

JM Announces New U.S. EPDM Single Ply Roofing Manufacturing Facility

Johns Manville is pleased to announce construction of an EPDM – Ethylene Propylene Diene Monomer – roofing membrane manufacturing facility in Milan, Ohio, scheduled to begin production in mid-2012.

With over \$125 million invested over five years, JM will manufacture the broadest offering of commercial roofing products in the industry. JM will manufacture EPDM on the newest, state-of-the-art roller die extruder equipment in the industry – technology that will ensure the highest quality control and produce a superior product.

Updated JM Content on McGraw-Hill Sweets.com

During the 4th quarter of 2010 JM partnered with McGraw-Hill to include additional content from the SpecJM Web site. The enhanced content can be found at www.sweets.com.

In addition to the updated content, McGraw-Hill will send out monthly newsletters to their design professional subscriber base. Year to date, we have seen an increase of 30%+ in downloads and site visits to the updated site.

CSI ProFair 2011 - San Francisco, CA

ProFair, held on April 20, is the largest showcase of construction products and services held in the Bay Area. The product fair is held annually and is locally sponsored by the San Francisco Chapter CSI. JM specifier services and sales representatives will be on site to answer any questions regarding our specifications, spec assistance and comprehensive portfolio of roofing and insulation systems.



Product Manager Mike Cusick Climbs Mt. Kilimanjaro

Mike Cusick, product manager for cover boards, successfully summited the peak of Mt. Kilimanjaro on March 18. Mt. Kilimanjaro is the highest freestanding mountain in Africa at 19,341 feet above sea level. Mike explains, "climbing mountains is much like business, you must have capital, planning, teamwork, execution and celebration of success once you've reached your goal."



New Roofing R-Values Requirements for 2012

Polyisocyanurate insulation has one of the highest R-values per inch. In addition, it is thinner than other types of roof insulation minimizing parapet wall heights — 16% thinner than XPS (extruded polystyrene) and 33% thinner than EPS (expanded polystyrene). Polyisocyanurate insulation continues to be the most cost effective means to insulate a roof.

The upcoming 2012 energy codes will increase the R-values from 20-30% for roof insulation. The International Energy Conservation Code (IECC) finalized the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE) R-values found in their 90.1 2007 standard in October 2010.

This will most likely help achieve the 30% boost sought by the U.S. Department of Energy, the U.S. Conference of Mayors, and the National Association of State Energy Officials, governors, lawmakers and the broad-based Energy Efficient Codes Coalition (EECC).

This overwhelming vote indicates that building officials across the U.S. recognize the need for significant energy savings through efficiency improvements in construction and renovation.

JM SBS Delivers Consistent Quality

JM has completed another round of competitive benchmarking. Our investment in continual quality improvement is reflected in the results. When compared with four other leading SBS brands, JM consistently delivers better granule adhesion.

To truly understand long term performance, JM tests our products beyond the industry ASTM standard. We utilize a wet granule adhesion scrub test to simulate tougher, high-moisture roof environments. Even under these demanding environments, our products consistently outperform other brands.

In addition, JM products are also consistently thicker than the competition, both in total thickness and selvedge edge thickness. Consistently thicker sheets offer more waterproofing at the same price point as other brands. Look for more details about JM's focus on quality in our SBS Advantage literature now available online or through your local sales rep.

Enhanced PVC and TPO Corners

Johns Manville is pleased to announce a significant design and function improvement to one of the most popular accessories on a single ply roof. Based on market and customer feedback, we now offer a waffle-style design. The new design allows greater flexibility for both inside and outside corner applications with no change to how it is installed.

A wider 8" diameter and an optimized waffle pattern should increase installation efficiency and adaptability at critical detail points. The wider diameter also covers the cut-edges on outside corners minimizing the use of cut-edge sealant.

Universal corners are now available for both JM PVC and JM TPO systems.

JM PVC Passes the Test of Time

Not many things can stand up to the rigors of the elements over time. However JM PVC Membranes have proven to stand the test of time. JM PVC has an impressive 20-year history and 570 million square feet installed across the United States.

Contact your sales rep today to learn about the actual sample from 1992 that continues to meet the ASTM requirements after 19 years.

JM PVC T-Joint Patches

Johns Manville is pleased to announce a revision to the current T-Joint Patch offering with a single color design and 4.5" (11.43 cm) diameter. The new T-Joint Patches will replace the current dual colored 6 3/4" (17.15 cm) diameter PVC patches. For more information be sure to read marketing bulletin M11-012.

