

- 1940** During World War II, bitumen paint-protected iron cladding was used in the United Kingdom.
- 1954** Lou Fisher observed the bitumen coating process.
- 1957** The first Fisher Tile was manufactured in Auckland.
- 1964** 10-pan tile was developed.
- 1967** Gerard® interlocking profile developed.
- 1967-70** Stone chips refined; overglaze added.
- 1970s** First export sales to Africa.
- 1980** Acrylic coatings introduced - improving durability.
- 1980s** Exports to Asia.
- 1981-04** Export offices in Canada, Australia, Central Europe, Arabian Gulf, Japan, Hong Kong, Turkey, Slovenia, Poland and France.
- 1995** Zincalume Steel Substrate replaces galvanised steel, extending product life.
- 2000** Dedicated export office for Africa. First sales to Tanzania and Uganda.
- 2001** First sales to Gambia, Ghana and Kenya.
- 2002** First sales to Eritrea and Burkina Faso
- 2003** Purchased by Fletcher Building. First sales to Sierra Leone.
- 2004** **First sales to Nigeria** and Ethiopia.
- 2005** First sales to Zambia.
- 2006** First sales to Rwanda and South Africa.
- 2007** First sales to Liberia and Somalia.
- 2008** First sales to Cape Verde, Gabon and Sudan.
- 2009** First sales to Angola.
- 2010** First sales to Malawi.
- 2011** First sales to Djibouti.
- 2012** First sales to Cameroon.
- 2013** First sales to Mozambique and Mauritius.
- 2014** First sales to Ivory Coast.
- 2015** All genuine Gerard® roof tiles are manufactured with the Gerard® logo printed on the back of the tile.

Gerard

<p>Secure</p> 	<p>Lightweight</p> 	<p>Fast Installation</p> 	<p>Coastal Living</p> 
<p>Testing and Inspection</p> 	<p>Fire Resistance</p> 	<p>Weather Performance</p> 	<p>Heritage</p> 

www.gerardafrika.com

- ✓ Alu-Zinc Steel Tile
- ✓ Natural Volcanic Stone Coating
- ✓ Advanced Technology

Beware of Fakes and Imitations

Copies are rarely as good as the original, and no other manufacturer can match Gerard® for experience or heritage. Other tile manufacturers reduce quality inside the tile where it is needed the most in order to make a tile that looks like Gerard® on the outside.

For example, reducing the alu-zinc mix in the steel by half can reduce the lifespan of the tile by up to two thirds. That's just over 16 years against genuine Gerard®'s 50 years - and you can tell simply by looking at it. Other manufacturers use painted stone which quickly changes colour due to the UV and comes off easily due to an unsuitable basecoat.

In addition, fakes and copies will not perform to our high standards, may leak and cause damage to your home.

"People have conned it and are using generics which has spoilt its name... Nigerians have started manufacturing a profile for 'Gerard' with metal and then painting it and if you use it here at the beach within five years it is finished."

— Nigerian customer

"Gerard original does not have any weaknesses. But for fake Gerard, after five years the contractor will be called back to the building site."

— Nigerian customer

"...the stone coated sheets when you buy them they look the same. The change in pattern is so minimal that you can't actually differentiate them properly, so you may not know who is imitating whom."

— Nigerian customer



#GenuineGerard



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#GenuineGerard

Protecting Your Investment

Find out more about
#GenuineGerard by talking to
your Wichtech Marketer or join us
on our social media networks.



MADE IN THE USA
#GenuineGerard

All genuine Gerard® roof tiles have the Gerard® logo printed on the back of the tile and are only available from Wichtech Roofing.



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