

Press Release

03 November, 2009

For More Information Contact: Lisa McIlvoy
Director of Marketing
800.892.9173
lisa@wph.com

W. P. Hickman Company Implements Installation and Field Measurement Hotline

(Asheville, NC) – The W. P. Hickman Company has announced an Installation and Field Measurement Hotline that will commence November 3, 2009.

The service will be provided free of charge to anyone installing or measuring roofs with W. P. Hickman Company products. The hotline will be available from 6:30am-4:30pm (EST), Monday through Friday, with the exception of holidays. The phone number to the hotline is 800.892.9173, extension 222.

The hotline complements the design of the W. P. Hickman Company's edge metal systems that focus on ease of installation. The products ship with installation instructions and detailed drawings that illustrate how the parts go together step by step. The hotline is continuously staffed by longtime Hickman employees who have both product and installation experience. Contractors are encouraged to call if they have any questions concerning the proper method for installing Hickman's products.

"Industry studies, including the RICOWI report conducted after hurricanes Charley and Ivan, have determined that two principal causes for roof failure are poor quality roof edge and improper roof edge installation," noted Lisa McIlvoy, Director of Marketing for W.P.Hickman. "Hickman's full line of UL Classified, ANSI/SPRI ES-1, IBC code compliant edge products resolves the edge quality issue. Now, with the creation of a hotline available to installers while they are performing the work, we're also providing a significant tool to help address the edge installation challenge."

The W.P. Hickman Company is a family owned business with over 60 years of experience in the metal roof edging industry. Hickman products offer superior protection against wind and water infiltration and are backed by one of the best warranties in the business. W.P. Hickman, "The Leading Edge Since 1945." For more information on W.P. Hickman or any of its products visit its website at www.wph.com or call 1.800.892.9173.

###