Johns Manville Invests in Fesco® with New Packaging Design and Equipment

As part of Johns Manville's commitment to improve our signature Fesco Cover Board portfolio, we are proud to announce the completion of a major capital-equipment expansion at our Rockdale, Illinois manufacturing facility.

Over the last year, our operational team has developed a shrink-wrap package to better protect each pallet. JM partnered with Moellers North American, Inc. to develop automated equipment to ensure reliable and consistent packaging. With a short transition time to turn existing inventories, the new packaging should be fully implemented into the market by the end of March.



JM PVC and JM TPO Pipe Boots

Johns Manville has improved the design of our TPO and PVC Pipe Boots. The new mold, based on market demand, is a smooth-surfaced boot. Smooth pipe boots are designed for traditional or split-pipe flashing applications. Each boot has a cutting guide for easy reference and diameter measurements.

Properties for both JM TPO Pipe Boots and JM PVC Pipe Boots:

- Diameter:** 1" – 6" pipe penetrations
- Colors:** White, grey and sand-stone or tan
- Packaging:** 10 pipe boots and clamping rings per box

New JM PVC Data Sheets

Be sure to check out the new JM PVC data sheets soon to be available on the Web. The enhanced data sheets include JM PVC Fleece Backed - Colors; JM PVC Fleece Backed ES (Energy Saving); JM PVC (standard) - Colors; JM PVC ES (Energy Savings).

Concrete Primer is now Asphalt Primer

In the coming months, we will transition from our Concrete Primer to an Asphalt Primer. Like Concrete Primer, Asphalt Primer meets ASTM D-41 specifications and is used to prepare substrates prior to the application of hot asphalt or cold adhesives in BUR, SBS and APP roofing systems.



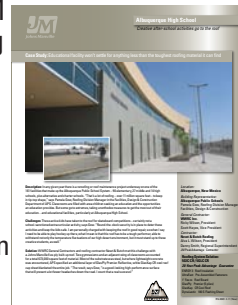
The primer can be used on a variety of substrates including concrete, gypsum, masonry, block, brick, and metal surfaces. The new Asphalt Primer is a direct substitute for Concrete Primer and therefore can be used wherever JM Concrete Primer is specified.

Improved MBR Cold Application Adhesive

We asked customers what they wanted in a one-part membrane adhesive. They told us it should be smooth, consistent, easy to spread and spray-able. So that's exactly what we did. Our MBR Cold Application Adhesive has a smoother, consistent texture. When using a squeegee, it flows much better and is easier to push. When using a sprayer it heats up quicker and moves through the pump easier. In addition, the adhesive will be in our new JM-branded packaging this spring.

JM Project Case Studies on the Web

Johns Manville provides the widest array of roofing products in the commercial roofing industry. Be sure to check out the job profiles highlighted on the Web to see why leading owners prefer the JM brand for their roofing needs. These case studies showcase how unique roofing challenges - vegetative, cool roofs, cold storage, solar, and more are addressed in various markets.



Did You Know

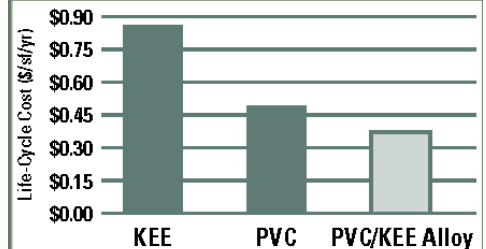


Not all PVCs are Created Equal

While the commercial roofing PVC category holds two ASTM standards, there are actually three main types of PVC formulations:

1. Formulations that contain 50% or more KEE (ketone ethylene ester – trade name DuPont™ Elvaloy® KEE), of the polymer base,
2. 100% liquid-plasticized sheets and,
3. Combinations of PVC and KEE, where KEE is less than 50% of the polymer base. (JM's formulation)

JM uses a combination of PVC and KEE in its formulation. Low life cycle costs have been demonstrated with this type of formulation in a 2005 Lifecycle Cost Study conducted by Simpson Gumpertz & Heger (SGH).



In addition, architects and consultants should be conscious of above scrim thickness and composition for long-term performance. JM offers a durable, monolithic 100% virgin compound film above the scrim. Its durability and performance are demonstrated in the "Test of Time" long-term durability study conducted in late 2010 by SGH. Other brands offer a co-extruded film above scrim; these formulations have not been proven in the market.

More information on the advantages of using JM PVC can be found in our updated product brochures.

Elvaloy® KEE is a registered trademark of E.I. du Pont de Nemours and Company