

30 Years: The Age of Sustainability

Lifecycle is Key to Sustainability

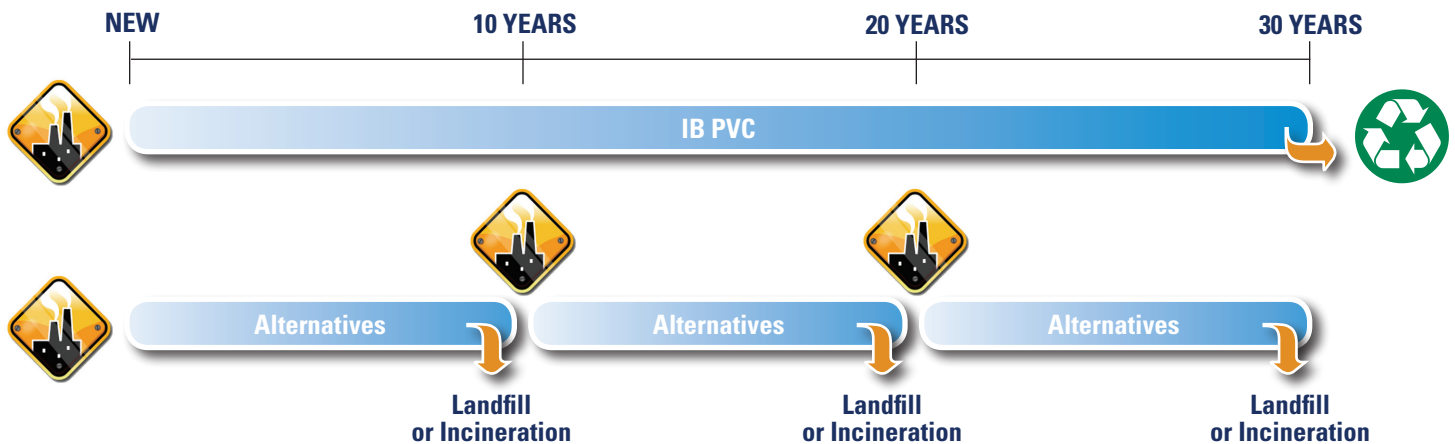
"You have to think about durability — using high-efficiency roofs without known longevity is a tad foolish. Replacing systems that fail prematurely doesn't do a lot of good for the environment."

*Craig Silvertooth,
President of the Center for Environmental Innovation in Roofing*



How do we measure up?

IB PVC membranes have a proven service life of 30+ years. IB PVC membranes are also recyclable which reduces landfill consumption, avoids incinerating materials that introduces toxins/pollutants to the environment, and reuses product once considered "waste". When compared to alternative roofing systems, IB PVC membranes are clearly the sustainable solution.



What really goes into roofing materials?

IB PVC: 50% Natural Gas / 50% Salt

TPO, EPDM, BUR, Torch-Down: 100% Hydrocarbons (fossil fuels)

IB PVC: The Lifecycle Standard

When a roof system is built to last longer...

- Less raw materials will be used
- Less transportation pollution will be emitted
- Less construction waste will be sent to fill landfills
- Less energy will be needed to incinerate or recycle the spent product

The word "Lifecycle" begins to take on a whole new environmental significance when you begin to look at the entire problem.

