

# JM Update

## 2011 Roofing Systems Quarterly Update - Q2

### Bob Wamboldt Named Vice President and General Manager

Bob Wamboldt recently assumed the role of vice president and general manager for JM's Roofing Systems business.



Most recently, Wamboldt's roles within JM include vice president and general manager of Engineered Products North America and Business Leader for the North American Fibers business in the Engineered Products Group. He joined JM in early 2003 as a strategic accounts manager and has been instrumental in building key customer relationships leading business of critical strategic importance to JM. Wamboldt replaces Fred Stephan, who has assumed leadership of JM's Insulation Systems business as part of the company's succession planning and development process.

### RoofPoint™ – High Performance Guideline System

RoofPoint, developed by the Center for Environmental Innovation in Roofing (CEIR), is a comprehensive sustainable roof rating system. RoofPoint, an alternative to LEED, focuses on reroofing. It is organized in five primary categories of energy management, materials management/water management, durability/life-cycle management, and innovation.

Johns Manville recently utilized the RoofPoint system on Effingham County's newest school, the 44,000 square-foot Effingham Career Academy (ECA). The roofing system integrated a 40kW JM E<sup>3</sup> co. Cool-Ply® solution by SolarFrameWorks over an existing JM PVC membrane system with insulating concrete. The system qualified for the materials management and durability/life-cycle management credits.

### JM EPDM Update

Construction and engineering continue to be on schedule for a much anticipated mid-Q2 2012 opening day. To celebrate with the community, a ribbon-cutting ceremony was held on June 30 in the town of Milan, Ohio.



In August 2011, we will introduce a 90 mil 10' x 50' sheet. Once in operation, the plant will run nonreinforced and reinforced material. Pre-taped seam membrane production is anticipated shortly thereafter. A white EPDM formulation is also in development.



Look for more product offering information and updates as the JM EPiDeMic continues to sweep the nation.

### Johns Manville to Present at CSI Construct

Hal Shapiro, EIT, RRO, CDT has been selected to present Intelligent Roofing Systems: Selection and Design at the 2011 CSI Construct event at McCormick Place in Chicago, Illinois. The presentation is tailored to provide design professionals with criteria to select the right roofing system for various roofing conditions. The presentation will be held on September 13, 2011 from 2:00 p.m. – 3:30 p.m.



### Customers Continue to See the Difference in the JM PVC

Recent BURSI seminars held at both the Cooley manufacturing facilities for architects, specifiers and school board members helped solidify the JM-Cooley partnership. By helping our customers understand the manufacturing process and technical overview, Johns Manville was able to secure a closed school specification.

### BURSI® – Better Understanding of Roofing Systems Institute

BURSI educates architects, consultants, roofing contractors and building owners on the latest roofing system materials, technology and design. In over 40 years, more than 60,000 roofing professionals have been taught the fundamentals of roofing through the BURSI curriculum. We work on developing application solutions that result in energy efficient, durable and healthier buildings.

JM helps design professionals (architect, engineers and consultants), building owners and contractors get the most from roofing and building science education. There are two more sessions being held in the fall. Each session is 1½ days earning 11 AIA and RCI continuing education credit hours. Contact Hal Shapiro (hal.shapiro@jm.com) or your local sales representative to sign up today.

### Johns Manville Roof Consultant Forums

Be sure to look for a forum in your area to learn about product and market trends and earn continuing education credits. Contact Denise Andersen (denise.andersen@jm.com) for more information.

Forum	Date	City, State
SBS & PVC	Aug. 4	Jacksonville, FL
	Aug. 10-11	Orlando, FL
	Aug. 30 - Sep. 1	Dallas & San Antonio, TX
	Oct. 17-19	Northern & Southern CA
	Oct. 24-26	New Jersey
	Nov. 1-3	Macon, GA
SBS & TPO	Nov. 8-10	Raleigh, NC Charlotte, SC
	Sep. 13-15	Boca Raton, FL
	Sep. 19-21	Houston, TX
SBS & EPDM	Oct. 11-13	Scottsboro, AL
	Oct. 3-5	New York City

## Enhanced SBS Flashing Details

Johns Manville is pleased to offer an enhanced series of SBS and BUR bituminous details for hot-asphalt and cold-adhesive applications. The improved drawings build upon the original DFE (DynaFlex®) flashing detail series currently being used today.

Features of the new series include:

- Increased drawing size for additional clarification
- Isometric (3D) view for improved understanding and added detail
- Simplified notes for common exceptions and guarantee information
- Icons to identify the application methods

Be sure to check out the new drawings at [www.jm.com/roofing](http://www.jm.com/roofing).

