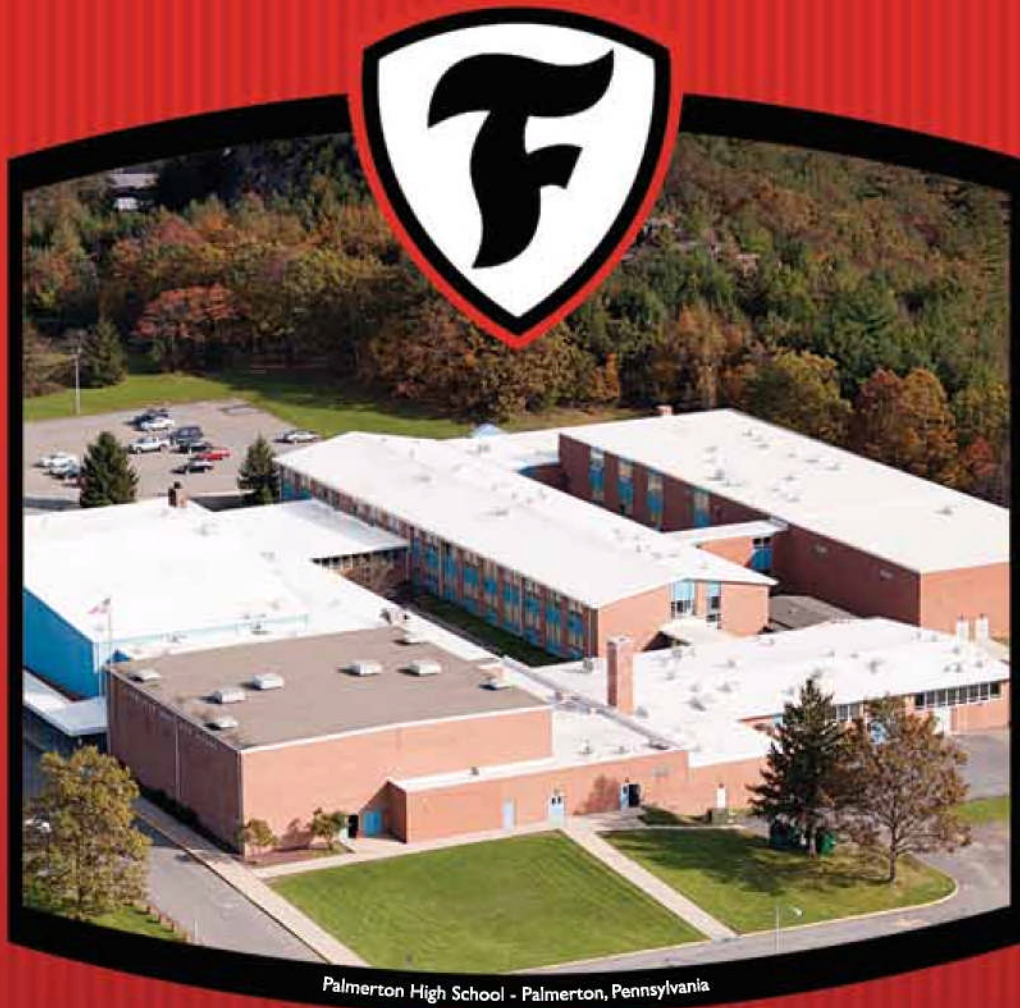


# FIRESTONE RUBBERGARD™ EPDM ROOFING SYSTEMS

BLACK OR WHITE, THE STANDARD IN EPDM ROOFING.



Palmerton High School - Palmerton, Pennsylvania

**Firestone**  
BUILDING PRODUCTS  
NOBODY COVERS YOU BETTER.™

When choosing an EPDM  
the choice is  
**BLACK** and



Kellogg Company Plant and Bakery - Lancaster, Pennsylvania

With a traditional black RubberGard™ EPDM system, and its full line of accessories, any building can have a durable, recyclable roof. All from the company with 110 years of proven rubber technology and experience behind its name: Firestone.

#### RUBBERGARD PLATINUM™ EPDM SYSTEM.

Designed with the industry's most durable black EPDM membrane—90-mil of uninterrupted thickness—the Platinum EPDM System is quite simply our best roof.

