

Contenders Charley, Frances, Ivan and Jeanne: No Match for FiberTite®

The same fierce winds that cost Florida billions of dollars in damages and claimed more than 100 lives during the 2004 hurricane season also pummeled the 60 million square feet of FiberTite roofing membrane that lay in the four storms' paths. But hurricanes Charley, Frances, Ivan and Jeanne did little more than grant FiberTite Roofing Systems the chance to demonstrate champion strength. The performance has converted a host of new fans.

Doug Sutter, principle of Sutter Roofing, one of the largest roofing contractors in the state of Florida, reports, "After the storms, many of our customers asked us which roofing product can survive this weather. When we told them how FiberTite fared, they immediately wanted to switch."

Hurricane Charley plowed through Boca Grande and destroyed the roofs of most buildings surrounding the Boca Bay Pass Club — but its roof survived. Neighbors came knocking on the door with the same question. They, too, learned about FiberTite. Owners of two condominium facilities nearby promptly placed orders to replace their modified bitumen roofs destroyed by the storms with FiberTite.

So far, dozens of new customers from Boca Grande, Tampa, Orlando, Melbourne, Cocoa Beach, Bradenton, Ft. Meyers, Daytona Beach, Palm Beach and Fort Pierce have decided to replace their BUR, EPDM or modified bitumen systems that came apart during these storms with FiberTite. In fact, we've sold over one million square feet of FiberTite to replace poor performing competitive roofing systems. And the rebuilding of Florida has only begun.

Many companies make good roofs, but what makes FiberTite so much tougher? We start with a solid, inimitable product. FiberTite's proprietary knit design incorporates the highest denier

polyester fibers to create an internal barrier to puncture. The polymer content of our formula includes over 50% DuPont Elvaloy® Keytone Ethylene Ester (KEE) — that's more than any competitive membrane. The KEE polymer ensures FiberTite maintains its flexibility and watertight attributes throughout the lifetime of the roof. What's more, FiberTite Roofing Systems are Energy Star compliant and Seaman Corporation is a charter member of the Cool Roof Rating Council. According to the Department of Energy's Energy Saving Model, a FiberTite roof can offer savings between \$.05 and \$.15 per square foot each year in most geographical regions.

But champion performance only begins with a stellar product. Each FiberTite system is tailored to meet the unique engineering design requirements of individual facilities. In Florida, high winds and torrential rains are critical factors impacting the design process. FiberTite technical representatives are present on the job site to support contractors during the installation of the roof and they remain available for calls and questions related to the maintenance of the system.

A partnership with FiberTite starts with the sale of the roofing system. It lasts through the lifetime of the roof. In Florida and elsewhere, despite long-term exposure to blistering UV, caustic chemicals, fatty acids, extreme temperatures and a record-breaking hurricane season — that's proving to be more than 20 years

Learn more about the FiberTite membrane attributes, system offerings, life cycle costing and success stories by visiting www.trustfibertite.com. Or, call us at 1-800-927-8578.



Members of the Seaman family cutting the ribbon to inaugurate the new machine

Second New Machine Yields Wider Widths, Greater Capacity for FiberTite

In December, at its Bristol, TN facility, Seaman Corporation celebrated the inauguration and installation of a second new wide width hotmelt coating machine. This machine mirrors the custom design of the first new hotmelt machine, which the company installed at its headquarters in Wooster, Ohio during the summer of 2003. The new machines give the company greater capacity and the ability to increase fabric roll widths from 56" to 74".

The investments are part of an aggressive strategy to drive the company forward to meet increased customer demand and to sustain market leadership in a competitive global marketplace.

"We must invest in state-of-the-art technology if we intend to compete

effectively worldwide,” said Richard N. Seaman, President. “It’s the only way we can stay ahead. It’s the only way we will go.”

The second machine was up and running in December and by the end of January the company had produced more than a quarter million line yards for sale. Wider width currently means 74", but the machines have the capacity and the company plans to ultimately expand widths to 100".

FiberTite membranes are being produced on both new machines and inventories are replenished. Currently the FiberTite SM membrane, 8530 and 8142-XT products are being offered in 74" widths. Widths of half sheets have also been increased from 28" to 37". Soon to follow will be the addition of the FiberTite Fleece Back membrane in wide width, completing the basic FiberTite product portfolio.



At the dedication of the new hotmelt coating machine

**NRCA 2005 IS BEING HELD UNDER A FIBERTITE ROOF!
VISIT US AT THE ORLANDO CONVENTION CENTER, FEB. 16-19, BOOTH #601.**

Denver Art Museum Chooses FiberTite for New Expansion

Owner: Denver Art Museum
Architect: Internationally renowned, Daniel Libeskind
Other projects include: World Trade Center Memorial, New York; Jewish Museum, Berlin, Germany; Jewish Museum, San Francisco; The War Museum Manchester, England

Contractor: RoofCheck, Longmont, CO

Total square feet: 65,000 sq. ft.

Roofing System: Steel Deck; .25" Dens Deck loose laid, covered with a peel & stick ice & water shield membrane; covered with 2.5" of ISO mechanically fastened to the deck. The ISO is covered with 4 additional inches of ISO adhered in Oly-Bond polyurethane foam adhesive, covered with .5" Dens Deck Prime adhered in Oly-Bond, and finally waterproofed with a 45 mil custom "mocha" colored FiberTite Fleece Back membrane adhered with FTR 290 adhesive.

Why FiberTite? The 65,000 square foot mega structure is covered with 146,000 square feet of titanium siding. The humidity inside the museum cannot change more than four tenths of a degree or the paintings will be damaged. Seven roof decks are exposed with inclines that range from 9.5° to 26.5°. Roof aesthetics are very important. As is longevity. Despite the fact that EPDM was evaluated in the first bid, FiberTite presented the most effective and intelligent roofing system solution. The project is scheduled for completion this year. For more information, visit www.denverartmuseum.org.

