



*For Immediate Release*

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**ERA SUPPORTS PRESIDENT'S REBUILDING AMERICA  
INITIATIVE,  
CALLS FOR CAUTION ON IMPLEMENTATION**  
*New Legislation and Incentives Must Reflect All Environmental Impact Factors of  
Roofing Choices*

**BETHESDA, MD, February 28, 2011** – The EPDM Roofing Association (ERA), the trade association for the manufacturers of the EPDM roofing membrane and their suppliers, today announced its support for President Obama's energy efficiency proposals as detailed in the President's Budget for 2012. But ERA is also calling for caution as Congress and the Federal agencies review and act on these proposals. "It's essential in terms of roofing that lawmakers and their agency counterparts look at the whole picture of a roofing system's environmental impact," says Mike DuCharme, Chairman of ERA. "Factors such as the life cycle impact, long-term service life of the roof cover, and the ease of recycling are critically important. In terms of roofing, there's more to being green than black or white."

The President's program was first unveiled earlier this month at Pennsylvania State University. It is part of the overall "Rebuilding America" effort to spur energy efficiency in commercial building. Specific policy proposals include overhauling the Energy Efficient Building Tax Deduction and turning it into a tax credit, as well as providing more financing for energy-efficient commercial buildings.

Recent Federal policy has acknowledged, "Inappropriate use of cool roofs in colder regions may have a negative effect on energy performance" and mandated that "an engineering analysis on the suitability of cool roofs" should be performed on a case-by-case basis. ERA recently conducted two studies which underscore the importance of a variety of measurements in assessing the environmental impact of a roof. First, data from a state-of-the-art study on the long-term performance capability of EPDM roofing systems showed that EPDM roof membranes which have been in the field for up to 32 years have physical characteristic properties comparable to newly manufactured 45-mil EPDM membrane. A second study using the internationally recognized Athena EcoCalculator detailed the LCA, or Life Cycle Assessment, of EPDM and found that it performed better than comparable low slope roof assemblies and has a lower environmental impact than previously thought. In addition, efforts to recycle EPDM are intensifying, and since 2006 more than six million square feet of EPDM have been removed and recycled, reducing solid waste and pollution.

"Roofs need to be designed as systems and there are energy-efficient EPDM roof systems for every climate. There is no doubt that white low slope roof membranes in association



with thermal insulation can be an appropriate choice in ASHRAE Zones one through three. Black EPDM roofing membrane has proven to create a more energy efficient roof system in colder climates,” according to Tom Hutchinson, AIA, FRCI, RRC and Principal, Hutchinson Design Group, Ltd. in Barrington, Illinois. “But it is essential that in providing federal incentives for roof cover choices, that lawmakers and policymakers look beyond color to other factors, so that building owners do not bear the brunt of unintended consequences that they are now experiencing. Sustainability is about long term performance, and it is more important to assess the long-term service life of a roof system design and its long term impact on energy consumption, than it is about the roof surface’s color.”

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. There is an EPDM roof for every climate.

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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.*