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BIRD INCORPORATED INTRODUCES STANDARD MEASUREMENT WIND SEAL 80 SHINGLE

EAST WALPOLE, MA, October 21, 1983 -- Bird Incorporated, a manufacturer of fiber glass-based asphalt roofing shingles, announced today the introduction of the new Wind Seal 80, a standard measurement 12-by-36-inch shingle.

"The Wind Seal 80 was developed in direct response to contractors' demands and needs," said Mark Linkous, General Manager of Bird Incorporated's Northeastern Roofing Division. "During discussions with contractors we've found that a significant number have expressed a desire for non-metric, standard measurement shingles," said Linkous. He added, "They're ideal for re-cover work and much easier to handle. Because they're measured in feet and inches, estimating is also easier."

The Wind Seal 80 features the highest fire resistant rating awarded by Underwriters Laboratories, Class "A," and provides longer life than traditional felt-based shingles. "The warranty that accompanies the product is the best in the industry," said Linkous. "We're offering an exclusive 20-year limited warranty with two years full coverage."

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According to Linkous, recent product improvements include precise dimensional accuracy; reinforced tape-backing for 60 percent greater nail-holding power, improved sealing performance and wind resistance; a new, tougher sealant material with 90 percent more coverage; and packaging improvements to provide easier handling and greater moisture resistance.

The new Wind Seal 80 shingles are manufactured in the Company's Norwood, MA roofing plant and are available now throughout the Northeast.

Founded in 1795 and headquartered in East Walpole, MA, Bird Incorporated is a manufacturer of building materials including fiber glass-based asphalt roofing shingles and vinyl siding, as well as specialized machinery for the process, pulp and paper industries.

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