



Firestone RubberGard™ EPDM Products

FOR DURABILITY AND SUSTAINABILITY, FIRESTONE SHINES BRIGHTER.



RubberGard EcoWhite EPDM 60-mil Membrane
Hillsdale High School, San Mateo, CA



RubberGard EcoWhite EPDM 90-mil Platinum Membrane
Tobyhanna Elementary School, Pocono Pines, PA

RUBBERGARD ECOWHITE™ EPDM

The environmentally friendly RubberGard EcoWhite EPDM Membrane provides building owners with the proven performance of traditional RubberGard EPDM—while also keeping the roof cooler.

Especially suitable for building owners of:

- Educational institutions
- Hospitals
- Government buildings
- Transportation centers
- Sports complexes
- Recreation centers



PRODUCT FEATURES

- 60-mil and 90-mil EcoWhite™ EPDM Platinum™ Membrane thicknesses
- Bilaminate, white-on-black, cured EPDM membrane
- Available for UL- and FM-rated systems
- Rated by the Cool Roof Rating Council (CRRC) and has approvals with ICC, Miami Dade and Florida Building codes
- Exceeds the ASTM D4637 Standard Specification for EPDM Sheet used in Single-Ply Roof Membrane
- Can be used with RubberGard EcoWhite EPDM accessories for rapid, consistent and cost-effective fully adhered installations

Firestone
BUILDING PRODUCTS
NOBODY COVERS YOU BETTER.™

Benefits of Firestone RubberGard™ EcoWhite™ EPDM

DURABILITY

- Easy to handle
- Installs quickly
- More flexible than thermoplastic single-ply membranes
- Ideal for year-round applications
- Backed by our 30-year Red Shield™ Warranty

REFLECTIVITY

- Highest CRRC aged solar reflectance rating for white EPDM—measured at 0.80 vs. the competitive product at 0.64
- Qualifies for the ENERGY STAR® Program



SUSTAINABILITY

- Substantial annual savings in the cost of roof ownership
- Lowest global warming potential (GWP)
- Smallest carbon footprint
- Extends the life of a building for many years
- Contributes to LEED® certification or RoofPoint™ credit

PROVEN EPDM PERFORMANCE

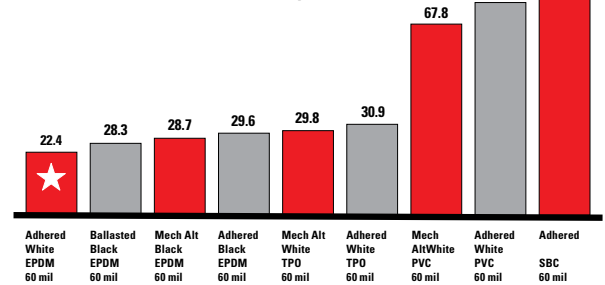
EPDM significantly outperforms comparable roofing systems related to long-term environmental impact. A study of low-slope roofing membranes conducted on behalf of the EPDM Roofing Association (ERA) by the GreenTeam, Inc. featured a life-cycle assessment of EPDM, TPO, PVC and SBS Modified Bitumen membranes.

The study showed **60-mil, fully adhered bilaminate, white or black membranes had the lowest GWP.** Other membranes, such as PVC, would have to perform over three times longer to have an equivalent GWP.

	MEMBRANE	SYSTEM	GLOBAL WARMING POTENTIAL (Kg CO ₂)	MIN. SERVICE LIFE TO ACHIEVE EQUIVALENCY
EPDM	60-mil White	Adhered	22.4	15 Years
TPO	60-mil White	Adhered	30.0	20.7 Years
PVC	60-mil White	Adhered	73.1	49 Years

Using a comparative service life of 15 years for the lowest GWP system (fully adhered white EPDM). Source: Life Cycle Inventory and Assessment of Selected Low Slope Roofing Systems in North America, TEGNOS Research, Inc. (2009). Original study also included ballasted and mechanically attached roofing membranes.

Carbon Footprint of Popular Roofing Systems* (Kg CO₂ Equivalents)



Carbon footprint or Global Warming Potential (GWP) stated in Kg of CO₂ equivalents per EPS TRACI definition and derived from a Life Cycle Assessment study of all GWP impacts from resource extraction through roof system delivery and site installation (Source: Hoff, J.L. & Residorph, D.H., "Life Cycle Assessment of Selected Low-Slope Roofing Systems in North America: A Summary of Findings." Presented at LCAX: Building Science, Policy and the Public, Portland, OR, November 2, 2010)

ECOWHITE EPDM ACCESSORIES



Don't forget the details! Get accessories to make your finished roofs complete:

- 3" QuickSeam™ Splice Tape
- Lap Sealant
- Splice Adhesive
- QuickSeam Pipe Flashing
- 6" and 12" QuickSeam Flashing
- QuickSeam Joint Covers
- QuickSeam Corner Flashing
- 18" QuickSeam SA Curb Flashing
- QuickSeam SA Pipe and Conduit Flashing Patches

For more information, contact your local Sales Rep or visit FIRESTONEBPCO.COM.

FIRESTONE BUILDING PRODUCTS

250 WEST 96TH ST., INDIANAPOLIS, IN 46260
CORPORATE OFFICE: (800) 428-4442 • (317) 575-7000

 /FirestoneBuildingProducts  @FirestoneBPCo



Firestone
BUILDING PRODUCTS
NOBODY COVERS YOU BETTER.™