

Firestone EcoWhite™ EPDM Membrane

Quality that Reflects Today's Needs

DURABILITY

Firestone EcoWhite™ EPDM roofing membrane is a great choice for the low-slope commercial roofing industry. Forty years of empirical evidence in field applications has shown EPDM to have the longest average service life for a roof. EcoWhite EPDM membrane combines the proven performance of EPDM with a highly reflective white surface for regions that have higher cooling costs.

EPDM membrane has been shown to maintain its physical properties for decades—often exceeding ASTM minimums after being in service for 30 years. This retention of physical properties helps ensure your roof remains water tight and guards against hail puncture damage. Backed by this proven performance, 90-mil EcoWhite EPDM roofing system is eligible for up to a 30-year Red Shield™ Warranty.



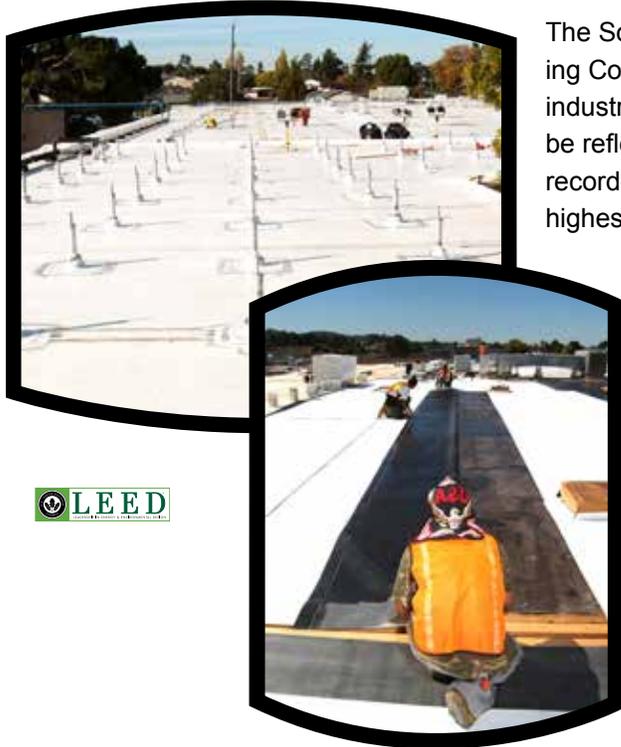
Physical Properties	Test Method (per ASTM D4637)	ASTM Minimums	Typical Values Black EPDM (0.060")	Typical Values White EPDM (0.060")
Thickness, min sheet-overall	ASTM D 412	0.054"	0.059"	0.056"
Tensile strength, min	ASTM D 412 (Die C)	1305 psi	1415 psi	1360 psi
Elongation, ultimate, min	ASTM D 412 (Die C)	300%	492%	468%
Tear resistance, min	ASTM D 624 (Die C)	150 lbf/in	205 lbf/in	234 lbf/in
After Heat Aging:	ASTM D 573			
Tensile strength, min	ASTM D 412 (Die C)	1205 psi	1477 psi	1317 psi
Elongation, ultimate, min	ASTM D 412 (Die C)	200%	302%	325%
Tear resistance, min	ASTM D 624 (Die C)	125 lbf/in	176 lbf/in	240 lbf/in
Ultraviolet weather resistance (xenon-arc weathering)	ASTM G 155	Pass (4000 hrs)	Pass	Pass



Firestone
BUILDING PRODUCTS
NOBODY COVERS YOU BETTER.™

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REFLECTIVITY



The Solar Reflectance Index (SRI), using the SRI calculator from U. S. Green Building Council (USGBC) is 105 for EcoWhite EPDM membrane—the highest in the industry. The high reflectivity of EcoWhite EPDM membrane allows solar energy to be reflected back into the atmosphere instead of being absorbed by the building. As recorded by the Cool Roofing Council (CRRC), EcoWhite EPDM membrane has the highest Solar Reflectivity initial rating (0.80) of all white EPDM membranes and after 3 years (0.72), it still outperforms competitor white roofs.

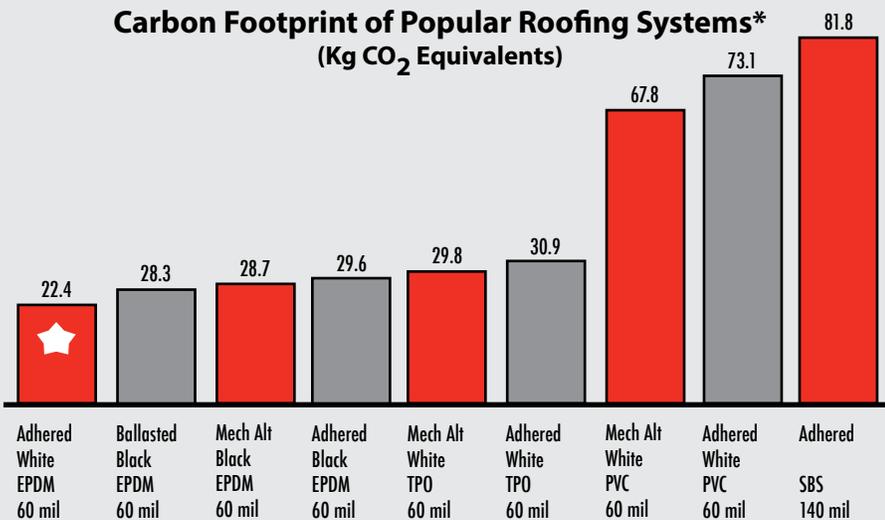
EcoWhite EPDM roofing membrane has received UL Energy Efficiency Certification which qualifies for an ENERGY STAR® rating. When adhered with low VOC adhesives, EcoWhite EPDM membrane can contribute to LEED® certification.

SUSTAINABILITY

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 EPDM membrane had the lowest global warming potential (GWP) and other membranes, such as PVC, would have to perform over three times longer to have an equivalent global warming potential as white EPDM. (See chart)

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.)

A fully adhered EcoWhite EPDM roofing system makes the smallest carbon footprint, but it's a giant step toward improving the environment and providing an energy efficient, durable roof.

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