

# Experienced FiberTite Contractor Shares Tips from the Trenches

MAY 2011

INSTALLATION TIP



Matt Ladd, V.P. of Construction for Advanced Roofing in Ft. Lauderdale, Florida, has been installing FiberTite Roofing Systems for 22 years. We spoke with him and asked him to share a few of the things he has learned from his experience.

***A roofing system's long-term success is heavily dependent on a sound installation by the contractor. Over the years, no doubt you've learned a few tricks that ensure your company contributes to FiberTite's success. Give us a few tips on how you make this happen.***

1. Picking the installation crew is very important. It's important to select people who reflect pride in their work. Single ply roof systems typically draw a different crowd than hot tar roofs. Each crew member needs to be good at maintaining a balance between production and quality control.
2. Proper training of the team is important. The foreman running the crew has to have the skills and the ability to monitor the work continuously to be sure quality control is in place. We generally like to appoint a quality control person on the crew. His job, for example, is to test the welds at the beginning and at the end of every day to ensure that the temperatures on the welding machine are staying constant and the welds are done per FiberTite's requirements. We also appoint a journeyman to probe the seams and we require him to initial each seam he checks, as an extra measure of accountability if something is noted during the inspection process.
3. We like to make sure all the details are covered along the way as the roof is installed, as opposed to going back at the end to tend to them. For example, the edging, flashing and penetrations are all addressed daily to maintain the integrity of the system. By doing this we avoid liabilities for the customer and ourselves down the road.
4. Planning is one of the most important steps to take early in the job. We have a pre-job meeting to go over the specifications, materials, etc. It's important to set daily production goals in advance for the crew leader. We encourage the leader to monitor progress daily to see if the crew is falling behind; if they are, we encourage them to brainstorm ways to regain time or we revise the schedule, if necessary.
5. Interim inspections are a great idea. A lot of companies don't offer this. FiberTite has always been very good at providing them. FiberTite sends a representative at the start of the job and the company always accommodates our requests for mid-term inspections along the way.

***What steps do you recommend customers take to maintain their roofs and ensure its optimal performance?***

We offer all of our customers a preventative maintenance program. There are always things that should be evaluated at least once, if not twice per year. For example, caulking should be checked regularly for any deficiencies. Periodic cleaning per FiberTite's

**Matt Ladd**  
V.P. Construction  
Advanced Roofing  
Ft. Lauderdale, FL



**INTELLIGENT**  
ROOFING SOLUTIONS

recommendations allows for effective visual inspections to spot damage done by storms and other trades that may have performed work on the roof surface. Cleaning of roof drains and gutters prevents conditions like algae growth and excessive amounts of water accumulating on the structure. FiberTite holds up better than any other product in the industry and with the proper maintenance the customers return on investment increases and service life of the system can be substantially extended.

***How is the installation of FiberTite unique from other products?***

It has been a superior product for us in terms of its ease of application and its resistance to contaminants. The backup support we get from FiberTite field representatives has been outstanding. This has been a big sales point for me. Customer service goes a long way with us and our clients. These days the customer not only expects excellent quality of the product provided, but also excellent customer service.

***What other general advice would you give to someone who has never installed FiberTite?***

Keep cold weather conditions, wind and dust conditions in mind; cold weather will affect the performance properties of the adhesives. Excessive winds can make installing the membrane effectively nearly impossible and dust can contaminate glues and affect the adherence qualities of the membrane.

In addition to everything I've already mentioned, I'd urge them to check in with FiberTite customer service and technical representatives for assistance; or, use the [FiberTite website for information on following the proper installation protocol](#).

*For more information about FiberTite Roof Systems, please call Seaman Corporation at 800-927-8578, ext. 5953 and ask for Art Marangi or send an email to [amarangi@seamancorp.com](mailto:amarangi@seamancorp.com).*



**INTELLIGENT**  
ROOFING SOLUTIONS

1000 Venture Blvd. • Wooster, Ohio 44691 • (800) 927-8578 ext.5953  
[www.fibertite.com](http://www.fibertite.com)