



***For Immediate Release***

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## **ERA SHOWCASES RESEARCH, ADVOCACY AND EDUCATION EFFORTS IN 10<sup>TH</sup> ANNIVERSARY VIDEO**

BETHESDA, MD, June 17, 2013-The EPDM Roofing Association (ERA), as part of its 10<sup>th</sup> Anniversary observance, has produced a comprehensive video detailing the association's efforts over the last decade to educate the construction industry about the benefits of EPDM. The video, showcased on ERA's website, summarizes ERA's contributions to the rapidly changing science supporting the durability and sustainability of EPDM.

The video also details ERA's balanced approach on reflective roofs, evaluating their performance with consideration for heating degree-days as well as cooling degree-days. "Our goal is to ensure that our current and potential customers have the information they need to choose and use our products successfully," said John Geary, of Firestone Building Products, and Chairman of ERA's Board of Directors. "This video not only summarizes the efforts of ERA over the past decade, but also provides a clear direction for our work in the future."

The video references ERA's commitment to providing the industry with up-to-date information on changing VOC regulations; roofing standards and regulations; and the emerging science of Life Cycle Assessment and Long Term Service Life measurement. "We are proud of our ten-year track record of industry leadership at ERA," said Ellen Thorpe, Associate Executive Director of ERA. "Our goal now is to build on those ten years of success and continue to provide members of the building industry with a trusted, one-stop source of up-to-date information."

Thomas W. Hutchinson, AIA, RRC, FRCI, is principal of Hutchinson Design Group and a consultant to ERA. "Architects, engineers, building owners and roof system designers need to design roof systems appropriate for the building use, climate and contractor base. This means they have to look beyond the roof cover as a single component solution. ERA has taken the lead over the last ten years to provide science-based, unbiased input that will help the roofing industry provide its customers with optimum choices for their particular requirements," said Hutchinson.

"Our overriding goal is to provide information to the roofing industry that clarifies the appropriate use of our products," said Thorp. "This video is indicative of the efforts we have made to date. We look forward to the next decade of serving the roofing industry through our research, advocacy and education efforts."

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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.*