#### SOME ROOFS ARE JUST MADE TO LAST. FIRESTONE EPDM ROOFS ARE MADE TO OUTLAST.

In addition to increased service life, Platinum EPDM membranes provide substantial annual savings in the cost of roof ownership. Its unsurpassed durability can extend the life of a building for many years. This makes the Platinum EPDM System especially suited for owners of educational institutions, hospitals and government buildings, or building authorities responsible for transportation centers, sports complexes and recreation centers.

#### THE YEARS AND THE SAVINGS ADD UP.

Both EcoWhite™ Platinum and RubberGard Platinum EPDM systems are backed by our Red Shield® Warranty, the industry's most comprehensive guarantee: up to an unsurpassed 30-year warranty, with no dollar limit on warrantable repairs\* for up to 30 full years from date of installation. These weathertight warranties\* are also transferable from owner to owner.

\*Subject to the terms and conditions of the Red Shield Warranty.

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d **W H I T E**



Tucson Convention Center - Tucson, Arizona

A bright innovation for traditional roofing, RubberGard™ EcoWhite™ EPDM membrane sets the industry standard for sustainable, white, reflective roofing and keeps you at the forefront of energy conservation.

**RUBBERGARD ECOWHITE EPDM MEMBRANE.**

Keep rooftops cooler without sacrificing the high standards you have come to expect from Firestone Building Products. EcoWhite EPDM membrane is easy to handle, installs quickly, and is more flexible than thermoplastic single-ply membranes, making it ideal for year-round applications.

- The highest CRRC aged solar reflectance rating for white EPDM—measured at 0.72 versus the competitive product at 0.64
- Qualifies for the ENERGY STAR® Program
- Contributes to LEED® certification or RoofPoint™ credit
- Can provide significant energy savings

You'll be in good company when you choose Firestone RubberGard EcoWhite EPDM membrane. It is the fastest-growing single-ply Firestone roofing product—and building owners use Firestone single-ply roofing more than any other brand in America.\*

\*Buildings Magazine 2011 Brand Awareness, Use and Preference Study and Building Operating Management Magazine 2011 Brand Awareness, Use and Preference Study



ROOFPOINT  
ELEVATING ENVIRONMENT ALPERFORMANCE



- Puncture: Covers incidental punctures
- Puncture/hail: Covers punctures from hail of up to 2" in diameter
- Puncture/hail/wind: Covers punctures, hail and wind damage up to 100 mph





Red Bull Park - Harrison, New Jersey

## The Benefits of RubberGard™ EPDM

For nearly 30 years, contractors, building owners, architects and specifiers have trusted Firestone Building Products for superior commercial roofing systems.

**SUPERIOR ROOFTOP PERFORMANCE AND LONGEVITY.** Based on a high-performance synthetic rubber compound, RubberGard EPDM membrane exhibits outstanding resistance to UV radiation, ozone and weathering, and offers excellent low temperature properties and longer service life.

**ENERGY SAVINGS.** Whether you choose black or white EPDM, the system's thermal performance can reduce energy consumption.\*

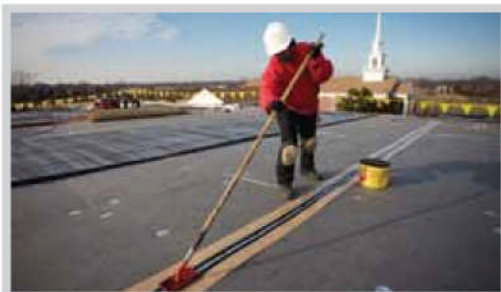
**SYSTEM OPTIONS.** Options include fully adhered, ballasted, and mechanically attached and can be applied above 40°F.

**SIMPLE AND ECONOMICAL TO INSTALL.** RubberGard EPDM membrane is available in widths from 5 to 50 feet and lengths of up to 200 feet, and can require fewer seams and less installation time compared to other single-ply membranes.

**SUPERIOR FLEXIBILITY AND HIGH STRENGTH.** RubberGard EPDM membrane easily contours to unusual roof shapes. EPDM membranes can elongate to over 300% of their original dimensions, exhibiting outstanding thermal expansion and contraction characteristics.

**LIGHTWEIGHT DESIGN FOR MORE VERSATILITY.** RubberGard EPDM membrane weighs less than a half pound per square foot.

\*Results for black and white EPDM depend on location.



