

A Duro-Last® CASE STUDY

Cheam Source for Sports

The popular sporting goods supplier Cheam Source for Sports is known for outfitting athletes of all ages with the equipment that they need for a variety of winter and outdoor sports. What started in 1960 as a collection of sporting goods stores in Southwestern Ontario has now grown into a well-known brand with over 150 retail locations across North America. At the chain's storefront in Chilliwack, British Columbia, hockey enthusiasts regularly stop in to sharpen their skate blades and browse the new equipment. And that is exactly what was on deck for a late summer day in 2020, until a fire broke out at a neighboring facility and threatened the safety of businesses in the near vicinity.

As flames engulfed the 20-foot tall cedar hedges lining the neighboring building, hot embers drifted the short distance to the rooftop of Cheam Source for Sports.

"Luckily we had installed a custom-fabricated Duro-Last Roofing System on this facility approximately ten years prior," said JG Roofing President John Grimard. "The PVC membrane



SNAPSHOT

- Sq. Ft: 7,000
- Roofing System: Duro-Last®
- Membrane - 60 mil
- Accessories:
 - Duro-Guard® ISO
 - EXCEPTIONAL® Metals 2-Piece Snap-On Compression, Vinyl-Coated Drip Edge, MX-style gutters and downspouts

burn holes in the material, but it never caught fire and the inside of the building had zero damage."

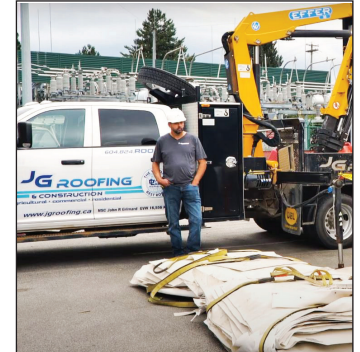
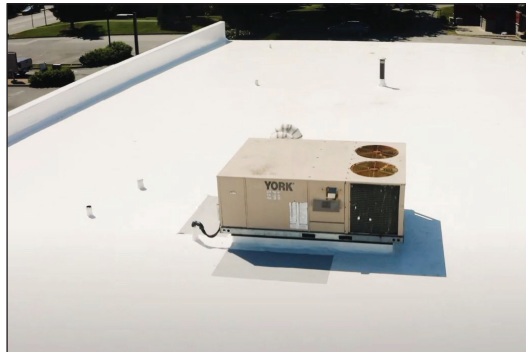
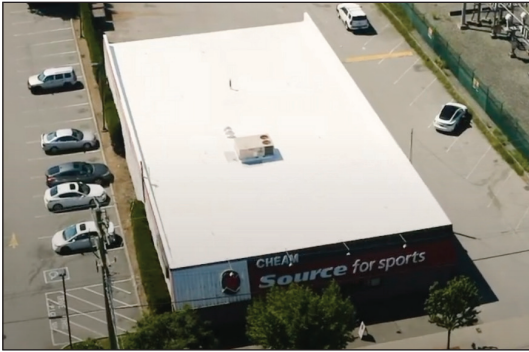
In the days that followed, the Cheam Source for Sports team reached out to JG Roofing, also located in Chilliwack, to assess the damage. After identifying roughly 300 to 400 burn holes in the membrane, Cheam Source's insurance company determined that the best course of action was to replace the damaged material. And JG Roofing was once again tasked with installing a new roof on the facility.

"The building owners had been very happy with the performance

is formulated to self-extinguish so the hot embers left

of the Duro-Last roof up to this point," explained Grimard. "Between the energy savings that they got from the reflective white membrane, the edge-to-edge warranty, and now the fire extinguishing properties they just experienced first-hand, they didn't hesitate to ask for another Duro-Last membrane to be installed."

To start, the JG Roofing team removed the damaged membrane from the 7,000 square foot building, exposing the insulation underneath. In all, over half of the roof's insulation was also damaged by the hot embers and was replaced with new Duro-Guard polyiso insulation. Once the new insulation was installed, JG Roofing mechanically attached



the new Duro-Last membrane over top and secured the perimeter with both 2-Piece Snap-On Compression and Vinyl-Coated Drip Edge from EXCEPTIONAL Metals. MX-style gutters and downspouts from EXCEPTIONAL Metals were then added to provide adequate drainage.

As JG Roofing prepared for the project, they knew they didn't want to simply dispose of the damaged material in a landfill. Despite the burn holes caused by the fire, they knew that it would be a good candidate for recycling through Duro-Last's Recycle Your Roof Program, which transforms old membranes into new products like rooftop walkway pads, concrete expansion joints, and commercial flooring.

"The process was pretty seamless for us, and it saved money on the overall project," said Grimard. "Once we removed the old fasteners and plates from the membrane, we cut it down, palletized the material for transportation, and coordinated delivery to the Duro-Last facility. We didn't have to pay for typical dumpster or disposal fees, it didn't add any more work to our plate, and we're able to do something good for the environment. For us, recycling membrane when possible is a no-brainer."

Overall it took JG Roofing approximately four days to complete the entire reroof project. By working efficiently from the front of the building to the back and timing the installation around

good weather, they were able to avoid any significant delays. When completed, Cheam Source for Sports was presented with a new 15-Year Supreme Warranty from Duro-Last.

"We've been installing Duro-Last Roofing Systems for the past 22 years and they just keep getting better," said Grimard. "Between their quality products, custom solutions that help us stay on top of our game, and the exceptional warranty options for building owners, they make it easy to stand behind the product. Plus, it's pretty neat that we have the opportunity to be a part of something that keeps waste out of landfills by recycling it into a completely new product."



Call Today!



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