

Firestone Unveils Six New Products at the International Roofing Expo

Key Messages:

- Firestone Building Products is unveiling six new products for the commercial roofing industry.
- The new products represent energy efficient and productivity enhancing innovations for every type and stage of commercial roofing project.
- Firestone is committed to providing a wide array of innovative, sustainable products for the building envelope.

NEW ORLEANS – February 22, 2010 – Firestone Building Products Company, LLC, is unveiling six new products for the commercial roofing industry at the International Roofing Expo (IRE) in New Orleans, La., February 22-24. The new products have unique energy-saving qualities that include greater light reflectivity and heat emissivity, reduced energy consumption and electrical demand, and attributes that contribute toward LEED® certification. Many also have productivity enhancing features that reduce installation times and labor costs.

“These new solutions from Firestone further reinforce our commitment to provide high-performing, sustainable products for every type and stage of commercial roofing project,” said John Geary, Vice President of Marketing for Firestone Building Products. “For new construction or reroofing projects, roofing professionals can be confident that these new options will deliver the performance, durability and reliability they have come to expect from Firestone.”

Firestone’s six new products represent innovations in EPDM, TPO, modified bitumen and metal systems, polyiso insulation and daylighting.

- **90-mil EcoWhite™ Platinum™ EPDM** is a new white EPDM solution that reflects sunlight and keeps the membrane cooler than other EPDM products. A premium product in the reflective EPDM product line, EcoWhite meets LEED certification requirements and exceeds ASTM D-4637 standards.
- **[CLAD-GARD™ SA and CLAD-GARD™ MA](#)**, a new pair of premium metal roofing underlayments, provides an ideal moisture barrier between the roof deck and the adjacent metal system. CLAD-GARD features a skid-resistant surface, nail resealability, high temperature resistance, corrosion protection and installation weatherproofing.
- **[Resista™](#)** is a polyiso insulation board that offers increased fire, wind and environmental protection. An economical new choice in insulation, Resista provides valuable energy savings and can contribute to overall LEED certification for energy optimization and material resource credits.
- **[SunWave Daylighting System](#)** is a premium daylighting product for the commercial roofing industry. Featuring a double-glazed, acrylic, prismatic layered dome, SunWave is an environmentally friendly solution that can replace indoor electrical lighting by up to 70 percent during daylight hours.
- **[UltraPly™ TPO InvisiWeld™ System](#)** is a high performance, non-penetrating TPO membrane fastening system. The mechanically attached system features a special TPO-coated InvisiWeld plate attached to the TPO membrane using an induction welding tool, simplifying installation and reducing labor and material costs.

- **UltraWhite™ Modified Bitumen Cap Sheet** is a highly reflective granule-surfaced cool roofing solution that provides enhanced light reflectivity and heat emissivity, greatly reducing energy and electricity usage. UltraWhite meets requirements for California's Title 24 regulations and can help achieve points in the U.S. Green Building Council's LEED rating system.

90-mil EcoWhite Platinum EPDM, CLAD-GARD, Resista, SunWave, UltraPly TPO InvisiWeld System, and UltraWhite Modified Bitumen Cap Sheet will be featured in the New Product Showcase Center at IRE Booth 2039. Firestone's in-booth Productivity Zone will also feature additional products – including Firestone AccuTrac Kits, [ISOGARD HD Cover Board](#) and I.S.O.Stick™ Insulation Adhesive – geared toward creating on-the-job efficiencies for roofing contractors.

About Firestone Building Products Company, LLC

Firestone Building Products Company, LLC (FSBP), is a leading manufacturer of EPDM, TPO, asphalt and metal roofing systems, polyiso insulation and accessories for the commercial roofing industry. In addition to superior roofing products, FSBP offers installation expertise and product support through roofing solutions and technical services departments and an international network of roofing contractors, distributors and field sales representatives. Headquartered in Indianapolis, Ind., FSBP is a subsidiary of Firestone Diversified Products, LLC (FSDP). Visit the FSBP Web site at www.firestonebpco.com.

#

Editorial Contact:

Gina Borgman, gborgman@gibbs-soell.com
Gibbs & Soell Public Relations
847-519-9150