### FROM DECK TO DONE, FIRESTONE IS YOUR SINGLE SOURCE FOR COMPLETE ROOFING SYSTEMS.

A complete roofing system isn't always a *compatible roofing system*. When you get a membrane from one manufacturer, flashing from another, and insulation from yet another, you can't be sure how well everything will fit and function together. When the whole system comes from a single source, the components are optimized for performance. That's why the Firestone brand is on everything you need to assemble a complete roofing system—all the parts fit together and work together for optimum results.



Aragon High School - San Mateo, California

### QUICKSEAM™ ACCESSORIES

The QuickSeam tape system is the most advanced method of field seaming EPDM membrane. Contractors appreciate that QuickSeam Tape can be applied faster than other seaming methods, while specifiers recognize the performance, environmental and quality control advantages. In UL-observed tests, QuickSeam Tape products exhibited twice the seam strength of conventional splice adhesive. QuickSeam Tape is compatible with all RubberGard™ EPDM roofing membranes.

The self-adhering technology of QuickSeam SA Flashing was developed for both curbs and parapets in association with RubberGard EPDM roofing systems. QuickSeam SA Flashing consists of an 18-inch wide, 60-mil RubberGard EPDM membrane laminated to QuickSeam Tape.

Firestone's tested and proven, highly reflective, energy-saving EcoWhite™ QuickSeam Flashing accessories are in stock and ready to ship for your next EcoWhite roof installation. QuickSeam products have been hugely successful over the years due to their many benefits, including:

- Easier and faster installation which can significantly reduce labor costs
- Reduces VOCs on the jobsite
- Factory-installed tape that yields higher quality seams
- Tested and proven quality and reliability



### LVOC BONDING ADHESIVES: OUTSTANDING PERFORMANCE, ENVIRONMENTALLY FRIENDLY

To reduce harmful ground level ozone, our Low Volatile Organic Compound (LVOC) products meet the stringent air quality requirements of California and the states that comply with the Ozone Transport Commission (OTC) regulations without sacrificing the quality you expect. Products include sealants, primers, tapes, and both Firestone single-ply LVOC and water-based bonding adhesives. Firestone also has a full line of standard bonding adhesives.

### RUBBERGARD EPDM PRE-TAPED MEMBRANES

Available with 3-inch or 6-inch tape, these membranes offer faster installation.

**EPDM LSFRT PT**—available in widths up to 30 feet and thicknesses of up to 90-mil, this membrane is designed for low slope applications and offers increased fire resistance.

**EPDM MAX PT**—for roofs with frequent service demands, RubberGard EPDM MAX PT membrane is available in widths of up to 10 feet and thicknesses of up to 75-mil. This membrane is reinforced to combat roof tears and punctures and provides superior resistance to wind forces.

**EcoWhite EPDM PT**—in addition to the outstanding solar reflectivity and durability of EcoWhite membranes, the EcoWhite EPDM PT membrane is eligible for a Platinum™ Warranty up to 30 years. Available in widths of up to 25 feet, and thicknesses of up to 90-mil, EcoWhite EPDM PT seam tape is cut flush with membrane to yield a more aesthetically pleasing finished product.



Mills High School - Millbrae, California



Warwick Middle School - Lititz, Pennsylvania



Meadowlands Exposition Center - Secaucus, New Jersey

### EPDM INNOVATIONS: WHAT WE'RE DOING, NOT JUST WHAT WE'VE DONE.

True, we talk about "billions of square feet installed globally" because we believe our track record says something. But talk doesn't cover buildings. Complete systems cover buildings. Innovations cover buildings. And the only square feet you care about right now are on your next roofing project. That's why we're always developing new roofing system solutions.

#### ULTRABLEND™ ROOFING SYSTEM

With the creation of our UltraBlend hybrid system, we've combined EcoWhite™ EPDM membrane with Firestone UltraPly™ TPO membrane to create a better single solution for both horizontal and vertical roofing needs. The UltraBlend system offers both faster installation and lower installed cost, using EcoWhite EPDM membrane and accessories for vertical surfaces such as parapets, walls, curbs and penetration details and UltraPly TPO membrane for horizontal roof surfaces.

