



News Release

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New Study Confirms EPDM's Low Maintenance Costs

Alexandria, Va. (December 16, 2003) — The EPDM Roofing Association (ERA) recently released the results of a study comparing the warranty performance and costs of EPDM roof systems from the past 20 years. The study was initiated to determine the extent to which the EPDM rubber roofing membrane has improved its long-term life cycle costs. The rubber membrane's historical performance reflected in the statistics of the study gives new assurance that EPDM single ply membranes are the first choice for low maintenance, high performance roofs. This study is available online at <http://www.epdmroofs.org/pressroom/pressdocs/HoffWaranty.doc>

The study examined the warranty records of the two major EPDM manufacturers in the United States, Firestone Building Products and Carlisle SynTec, which provided a statistically reliable analysis of roofs covering millions of square feet. "Because warranty service records also identify when a roof was installed and when maintenance was performed, they can provide an accurate chronology of roof performance," stated Jim Hoff, vice president of marketing and technology at Firestone Building Products. "Based on the maintenance records assessed during this study, the improvement in performance of EPDM over the past 20 years makes the costs of maintaining an EPDM roof for 10 years almost negligible."

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The study revealed that the performance improvement was most significant for EPDM systems used as recovers over existing roofs. Given the escalating costs associated with roof tear off, and the ever-present financial constraints on building owners, a roofing designer can take comfort knowing that a properly selected EPDM re-cover system may provide service life at an acceptable and predictable cost.

ERA, which was formed earlier this year to educate the construction marketplace about the value proposition of EPDM roofing, decided to release this study to assist building owners and managers in long-term product performance assessment. "ERA is working with the decision makers in the building and roofing communities to enhance their knowledge of the roofing system options that provide both durability and low cost, long-term performance," concluded Nick Shears, ERA's Chairman and vice president of sales and marketing at Carlisle SynTec.

About the EPDM Rubber Roofing Membrane

The EPDM (ethylene propylene diene monomer) rubber roofing membrane has been an appealing choice of the low-slope commercial roofing industry for over 40 years, with more than 500,000 warranted roof installations on 20 billion-plus square feet. Annually, EPDM accounts for over 1 billion square feet of new roof coverings in the United States, and is the most frequently used roofing material in the marketplace. *Building Design and Construction* magazine and the National Roofing Contractors Association (NRCA) confirmed in their 2002-2003 market surveys that EPDM continues to be the number one roofing membrane of architects, roof consultants and contractors for both new construction and replacement roofing projects.

The EPDM Roofing Association (ERA) is the first trade association solely representing the manufacturers of EPDM single-ply roofing products and their leading suppliers. ERA provides technical and research support to the public and the construction industry, and communicates the longstanding attributes, consistency and the value proposition of EPDM rubber membrane roofing materials.

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