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NEWS RELEASE

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Vinyl Roofing Manufacturers Launch Online Resource

Building Industry Decision Makers Can Access Business-Critical Information

CLEVELAND, Ohio (Sept. 28, 2004) – Reflecting its commitment to educate the building industry about the attributes of vinyl as a durable, sustainable material for commercial roofing systems, the Chemical Fabrics & Film Association's (CFFA) Vinyl Roofing Division has launched a new web site, www.vinylroofs.org, where architects, specifiers, building owners and roofing contractors can access a broad range of information about vinyl roofing applications and solutions.

“We want to be the source the building industry references to gather sound, scientifically backed information on the environmental and functional performance of energy-efficient vinyl membranes for low-slope commercial roofing applications,” said Jay Thomas, Marketing Chair for the Vinyl Roofing Division.

The newly-formed Division, representing all of the leading manufacturers of thermoplastic vinyl roofing systems in North America, planned the portal to address the unique needs of decision makers choosing commercial roofing systems products. The new site will quickly put business-critical applications, content and expert advice in easy reach.

The site features the following sections:

- *Cool Roofs*: Includes resources to educate visitors about the ways vinyl roof surfaces can improve the energy efficiency of buildings while positively impacting the quality of the urban environment

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- *Sustainability*: Includes publications, presentations and studies that show why the longevity of vinyl roofing membranes – combined with their relatively low use of non-renewable resources, energy savings characteristics and recyclability – make them the sustainable roofing choice
- *Fire Performance*: Provides an overview of the fire performance properties of vinyl roofing membranes, including their flame resistance and self-extinguishing qualities
- *Continuing Education*: Compiles a listing of all of the AIA/CES courses offered – both in-person and self-guided presentations – by member manufacturers, in one convenient place
- *Links*: An extensive inventory of other online venues providing information on weather data, the building industry, urban heat island effect, general knowledge on plastics and more
- *FAQ*: Includes an A-to-Z glossary of vinyl roofing terminology
- *Members*: Company profiles and contact information for the member companies

The Chemical Fabrics & Film Association is an international trade association representing manufacturers of polymer-based fabric and film products used in the medical, building and construction, automotive and many other industries. CFFA provides education on the benefits and uses of chemical fabrics and film and supports technical research and standards development within the industry. The organization was founded in 1927 and is based in Cleveland.

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