and launch, all the way through long-term market positioning. As part of this endeavor, we successfully launched and marketed an entire new product division- encompassing all aspects of outbound marketing; including content, brand awareness, and successful customer conversion.

Cross Functional Team Skills

- Product/Program Management
Product Launch and Go-to-Market Strategy
Technical Writing, Illustration and Rendering
Cross Functional Team Leadership and Facilitation
Website Development and Ongoing Management
Creative Design Services and Video Development
Strategic Planning and Coaching

Technical Skills

- Microsoft Office Suite
Sketch-up Pro, Renderings, and V-Ray
Adobe InDesign, Photoshop, Illustrator, Premiere
Google Workspace, Microsoft Teams
Zoom, GoToWebinar
Joomla, Wordpress
Figma, Miro (UX Software)