

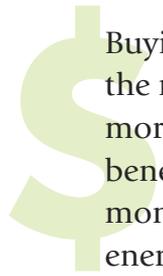


How To Make Your Roofing Investment Pay Off

 **DURO▶LAST**[®]
THE WORLD'S BEST ROOF[®]



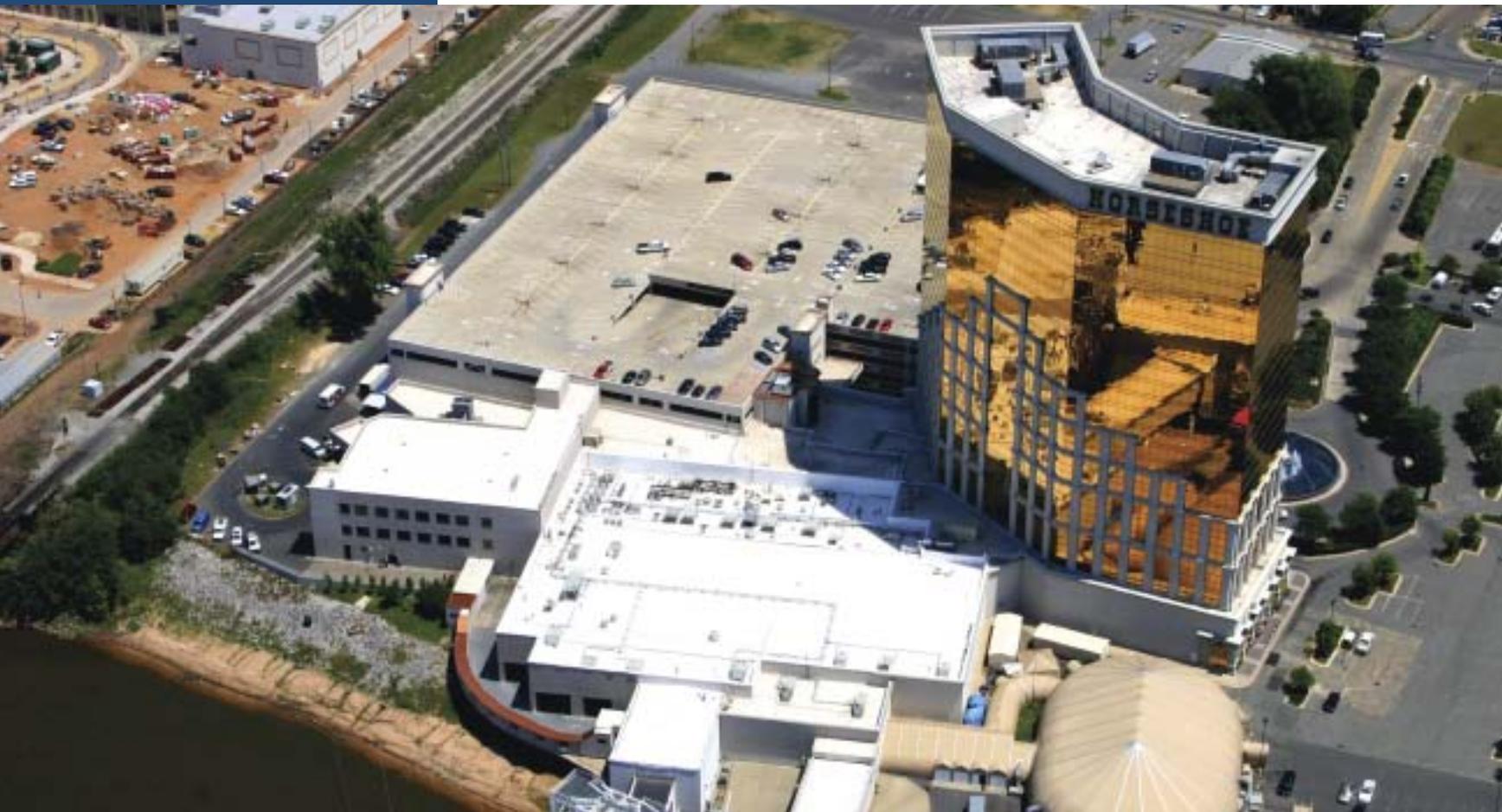
What's The Real Cost Of Your New Roof?



Buying a new roof is a big investment. You want to make sure you make the right choice. As with any major investment, you need to consider more than the initial cost. You need to consider all costs incurred and benefits received over the lifetime of the investment – such as time and money required to maintain the roof, expected repair costs, potential energy savings, and even how the installation of the roof can disrupt your building operations and cut into your productivity.

All of these factors help determine the “life-cycle cost” of a new roof. That’s the real cost you need to know in order to compare your options – and make your roofing investment pay off.

Horseshoe Casino
Shreveport, LA



THE PRECISION FABRICATED DURO-LAST ROOFING SYSTEM

The Duro-Last roofing system is ideal for commercial and industrial buildings with flat and low-sloped roofs. The Duro-Last membrane is a proprietary thermoplastic single-ply membrane with a weft-inserted scrim laminated between two layers of film. This construction gives the membrane exceptional strength and durability.

