

MARKETING BULLETIN — Roofing Systems

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Fesco® Board Product Enhancements
Insulation and Cover Board Systems

Johns Manville Fesco Board products are lightweight, easy-to-shape and extremely fire resistant. With over fifty years of success, it has stood the test of time. To continue upon the success of Fesco and stay competitive in the changing marketplace, JM conducted a survey. The survey was designed to better understand the needs and expectations of the roofing contractor, ultimately improving their experience with the product.

Survey Feedback

1. *Reduce the amount of water Fesco Boards absorb.*
2. *Improve the over all product strength to prevent broken corners and breakage during shipping.*

JM Solution

To reduce water absorption, JM calibrated the amount of water repellent chemical (i.e., asphalt emulsion) and the chemical responsible for binding the asphalt emulsion to the fibers.

The product strength was enhanced by increasing the density and binder content.

The above product improvements enhanced the products ease of cutting, carrying, lifting and moving—the signature product benefits of Fesco. The product is also darker brown in color which draws attention to the white Perlite content.

JM would like to thank the roofing contractors who offered their experience and advice to help us better serve our customers and meet the demands of the marketplace.

Be sure to call your local JM sales representative to obtain a sample of the enhanced Fesco Board product.

Tom Calzavara
Product Manager, Insulations & Cover Boards