



For Immediate Release

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EPDM Remains Leader in NRCA Market Survey

BETHESDA, MD. February 19, 2008 – EPDM roofing membrane remained the leader in industry market share, according to the results of the National Roofing Contractors Association (NRCA) 2006-07 Annual Market Survey. The association's survey found that EPDM claimed 27% of new construction, and 25% of reroofing work, in terms of 2006 low-slope roofing sales. The survey also found that projected 2007 sales also found EPDM in first place, with 26.9% of new construction and 24.3% of reroofing work.

The NRCA survey was based on responses from nearly 400 roofing contractor members. The association described the survey as a "general view of the market" and a "summary of feedback provided by contractors with respect to trends in sales volumes and the types of roof systems installed."

"These results indicate EPDM's continued vitality and leadership in a changing market," said Michael DuCharme, Director of Product Marketing, Carlisle SynTec, and chairman of the EPDM Roofing Association's (ERA) board of directors. "EPDM's 40-year record of performance and value is more important than ever at a time when sustainability has become such a key factor in our industry."

At the regional level, EPDM is the market leader in the low-slope category in five of the 10 regions compiled by NRCA. They are as follows:

Region	2006 New Construction	2006 Reroofing	2007 New Construction	2007 Reroofing
New England	63.68%	59.65%	62.34%	61.30%
Mid-Atlantic	49.73%	46.73%	51.76%	45.12%
East North Central	45.92%	39.89%	45.77%	39.56%
East South Central	26.37%	23.23%	27.92%	23.54%
West North Central	43.90%	36.26%	47.54%	38.58%

EPDM has maintained its market leadership in surveys conducted by industry publications such as *Building Design and Construction*, and *Roofing/Siding/Insulation*, as well as the National Roofing Contractors Association (NRCA). EPDM accounts for more than one billion square feet of new roof coverings in the United States annually, with more than 500,000 warranted roof installations on 20 billion-plus square feet in place today.



“We are especially encouraged to note that the 2007 projections continued to list EPDM as the market leader,” said John Geary, vice president, technology, Firestone Building Products, and ERA board member. “We believe roofing contractors and building owners throughout the country will find that EPDM will continue to meet their roofing needs in a market that places greater emphasis on long-term performance and environmental responsibility.”

The [2006-07 NRCA Annual Market Survey](#) costs \$75 for NRCA members and \$150 for nonmembers. For more information or to purchase the survey, you can contact NRCA's Customer Service Department at (866) ASK-NRCA (275-6722), e-mail info@nrca.net or access shop.nrca.net.

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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.