

# ***EAST COAST ROOF SPECIALTIES***

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***A DIVISION OF:***



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**FOR IMMEDIATE RELEASE**

## **Ice-Brakes are Metal Snow Guards for Metal Roofs**

**WINSTED, CT – September 1, 2005** -- East Coast Roof Specialties, a Division of East Coast Lightning Equipment, Inc. (ECLE) introduces IceBrakes - a line of durable cast aluminum pad style snow guards. IceBrakes are available in two models - SG1 and SG2 - to accommodate a wide variety of metal roof pan dimensions. IceBrakes are designed to prevent damaging avalanches of snow and ice from metal roofs by allowing built-up snow to melt away gradually.

IceBrakes are available in economical bare mill finish as well as a dozens of powder-coated colors. Custom color matching is also available. IceBrakes should be installed to the roof surface without roof penetrations, eliminating the potential for leaks and maintenance associated with mechanically fastened snow retention systems.

IceBrakes are made in the USA from high quality 319 Alloy Aluminum that will not rust or discolor and is compatible with steel roofing materials. "IceBrakes fill a need in the metal roofing industry for economically priced, high quality metal snow guards," said Mark Morgan, President of ECLE, "When consumers invest in a metal roof, they are purchasing longevity. Metal snow guards complement their investment in a way that plastic snow guards cannot," added Morgan.

East Coast Roof Specialties has extensive production capabilities including an on-site nonferrous foundry and a variety of metal working machinery. Same day shipping is standard practice at East Coast Roof Specialties and our skilled staff is always available to provide assistance with product selection, roof layouts and installation advice.

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