

MARKETING BULLETIN — Roofing Systems

Bulletin Number: M11-037
 Date: September 27, 2011
 Distribution: RS Employees,
 Sales Agents, Direct Buy
 Contractors, Consultants,
 Specifiers, Owners

**JM’s Fesco® Product Line Earns Recycled Content
 Certification from UL Environment®**

The Fesco product line has over half a century of proven performance that building owners, design professionals, and contractors have specified and installed in high-quality roofing systems. JM Fesco products utilize raw materials with high recycled content and therefore contribute to the LEED Materials and Resources (MR) Credit 4: Recycled Content through the US Green Building Council (USGBC). JM enlisted UL Environment to audit our Rockdale, IL manufacturing plant to certify the recycled content for all perlite products.

The results of this 3rd-party certification of total recycled content are documented on the UL Environment web site (refer to the link and search by Johns Manville) [Fesco Certification UL Environment](#) and are delineated below:

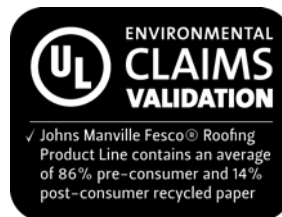
Product Name	Average recycled content (wt%)
½” Retro-Fit™ Board	39%
RetroPlus™ Roof Board	40%
DuraBoard®	33%
Fesco® Board HD	27%
Fesco® Board	34%
FesCant® Plus	39%
Tapered Fesco® Board	29%
Tapered Fesco® Edge Strip	33%

Fesco recycle content was primarily composed of recycled news print in the past. However, the supply of recycled newsprint is dwindling as more people have their reading content delivered online. Furthermore, more municipalities have adopted mixed-material curbside recycling, resulting in lower quality newsprint. Because JM strives to offer the highest-performing products at a reasonable cost, the Fesco product line has shifted its mix of pre- and post-consumer recycled content towards pre-consumer sources.

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These new sources offer better fiber quality at reasonable costs. UL Environment has certified the entire Fesco Product line to contain recycled paper with the following mix:

Pre-Consumer – 86% and Post-Consumer – 14%



For our customers who are involved in LEED projects, we suggest a careful evaluation of the new LEED Pilot Credit 43: Certified Products. This pilot credit is designed to reward LEED Projects that use products with third-party certifications of single attributes such as recycled content. Fesco can now contribute to this pilot credit with the new Environmental Claims Validation service provided by UL Environment.

Johns Manville is committed to improving its signature line of sustainable Fesco cover board products. We will now begin to change all of our technical data sheets, sample cards, and product labels to add the UL Environment logo with each product's certified recycle content.

Michael J. Cusick
Product Manager