



For Immediate Release

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EPDM ROOFING OF CHOICE FOR STATE-OF-THE-ART SUSTAINABLE APARTMENTS

Membrane Donated by Carlisle Construction Materials to Project for Homeless Families

BETHESDA, MD, November 24, 2014 - Black EPDM rubber roofing membrane will be used in an innovative apartment building project that will combine state-of-the-art environmental features with affordable rents for homeless families. The roofing membrane, along with polyiso insulation and low VOC singly ply bonding adhesive, is being donated to the Harry and Jeanette Weinberg Commons by Carlisle Construction Materials, a member of the EPDM Roofing Association (ERA). The Washington, DC project will reclaim three blighted buildings in Southeast DC using Passive House architectural principles that reduce the carbon footprint and the utility costs for low-income tenants.

When finished in mid-2015, the apartments will provide 36 lo- and moderate-income families including 12 homeless or formerly homeless families with below-market rents, employment services and other support for youth and families. One-third of the units will be reserved for families with more intensive needs.

“Our goal is sustainability, not just in the environmental sense, but in an economic sense to keep these families in a stable, supportive situation,” said Polly Donaldson, executive director of the Transitional Housing Corporation, a DC-based nonprofit that functions as the co-developer, landlord and service provider on this project.

“It is a privilege to participate in this project. We know that EPDM rubber roofing membrane will provide the perfect balance between long term sustainable performance and energy efficient service for these buildings and the people who will live in them,” said Mike DuCharme, a member of ERA’s leadership and Director of Product Marketing at Carlisle Construction Materials.

Generally considered the most stringent energy standard in the world, Passive House building is an innovative approach to net-zero building. Instead of relying on active energy reduction systems with high installation costs, Passive House buildings concentrate on energy use reduction. Passive House buildings work with natural systems to manage heat gain and loss, saving up to 90% of utility costs. In fact, the U.S. DOE recognizes the Passive House approach as the most efficient means of achieving net-zero building operations



“ERA and our members are committed to providing roofing that will meet the highest expectations of architects and specifiers. It is a tribute to the quality and sustainability of our members’ products that EPDM has been chosen for this project,” said Ellen Thorp, Associate Executive Director of ERA.

To access the ERA website, go to www.epdmroofs.org.

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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 value proposition of EPDM rubber membrane roofing materials.