

# HRS

*The elegant, durable, cost-effective, and energy efficient solution to ice dam problems.*

## Heated Roof Systems



*A revolutionary ice dam solution, 100% concealed from view.*

*[heatedroofsystems.com](http://heatedroofsystems.com)*

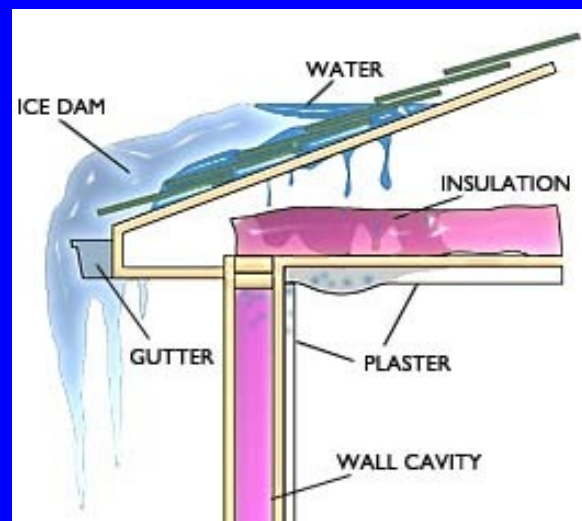
# What is an ice dam, and what causes it?

An ice dam is formed when heat from the interior space of a structure permeates through the ceiling and exits through the roof. The melting snow moves down the slope of the roof, making contact with the unheated overhang. This, in combination with sunshine, causes ice to form as the temperature drops, creating potentially hazardous conditions.



In addition, as the formed ice melts, it eventually loosens and may fall, damaging property and people below. Ice dams expose property owners, builders, maintenance companies, and/or underwriters to liability and litigation.

As ice is formed, water is pushed back up the roof where it pools or dams and may penetrate the roof through seams, valleys, vent pipes, mechanical penetrations, and/or disturbed roof areas. Water then enters the structure, saturating insulation and inner wall cavities, providing an ideal environment for the growth of mold. This damage can occur over several seasons before it is discovered through dripping water and drywall stains.



# THE SOLUTION: Heated Roof Systems

The old system:



Heated Roof Systems:



**Heated Roof Systems** is a patented system that provides concealed UL listed heaters in a variety of sizes and wattages that can be adapted to all roof pitches and valleys. Our product defrosts 100% of the snow and ice in the applied areas and is a fire safe solution to ice dams.

Each heater is applied to the roof membrane by certified roofers using a self-adhesive backing. One 220volt 20amp dedicated circuit can power up to 150 square feet of our product. Our heated roofs can be controlled through a variety of options. Typically, this system is connected to a timer and a temperature/snow or a snow/ice sensor. Operating costs vary depending on your system and the extent of the ice dam problem. A certified roofer and licensed electrician will work with you to design the most effective system.

There are limited products that control ice dams. Most products are applied to the roof exterior, exposing them to the harsh elements, requiring these systems to be replaced every few years. For example: heat tape and the more expensive metal shrouded heat tape offer marginal results at best. **Heated Roof Systems** offers a greater value because it is concealed from the elements and has no visual impact on the structure.



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*For additional technical information,  
please view our website:  
[heatedroofsystems.com](http://heatedroofsystems.com)*

*To schedule an estimate,  
please contact your local representative:*