

To: Local & Trade Media - **FOR IMMEDIATE RELEASE**

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## **Duro-Last® Introduces Duro-Guard™ Insulation Product Line**

SAGINAW, MICHIGAN – February 23, 2012 – Duro-Last Roofing, Inc. is introducing a complete line of roof insulation products under the brand name Duro-Guard, at the International Roofing Expo, being held in Orlando, Florida, February 22-24. The product line includes a variety of private-labeled polyisocyanurate (ISO) and expanded polystyrene (EPS) insulation, as well as DensDeck® roof boards. All new insulation products are available to authorized Duro-Last contractors through normal ordering procedures.

“Duro-Last intends to be a complete roofing systems provider to our customers,” said Steve Ruth, Duro-Last Vice President of Sales and Marketing. “We already have industry-leading single-ply membranes, standing seam roofing systems, and metal details. Adding insulation to our product portfolio enhances our ability to effectively address virtually any application in the commercial roofing marketplace.”

With corporate headquarters and a manufacturing facility in Saginaw, Michigan, and other locations in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, Duro-Last Roofing, Inc. is the manufacturer of the “World’s Best Roof”®. Since 1978, Duro-Last has produced a custom-fabricated, single-ply roofing system that is ideal for any flat or low-sloped building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, punctures, and high winds. Duro-Last offers specialized single-ply roof membranes, standing seam panels, and other metal components for single-ply roof installations, and a complete line of roof insulation products. For more information, contact Fred Sitter at 800-248-0280 or visit [www.duro-last.com](http://www.duro-last.com).

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