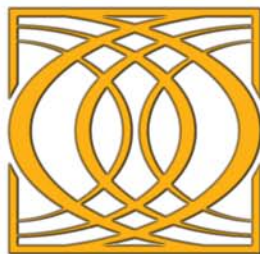




ECONOMICS



ENVIRONMENT



ENERGY

JM E³co.

The JM Eco-leadership™ Company

Solar Solutions for
Commercial Roofing Systems



Introducing JM E³co., Providing Solar Solutions That Protect Your Roof

Johns Manville has over 150 years of excellence in commercial roofing. As a Berkshire Hathaway company, we have the strength and stability to invest in the next generation of roofing options. In this new energy economy, business as usual just doesn't meet the increasingly challenging needs of building owners.

In order to better meet these needs, Johns Manville has created JM E³co. We are committed to the future and to the newly emerging technologies that will enhance and accelerate energy savings. The JM E³co. mission is to bring our considerable resources to:

- *White, reflective "cool" roofing systems*
- *Green, vegetative roofing systems*
- *Solar solutions*

Our business is led by building scientists and top professionals in commercial roofing. As the number one brand, you can trust us to deliver the most appropriate solution for you. That's what leaders do, and that's why JM E³co. is the eco-leadership™ company to turn to for the most advanced recommendations.

Our fundamental approach is to develop a clear understanding of three critical dimensions: the **e**conomic benefits, the positive **e**nvironmental impact and the **e**nergy-saving results. Our goal is to help you achieve a real-world balance across all three elements. Most importantly, since each roof you design or specify is unique, let us help you optimize your choices.

JM products offer a high potential to contribute to LEED® credits.

Incorporating energy solutions from JM as the basis of design can contribute to a maximum of 13 credits in LEED v2.2. Call our Owner Services Team for a consultation regarding LEED v3.



Federal economic stimulus funds support solar and insulation improvements for commercial roofing systems. Challenge the JM E³co. Owner Services Team to turn your roof into a business asset.

- *Are unknown utility costs eroding your budget?*
- *Have you audited your roof to determine energy savings potential?*
- *What if you could offset a significant amount of your energy costs?*

A solar photovoltaic electrical generating system on your roof could be a solution.

Turn your roof from a maintenance expense to an energy-providing asset with a photovoltaic (PV) electrical generating system incorporated into a protective roofing system. Single-source integration is the key to success.

We can save you energy through better insulation, reduced heat penetration and power generation. Call our team to review your portfolio.

We can offer you options that provide protection against the elements while generating electrical power for your structure.

Our expertise will ensure that your PV system never compromises roof integrity.

The greatest threat to roof integrity is managing the effect of roof penetrations. Our comprehensive roofing solutions mean that we can analyze what works best with the PV system appropriate for the climate in your part of the country. This is absolutely essential for proper performance. We can provide one point of contact for your roof guarantee.

Federal and state tax incentives, accelerated depreciation and utility rebates can make upfront costs surprisingly affordable.

Programs differ from state to state but the substantial rebates that are available, combined with energy cost savings, can lower your payback period.



We'll create the ideal solution for your building.

A new photovoltaic roof is a highly beneficial but complex system. While some companies may have a single PV system or roof to sell you, Johns Manville can provide the appropriate complete solution to ensure we meet your specific needs.

A roof-integrated PV system without penetrations is essential to maintain a watertight roofing system.



Built-up, modified bitumen or single ply roofing membranes; Crystalline or Thin Film photovoltaic systems — there are numerous options and combinations. Every building and climate is unique with respect to design and location. To maximize the benefits of your PV system, both economically and technically, call us to develop a program that is specific to your needs.

JM has a long-standing program for developing relationships with quality applicators for all types of roofing. This same process is utilized to select the very best installation team for your job. In addition, we offer value-added services such as rebate/incentive administration, financial return modeling and the integration of your system with the local utility company.

Let us analyze your roof and guide you through all your options.

The right system involves both the right roof and the right solar energy components, working effectively together. Our unique practice ensures you have all the best options available.

Start cutting energy costs today!

Call (303) 978-2821 or e-mail ownerportfolio@jm.com for a no-obligation analysis.

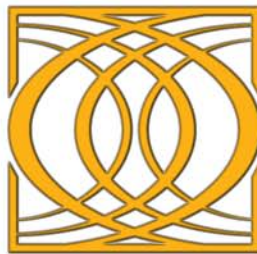
PRODUCT WARRANTIES

JM E³co. designs roofing products that work together to provide a one-source comprehensive roofing system solution. Total roofing system guarantees are available. To learn more about our standard guarantee terms and conditions, visit our Web site at www.jm.com/roofing or talk to your local JM E³co. sales representative.

JM guarantees are available only on qualified JM E³co. roofing systems containing JM E³co. roofing products. JM E³co. standard product terms and conditions will apply to all sales including a one-year limited product warranty and limitation of liability. Limited product warranty and limitation of liability information is available at www.specjm.com/aboutjm.asp.



E C O N O M I C S



E N V I R O N M E N T



E N E R G Y



JM E³ Co.
717 17th St.
Denver, CO 80202
(303) 978-2821
ownerportfolio@jm.com