

Sika Sarnafil

World Class Roofing and Waterproofing

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Increase Your Roofing IQ And Win A Kindle *Sika Sarnafil Launches Social Media Platforms*

CANTON, MA – With 50 years of proven roofing performance over time, [Sika Sarnafil](#), the worldwide market leader in [thermoplastic roofing](#) and [waterproofing systems](#), is launching its social media platforms through the [Sika Sarnafil Virtual Scavenger Hunt](#). In addition to accessing up-to-date content (e.g., maintenance tips, how-to advice, sustainability information and other educational insights), U.S. contractors, architects, engineers, and other [commercial roofing](#) industry professionals can enter the Sika Sarnafil Virtual Scavenger Hunt contest on Facebook for a chance to win dozens of prizes including 12 Amazon Kindles.

Sika Sarnafil's Virtual Scavenger Hunt will be held over four weeks with four scavenger hunts, each open for one week from Tuesday, 1:00 pm ET to Sunday at 11:59 pm ET. It is intended to test a player's roofing IQ while providing valuable roofing information and tools. Playing is simple. Each player will receive a roofing clue leading to the "treasure". Players find the "treasure" as fast as they can to win. In each hunt, the first three eligible players to submit their "treasure" successfully will be awarded an Amazon Kindle. The next twelve players each week to submit their "treasure" successfully will receive a \$15.00 Amazon gift card. To sign up, please visit [here](#) today.

There is no purchase necessary to play or to win. Winners of each hunt will be notified by email and announced on the Sika Sarnafil Facebook page every Monday.

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“Our Sika Sarnafil Virtual Scavenger Hunt is intended to be fun and educational,” said Jay Thomas, Director of Marketing, Sika Sarnafil. “We developed the game to help introduce our valued customers and prospects to our various social media channels while also testing their roofing knowledge,” said Thomas. “We want to give industry professionals more opportunities to discuss commercial roofing topics – with us and each other – and to provide feedback and suggestions about our company and products.”

Participants can “like” and/or “follow” Sika Sarnafil on [Facebook](#), [Twitter](#), [LinkedIn](#), [Google+](#), and [Youtube](#) to receive clues first-hand.

To enhance its social media properties, Sika Sarnafil welcomes the following content from industry professional:

- Customer testimonials and third-party endorsements from anyone who values quality roofing
- Interesting photographs of educational value (e.g., a challenging roofing problem that needs to be solved or an interesting PVC/sustainable roofing project that followers are involved with)
- Discussions about sustainability, PVC roofs and Sika Sarnafil products
- Questions from industry professionals

About Sika AG

Sika AG, headquartered in Baar, Switzerland, is a globally active company supplying the specialty chemicals market. It is a leader in processing materials used in sealing,

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bonding, damping, reinforcing and protecting load-bearing structures in construction (buildings and infrastructure construction) and in industry (vehicle, building component and equipment construction). Sika's product lines feature high-quality concrete admixtures, specialty mortars, sealants and adhesives, damping and reinforcing materials, structural strengthening systems, industrial flooring and roofing and waterproofing membranes. Sika AG has subsidiaries in more than 76 countries worldwide and approximately 15,250 employees link customers directly to Sika and guarantee the success of all of its business relationships. With this business structure, Sika generates annual sales of CHF 4.556 billion. For more information about Sika Sarnafil in the U.S. including Canton, MA visit <http://usa.sarnafil.sika.com/>.

About Sika Sarnafil's Virtual Scavenger Hunt

The Sika Sarnafil Virtual Scavenger Hunt is open to legal residents of the 50 United States, including the District of Columbia, who are 18 years of age or older and are working professionals within the construction, engineering, facility management, property management, architectural design, contracting or roofing industries. Employees of Sika and its affiliates and their immediate family members are not eligible. All participants must "Like" Sika Sarnafil on Facebook and sign up on the Social Media Scavenger Hunt Facebook page [here](#) to participate. To sign up for Facebook, visit <http://www.facebook.com/>. Registration information and eligibility are subject to verification before prizes will be awarded. For Hunts one and three, entrants must have a Twitter account to participate. To sign up for Twitter, visit <https://twitter.com/>. Other restrictions apply. See Official Rules for full details. Odds of winning depend on the number of valid entries received. Void where prohibited by law. Sponsored by Sika Sarnafil, 100 Dan Road, Canton, MA 02021, a division of Sika Corporation, 201 Polito Avenue, Lyndhurst, NJ 07071.

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