



***For Immediate Release***

**Contact:**

Louisa Hart

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

## **ERA LAUNCHES UPDATED WEBSITE**

*Destination for Technical and Research News on EPDM*

**BETHESDA, MD, August 21, 2012**-The EPDM Roofing Association (ERA) is launching an updated, streamlined and user-friendly website that contains in-depth and easy-to-access research and technical support for the roofing industry. The new website is part of ERA's ongoing commitment to provide the most extensive and current information about the longstanding value of EPDM roofing materials.

"We realize this is a critical time for the building community. People have questions about sustainability, cool roofing, recycling, and the environmental impact of construction products," said John Geary, Vice President of Marketing at Firestone Building Products, and Chairman of ERA's Board of Directors. "We're providing the answers and making sense of the science. At the ERA website, you can find what you need to know about what makes EPDM a superior roofing system."

The new website organizes information about EPDM in specific sections, including "An EPDM Roof for Every Climate"; "Cool Roofing and Energy Efficiency"; "Recycling EPDM"; "The Environmental Impact of EPDM"; and the "Long-Term Service Life of EPDM." The website also provides a database of EPDM research, as well as the latest media coverage of EPDM and related issues.

The website also provides breaking news on Federal and state regulatory issues. "ERA was the leading source of information on changing VOC regulations," said Ellen Thorp, Associate Executive Director of ERA. "We will continue to update the website so that it becomes the 'go to' source about government actions that impact the EPDM roofing industry."

ERA recently invested in a five-year strategic plan designed to expand the association's services to the construction industry. "This website is the first step in carrying out that ambitious plan," said Robert Reale, Manager of Marketing Communications at Carlisle SynTec and Chairman of the ERA Communications Committee. "Today's business environment demands sophisticated resources from its industry leaders, and this website is the latest example of ERA delivering value to the industry."

Jennifer Ford-Smith, Director of Single Ply and Marketing for Johns Manville Roofing Systems, the newest member of the ERA, stated, "We are pleased to participate in an industry association that has developed such a comprehensive communication tool for everyone involved in the building sciences."

To access the new website, go to **[www.epdmroofs.org](http://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.*