



For Immediate Release

Contact:

Louisa Hart
301-646-2850
Louisa.hart@epdmroofs.org

NEW STUDIES, RECYCLING BREAKTHROUGHS, UNDERSCORE ENVIRONMENTAL BENEFITS OF EPDM IN 2010

EPDM Roofing Association (ERA) Supports Product with Actions in Regulatory, Legislative Arena

BETHESDA, MD, December 29, 2010 – EPDM, the roofing system with nearly 50 years of demonstrated success for low-slope applications, made news in the building marketplace during 2010 as an increasingly sound environmental choice. Two new studies, as well as intensified recycling efforts, sponsored by the EPDM Roofing Association (ERA), supported the viability of EPDM as the environmentally responsible roofing choice for every climate.

Specifically:

- ✓ A new study, which examined samples both in the field and in the laboratory, found that EPDM roofing systems have outstanding long-term performance, meaning infrequent replacement and use of new resources. According to this study, EPDM roof samples which have been in use for up to 32 years have physical characteristic properties comparable to newly manufactured 45-mil EPDM membrane.
- ✓ A July 2010 Life Cycle Assessment using the Athena EcoCalculator found that EPDM has a lower environmental impact than previously thought. This study measured a variety of “cradle-to-grave” factors in key categories such as global warming, acidification and smog generation. This new rigorous testing also found that EPDM scored more favorably than it had in prior tests.
- ✓ More EPDM was recycled in 2010 than in all previous years combined, with ERA member companies now taking credit for recycling more than seven million square feet of EPDM membrane over the past three years. This total is believed to make EPDM the leading recycled commercial roofing material in North America. In all, roughly 1.75 million pounds of reclaimed EPDM membrane has been diverted from landfills.

To support the growing awareness of the environmental viability of EPDM, the EPDM Roofing Association (ERA) joined the High-Performance Building Congressional Caucus Coalition (HPBCCC; <http://www.hpbcc.org/>) in 2010; HPBCCC is a private-sector coalition providing guidance and support to the High-Performance Building Caucus of the U.S. Congress.

ERA joins nearly 100 associations and corporations in the Coalition, which works with the Congressional Caucus to promote and showcase best practices in building design and



focus on issues reflecting all aspects of high-performance buildings including: accessibility, aesthetics, cost-effectiveness, functionality, historic preservation, productivity, safety and security, and sustainability.

With nearly 50 years 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.