#### METAL ROOF RETROFIT

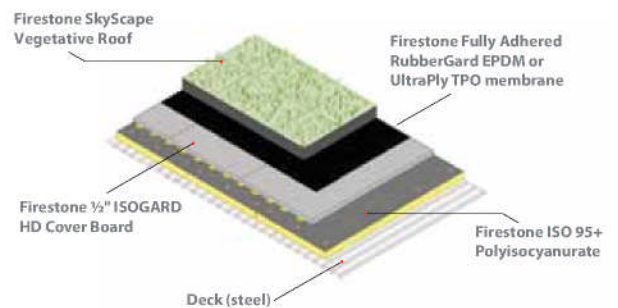
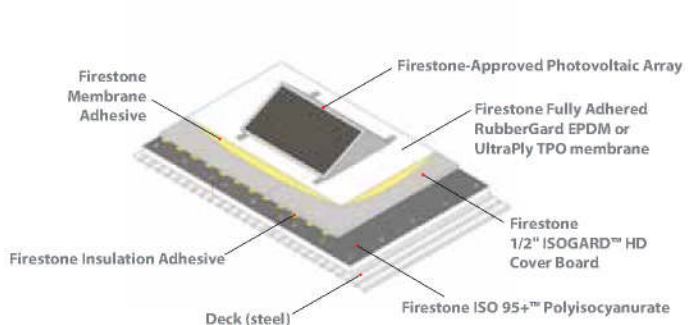
RubberGard EPDM or EcoWhite EPDM membranes, QuickSeam™ accessories, and energy saving insulation offer a solution that extends the life of an existing roof for 20 years or longer and can be installed over a worn metal roof.

#### ENVIROREADY ROOFING SYSTEM

The EnviroReady Roofing System and Warranty lets building owners install a high-quality conventional roof today and upgrade it with green roofing technology tomorrow. Firestone's Red Shield® Warranty keeps new EPDM systems "enviroready" for green roof or solar roof upgrades for up to 7 years after initial installation. This exclusive program covers inspections before and after installation of new green upgrades. Firestone has numerous EPDM system options available when the need arises.

EnviroReady Roofing Systems can play an important role in preparing your building to receive either a SkyScape Vegetative Roof System or a Firestone-approved photovoltaic system.

**UltraBlend™**



# Firestone RubberGard™ EPDM

30+ years of high performance.  
LOWER GLOBAL WARMING POTENTIAL. SUSTAINABLE. RECYCLABLE.

## EPDM PERFORMANCE

EPDM significantly outperforms comparable roofing systems related to long-term environmental impact. A study of low slope roofing membranes conducted on behalf of the EPDM Roofing Association (ERA) by the GreenTeam, Inc., featured a life-cycle assessment of EPDM, TPO, PVC and SBS Modified Bitumen membranes. The study showed 60-mil fully adhered bilaminate, white or black EPDM membrane had the lowest global warming potential (GWP) and other membranes, such as PVC, would have to perform over three times longer to have an equivalent global warming potential as white EPDM. See chart below:

ROLE OF SERVICE LIFE

	MEMBRANE	SYSTEM	GLOBAL WARMING POTENTIAL (Kg. CO <sub>2</sub> )	MIN. SERVICE LIFE TO ACHIEVE EQUIVALENCY <sup>1</sup>
EPDM	60-mil White	Adhered	22.4	15 Years
	60-mil Black		29.6	19.8 Years
TPO	60-mil White	Adhered	30.0	20.7 Years
PVC	60-mil White	Adhered	73.1	49 Years
SBS	140-mil (unsurfaced)	Adhered	81.8	54.8 Years

[1] Using a comparative service life of 15 years for the lowest GWP system (fully adhered white EPDM)  
Source: LifeCycle Inventory and Assessment of Selected Low Slope Roofing Systems in North America. TEGNOS Research, Inc. (2009).  
Original study also included ballasted and mechanically attached roofing membranes.

## EPDM – RENEWABLE AND RECYCLABLE

EPDM rubber is one of the world's most recyclable low slope roofing products. Since 2006, almost 11 million square feet of EPDM has been removed, transported and recycled from buildings all across North America and Canada, creating new and usable products such as rubber matting and artificial turf. With the reroofing market currently driving the low slope roofing business for installers, roofing contractors are doing most of the recycling work. Today, more and more architects are writing a recycling process into their new roof specifications. Specifiers and facility managers also will see roof recycling as an absolute necessity in the years to come, due to a growing number of codes that incorporate sustainability requirements. For more information on the sustainability and recyclability of EPDM, visit [www.epdmroofs.org](http://www.epdmroofs.org).



To build more value into your roofing systems, visit [www.firestonebpc.com/roofing/epdm](http://www.firestonebpc.com/roofing/epdm), call 800-428-4442, or contact your local Firestone Sales Representative by using our website's Find a Sales Rep feature.

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