## SBS Cool Roof Membrane Enhancements

As a direct result of feedback from our JM Peak Advantage Contractors®, we have modified the product design of our SBS modified bitumen cool roof (CR) membranes. The rolls will now be wound in the traditional direction to ease installation in both hot-asphalt and cold-adhesive system applications. The CR product line will maintain its ENERGY STAR® rating, Cool Roof Rating Council (CRRC®) listing and all other FM Global®, UL®, Miami-Dade County and Florida Building Code approvals. For more information reference bulletin M11-030.

## TPO Weathering Performance

JM TPO uses a premium ultraviolet (UV) package in its formulation to withstand the intense weathering experienced on roof tops. The proof is in the results of the rigorous ASTM climate resistance and age testing. The ASTM test method accelerates the UV exposure level to 10,080 kJ/(m<sup>2</sup>•nm) or approximately 4,000 hours before failure.

JM TPO 45 mil can be exposed to almost 11,000 hours before failure. This is one of the most durable commercial 45 mil TPO formulations on the market and performs only 300 hours less than a competitor's 80 mil product. JM TPO is designed to be one of the most durable, with the UV test data to prove it.

## Online Sample Orders Now Available to JM Pinnacle Council®

The Submittal Wizard, a free tool available to all members of the Peak Advantage program, allows JM customers to create submittal packages electronically. Now, Pinnacle Council members receive an added bonus; the ability to order roofing samples online as a part of their submittal package.

For more information on how to become a Pinnacle Council member, please contact your local JM sales representative.



## TopGard® Product Enhancements

TopGard 4000 and TopGard 5000 are now available in tan as well as white. Both colors meet ENERGY STAR® and California's Title 24 Cool Roof standards for reflectivity. TopGard in tan has a reflectivity of .72 and TopGard in white has a reflectivity of .83. Now customers have a choice of colors while realizing energy savings and protecting the roof membrane with our high performing, 100% acrylic, coatings.



TopGard Type B Roof Coating is now "Asphalt Emulsion Roof Coating".

This more descriptive name will help alleviate confusion around our coatings line and better describe its intended use as a water-based, emulsion coating. The TopGard® name will continue to be used for the acrylic product line.

## Announcing the JM Peak Advantage® Partner™ Program

In our efforts to bring enduring value to our Peak Advantage members, we are proud to present the Peak Advantage Partner Program, open exclusively to our Pinnacle Council and Summit Club members. Through strategic partnerships between JM and leading industry service providers, this program will regularly bring you opportunities to save on services your company uses every day. There is no fee to participate. Be sure to read bulletin M11-023 for more details and information.



## JM Roofing Institute™ – Better Roofing Through Education

JM Roofing Institute courses are designed to provide practical experience to roofing contractors to enhance day-to-day operations. We provide hands-on experience to improve roofing installation techniques and good work practices. Classroom sessions extend beyond installation procedures to address business issues such as improving productivity. Areas of focus include: Materials, Quality, Productivity, Technology, Design, Installation, and Safety.

### 2011 Workshop Schedule

- October 11-13 – EPDM
- October 18-20 – Hot-Asphalt BUR/SBS
- October 25-27 – Cold-Adhesive ModBit
- November 1-3 – TPO
- November 8-10 – PVC
- November 15-17 – TPO

# Did You Know



## JM Addresses TPO Concerns in NRCA Technical Committee

In May, JM hosted the NRCA's Technical Operations Committee at our Scottsboro TPO plant. Our guests included Mark Graham, the Technical Director of the NRCA, and six contractors from around the country. We discussed the history of TPO and the failures and re-formulations which have happened since its inception in the early 1990s. We explained how JM has used science and the knowledge gained from prior industry failures to develop the best TPO product available.

This visit initially came about from discussions within the industry about how to address recent TPO thermal and UV performance failures. We discussed why the proposed ASTM accelerated testing was not representative of the conditions and failures observed on the roof. The science showed that reformulating to pass this proposed test would not increase long-term roof performance.

Upon rejection of the initial proposed ASTM standard, JM participated in initiatives to further refine an ASTM accelerated weathering test standard to correspond with actual environmental conditions experienced in service. A new, improved standard was approved in June and now requires testing at 240°F for 224 days.

Be sure to call your local JM sales representative to learn more about JM TPO and its exceptional ozone resistance and solar reflectance.

## New Hires and Promotions

**Mike Cusick:** Boards and Insulation Portfolio Manager

**Aaron Hill:** Senior Sales Representative

**Melissa Kroge:** PVC Product Manager

**Nate Martin:** Bituminous Systems Portfolio Manager

**Joe Noernberg:** Specifier Services Engineer

**Brian Shamas:** Solar Sales & Operations - Eastern Region