



***For Immediate Release***

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## **ERA INTRODUCES NEW WEB SITE SECTIONS**

### ***New Pages Focus on Recycling, Green Roofing, Cool Roofing***

**BETHESDA, MD., March 12, 2010** – The EPDM Roofing Association (ERA) has updated its web site (<http://www.epdmroofs.org>) to include new sections devoted to EPDM's vital role in recycling, green roofing and cool roofing.

In the cool roofing section (<http://www.epdmroofs.org/cool-roofing/>), ERA offers detailed information that confirms EPDM's ability to produce the energy savings and peak-load reductions associated with a cool roof system in significant portions of the country. One especially valuable resource is a drop-down list of slides comparing energy usage between black and white roofs on a 20-year basis for several dozen cities in North America.

The recycling section (<http://www.epdmroofs.org/recycling/index.shtml>) outlines the ongoing project to recycle EPDM membrane. To date, five million square feet of EPDM has been removed, the largest amount of recycled roof product recorded in the commercial sector.

In the section focusing on green roofs (<http://www.epdmroofs.org/garden-roofs/>), ERA provides information on the key components of vegetated roof systems and demonstrates how EPDM is an excellent waterproofing option for roof gardens because of its durability and material characteristics.

"These new sections of the Web site provide fresh data and guidance on some of the key issues facing the commercial building sector today," said Mike DuCharme, director of product marketing, Carlisle SynTec, and chairman of ERA's board of directors. "Roofing professionals will benefit from this material, which will help them fully appreciate EPDM's ongoing viability in the commercial marketplace."

Additional sections to the site will be added in the coming year as ERA continues to develop additional factual evidence of the proven, sustainable performance of EPDM.

"Education and communication are two key components in the activities of ERA and its members," said Alicia McMahon, brand marketing manager, Firestone Building Products and chairman of ERA's Communications Committee.



With nearly half a century of success as a roof system of choice for low slope applications, EPDM is the leading roofing choice of architects, roof consultants and contractors for both new construction and replacement roofing projects. To date, more than 20 billion square feet of EPDM roof systems have been installed on more than 500,000 warranted rooftops.

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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.*