

## Fraud Alert - June 2012

It has come to the Cedar Shake and Shingle Bureau's attention that there are some unscrupulous companies using fraudulent labels in an attempt to register Certi-label™ cedar shake and shingle manufacturers' limited warranties.

**Note:** The only labels accepted with limited warranty paperwork are the actual labels extracted from under the bundle strap on the product delivered to the job site. They should match the product listed on the work order, invoice and quote.

### **\*\*Failure to submit correct labels and paperwork will result in denial of limited warranty registration\*\***

Homeowners... You are advised to check the labels on the bundles that arrive at your home. It often starts with the sales pitch: "It's all the same". **It isn't.** Just because the product has a blue-colored label doesn't always mean it is actually Certi-label™ product. Look for the Certi-label™ brand at the top of each label. If you were "sold" Certi-label™, demand the Certi-label™. **Make sure you save enough of the correct labels to use in your limited warranty paperwork submission.** Some manufacturers offer their own, independent limited warranties; submission procedures and paperwork requirements differ amongst companies. Obtain a list of the requirements **before** your roofing job begins.

#### **Some examples of less than honest label management practices include:**

- an unscrupulous company representative keeps a drawer full of old, random product labels from other jobs to send in with each new job's limited warranty submission.
- an unscrupulous company representative rips labels off the bundles from one job site and uses them for another job site's paperwork.

Product labels are MANUFACTURER, BRAND and PRODUCT SPECIFIC. Be vigilant and work with your roofing contractor and supplier to ensure someone collects the proper labels from **your job**. Sending a picture of the labeled product bundles on the site with the actual site address numbers visible will significantly help with paperwork processing.

**Be alert and don't get caught in a scam!**