EDITOR'S NOTE: This series on industry associations and organizations is presented to better inform our readers about the various players in the building envelope world. This month, we profile the EPDM Roofing Association (ERA).

The EPDM Roofing Association (ERA) represents the manufacturers of ethylene propylene diene monomer (EPDM) single-ply roofing products and their leading suppliers. The founding members of ERA—Carlisle SynTec Incorporated and Firestone Building Products—first began discussions about establishing the trade association in 2002 and formally established ERA in 2003. In 2012, they were joined by Johns Manville.

Through ERA, the EPDM roofing industry speaks with a focused voice to provide technical and research support, offer dependable roofing solutions, and communicate the longstanding attributes, consistency, and value of EPDM roofing materials. Since its founding, ERA has funded and released a series of timely and relevant studies, and the association has gained a reputation as a valuable resource for weighing competing claims and providing reliable technical information to the industry.

ERA's most recent initiative addresses the heightened interest in and concern over the resilience of the built environment. This May, the association launched a new microsite, EPDMTheResilientRoof.com, providing a clearinghouse of sources about resilience, as well as an up-to-date roster of recent articles, blog posts, statements of professional organizations, and other pertinent information about resilience. The new site details the need for resilience in roofing systems, and the specific attributes of EPDM that make it uniquely valuable in attaining resilience in a structure. The new website is the latest demonstration of ERA's commitment to the construction industry and to our customers. Resilience is an emerging need, and ERA created the new website as the go-to source for architects, specifiers, building owners, and contractors who want to ensure that their construction can withstand extreme events.

The launch of the resilience website builds on ERA's history of funding and overseeing an impressive number of impactful and critical industry projects and programs. ERA most recently has:

- Commissioned a white paper that confirmed the value of using dark roofing membranes in moderate-to-cold climates.
- Supported laboratory research that documented the performance of EPDM in resisting hail damage and disseminated recent industry studies, such as the RICOWI study of the 2016 hail storm in Texas, which provided further evidence of EPDM's protection against hail.
- Visited leading research facilities to ensure that our knowledge is current with state-of-the-art research. In 2015, ERA leadership visited the Oak Ridge National Laboratory to witness research facilities that test the performance of roofing systems in a broad range of simulated climatic conditions, and in 2016, they toured the National Renewable Energy Laboratory (NREL), based in Golden, Colorado.
- Joined forces with the Colorado Roofing Association (CRA) and a coalition of other groups to defeat a harmful building code amendment proposed by the Denver City Council. The amendment would have required that "new low-sloped roofs...have a minimum aged solar reflectance index of 64." While ERA represents the manufacturers of white and black EPDM membranes, the association members opposed any action that would have required white roofs in Denver, given its location in ASHRAE Climate Zone 5.
- Provided a voice at code, standards, and regulatory hearings, including ASHRAE, the IECC, and the South Coast AQMD.
- Joined with other leading associations representing the building and construction industry to form the American High-Performance Buildings Coalition (AHPBC). The coalition is committed to promoting and supporting the development of sustainable building standards that are based on consensus and scientific performance data.
- Funded a study that examined samples both in the field and in the laboratory, and 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 that have been in use for up to 32 years have physical characteristic properties comparable to newly manufactured 45-mil EPDM membrane.

For complete information of ERA activities, go to EPDMroofs.org. To consult our new website for information about resilience in roofing, go to EPDMTheResilientRoof.org.