



THE LUDOWICI DIFFERENCE

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Since 1888, architects, homeowners, universities, commercial and government clients have turned to Ludowici for uniquely beautiful architectural terra cotta products that stand the test of time. Ludowici clay tiles are the highest quality available, which is why they adorn thousands of historic and newly built structures around the world. Meticulously crafted in New Lexington, Ohio from locally sourced materials, our products are infinitely customizable and carry a 75-year warranty. We promise to deliver:

## UNMATCHED DURABILITY

Ludowici products last a lifetime in any climate – even the harshest environments – for enduring luxury and beauty that will never fade.

#### **EXCEPTIONAL QUALITY**

Ludowici's unmatched materials and processes result in a product that's second to none and delivers a lifetime of beauty.

### AFFORDABLE LUXURY

Ludowici has multiple solutions to fit a broad range of lifestyles and budgets.

#### CUSTOM CRAFTSMANSHIP

Ludowici's product line can be infinitely customized and handcrafted to the finest detail to match any color or fit any architectural style – from modern to old-world.

## DOMESTIC PRODUCTS

We proudly manufacture Ludowici roof tiles and floor tiles in New Lexington, OH and have for over 130 years. Our worldclass clay is mined just 5 miles away, ensuring Ludowici roof tiles are 100% Made in the USA.

#### PEACE OF MIND

Our history speaks for itself. You can rest assured when you choose a product manufactured by a company who has been in business continually for more than a century.

#### PERSONAL SERVICE

Every customer receives personal attention and every order is handled with a personal touch by our dedicated customer service, sales and technical teams.

# HOW LUDOWICI COMPARES

CRITERIA	LUDOWICI CLAY TILE	OTHER CLAY TILE	CONCRETE TILE	SYNTHETIC TILE	WOOD SHAKES	SLATE
General Attributes	75 year warranty Including color; lower water absorption than other materials, highly decorative; Made in the USA	Decorative, varying degrees of strength, limited installation areas due to inability to handle freeze-thaw cycles	Popular clay tile alternative; high water absorption; no color warranty; requires maintenance and even painting	Newest roofing material in the marketplace; no color warranty; less realistic look; generally not "green"; prone to warping and fading	Traditional roofing material; not color- fast; shorter life span than other products; installation can be difficult	Traditional roofing material; generally long lifespan; longer lead times for true US slate; Imported slate of questionable quality
Profiles Available	Spanish, Mission, Flat Shingle, Interlocking, Shake Alternative, Slate Alternative, Raised Profile, Lightweight	Spanish, Mission, Flat Shingle, Interlocking, Shake Alternative, Slate Alternative, Raised Profile, Lightweight	Spanish, Flat, Shake Alternative, Slate Alternative, Lightweight	Shake Alternative, Slate Alternative, Spanish, Flat, Interlocking & Lightweight	Shake	Slate
Warranty	75-Year, includes color.	Average 30-year warranty, does not include color	Average 25-year, does not include color	Average prorated after 7 years up to 50 years; color not covered	Warranty from defects, does not include color	Generally no material warranty
Average Lifespan	75+ years	Varies by manufacturer, ASTM grade and installation location	30-50 years, varies by manufacturer, ASTM grade and installation location	15-50 years, varies by manufacturer and installation location	20-40 years, depending on wood shake quality, proper installation and maintenance	Hard slate can last 75-200 years; Soft slate 50-125 years
Available Colors	50 standard, plus custom color development	Limited color palette – varies by manufacturer	Limited color palette – varies by manufacturer	Limited color palette – varies by manufacturer	Natural wood tones	Greens, reds, purples, grays, blacks
Color Fastness	Yes	Yes	No	No	No	Sometimes – There are some slates that weather, fade, mottle and oxidize over time.
Customizable	Yes	Not usually	No	No	No	No
Moisture Absorbency	<1% water absorption (ASTM Grade 1)	4%-12% (ASTM Grades 1-3); varies by manufacturer	10%-15%; varies by manufacturer	N/A	Depends upon wood type and building location	Depends upon slate composition and slate source location
Mildew/Mold Resistant	Yes	Not Always	Yes	Not Always	No	No
Fire Resistant	Yes	Yes	Yes	Sometimes – Fire retardant treatment may be required by code	No – Fire retardant treatment may be required by code	Yes with underlayment
Walkability	Yes	Sometimes	Yes	Not recommended	Yes	No
Battens Required	No	Sometimes	Yes	No	No	No
Maintenance	Minimal, periodic cleaning if desired	Some clay tile requires sealant	Yes, cleaning and potentially painting	Minimal, periodic cleaning	Annual cleaning	Minimal, periodic cleaning
Sealing	No	Sometimes	Sometimes	No	Periodic preservative treatment may be necessary to slow decay	No
American Made Product	Yes	Not Always	Yes	Not Always	Not Always	Not Always

This chart represents industry averages. We encourage you to research the products under consideration and evaluate all costs, installation, environmental and design factors when deciding on your new roof.





4757 Tile Plant Road P.O. Box 69 New Lexington, Ohio 43764 Ludowici and Terreal North America are your premier source for architectural terra cotta roof tiles, quarry tile flooring, wall cladding and solar shades.

For more information please visit www.ludowici.com and www.terrealna.com.

800-945-TILE (8453) www.ludowici.com Get Social with Ludowici: www.ludowici.com/social

