

# The JM SBS Advantage

Johns Manville is one of the world's leading providers of modified bitumen systems in the commercial roofing industry. Our reputation for a wide range of quality products and application techniques, exceptional technical expertise and customer service is unparalleled. To highlight why JM should be the preferred choice for your roof system, we want you to consider why the JM brand choice is the superior brand choice:

## JM Has Been Producing Quality SBS for Nearly 25 Years

SBS (Styrene-Butadiene-Styrene) is a rubberized modifier that, when added to an asphalt, increases the overall performance. SBS modifiers extend the service range of the membrane so that it can be handled in cooler temperatures without cracking or shattering or in warmer temperatures without softening to the point of flow. JM SBS technology has continued to evolve with the needs of the industry with self-adhering membranes and reflective cap sheets.

## JM Is the Brand Preferred by Roof Consultants and Architects

In 2007, Ducker Worldwide, LLC<sup>®</sup> conducted a survey of more than 100 design professionals who ranked roofing manufacturers by the brand they preferred, on a scale from 1 to 5, with 5 as best-in-class the averaged scores were:

Johns Manville – 4.38  
GAF<sup>®</sup> – 4.17  
Soprema<sup>®</sup> – 4.09  
Siplast<sup>®</sup> – 3.92  
Firestone Building Products<sup>®</sup> – 3.64

## Our Roof Guarantees Are Meaningful

When your roof is protected by a JM guarantee, you are assured of the strength and stability of a 150+ year-old company backing its commitments. Most importantly, JM guarantees the entire system. Look closely at other brands and their guarantees specifically exclude products that they do not manufacture. Or, they have exclusions, for example, as in the case of wind riders regarding hurricane conditions that may weaken guarantee coverage.

Your roof is an asset, an investment — why trust its protection to others? It is particularly important that your coverage be single source, especially in protecting the value of your high-value polyiso or other insulations.

## JM Has Extensive Sales and Field Technical Support

JM is there when you need us. Our response time is superior to other brands who have limited personnel to meet your requirements. Plus, our team is highly educated in good roofing practices and has the backup of application engineers and other roofing specialists who have, for example, LEED<sup>®</sup> accreditation or who are Registered Roof Observers. With over 100 highly trained support personnel, JM can attend preconstruction conferences with you or help with details on job starts.

## Our Heritage and Expertise Is Grounded in the U.S.

Why settle for a brand that has more interest in the European climate than conditions in the United States? We have building scientists with sophisticated knowledge of urban heat island effects and other elements that are key considerations in good roof planning. And, we have more U.S. manufacturing facilities than many SBS suppliers, assuring that you will have product at your convenience, without long lead times.

## Our Peak Advantage<sup>®</sup> Contractor Program Is Selective and Robust

Contractors selected for this elite status are proven to be best of class, having demonstrated the highest performance standards. JM supports contractors who are top professionals and who have proven their craftsmanship as installers.