All Duro-Last roofing systems are precision fabricated to fit each building, with up to 85% of the seaming completed in our factory. It is a mechanically-attached roofing system with all accessories included. The Duro-Last membrane is available in white, tan or gray.

Do The Math

Here's a simple example. Two owners of identical buildings need new roofs. The owner of **Building A** chooses a low-cost roofing solution, but a roof that will require a higher level of maintenance and more frequent repairs. The owner of **Building B** chooses a roofing system with a slightly higher initial price, but one with lower repair and maintenance costs. The second roof is also more energy-efficient. Which owner made the best investment over the long run?

	Building A	Building B
Roof Product Cost	\$70,000	\$88,000
Installation (labor + overhead)	\$60,000	\$45,000
Tear-Off and Disposal Costs	\$12,500	\$0
Estimated Maintenance Costs (over 20 years)	\$5,000	\$1,500
Estimated Repair Costs (over 20 years)	\$7,750	\$0
Estimated Energy Savings (over 20 years)	0	(\$84,000)
Estimated Life-Cycle Costs	\$155,250	\$50,500

In the example above, the owner of **Building B** made a better investment, even though the initial cost to install the roof was higher. Of course, additional factors may affect life-cycle costs for your building, including energy rates, interest rates, tax savings, potential energy rebates and incentives, and lost productivity due to business disruption.

In the pocket of this brochure, you'll find a worksheet to help you estimate the life-cycle costs of any roofing system you are considering.

Clearwater Airport
Clearwater, FL



Consumers Energy
Marshall, MI



Boat World
and West Lake Marinas
Seattle, WA



Camp Perry
Port Clinton, OH



Garrett Aviation
Houston, TX





Five Reasons To Consider A Duro-Last Roof.

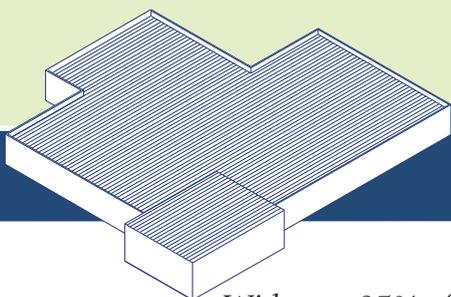
A Duro-Last roofing system is a strong, reinforced thermoplastic single-ply membrane that is perfect for commercial and industrial buildings with flat or low-sloped roofs. The membrane is “precision fabricated” to your building’s specifications in a controlled factory environment, including all accessories and edge details. Then the majority of your roofing system components are carefully assembled in our factory and shipped to your building site for final installation.

What does this mean for you?

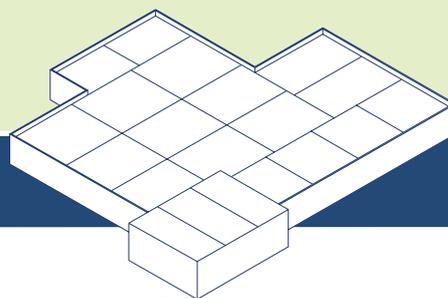
1. A faster, less disruptive installation – less mess, noise, odor, and risk to sensitive equipment.
2. A durable, long-lasting roof – resistant to fire, chemicals, grease, high winds, punctures, and temperature extremes.
3. Fewer problems down the road – leak-proof and virtually maintenance-free.
4. Lower energy costs – among the most energy-efficient roofs available today.
5. Guaranteed quality – backed by the industry’s best warranties.

Let’s look at each of these Duro-Last benefits and see how they impact your roof’s life-cycle costs.

Typical “Roll-Goods” Single-Ply Roofing System



Duro-Last Roofing System



(Lines represent the rooftop seaming required to install each system.)

With over 85% of the seaming completed in a factory-controlled environment, your Duro-Last roofing system is faster to install and less likely to leak or require maintenance.

1 A FASTER, LESS DISRUPTIVE INSTALLATION

When access to your building is disrupted, it costs you time and money. That's where prefabrication really sets Duro-Last apart. Because our roofing system is precision fabricated in a factory-controlled environment, a Duro-Last roof goes on faster with less waste. Installation is quiet and safe, with no loud machinery or noxious fumes to disrupt building occupants. And oftentimes, a new Duro-Last roof can be installed over an existing roof. That eliminates the risk of sensitive equipment or data being damaged by debris or exposure to weather, and it allows you to maintain business as usual. It may also avoid the added costs of tearing off and disposing your old roof.

1. Installation:	Other Roof	Duro-Last Roof
a. Roof product cost	\$70,000	\$88,000
b. Installation costs (labor & overhead)	\$60,000	\$45,000
c. Tear-off costs	\$7,500	\$0
d. Disposal costs	\$5,000	\$0
e. Building disruption costs	\$3,000	\$0

Precision fabrication begins when a Duro-Last contractor or representative measures the area to be covered by your roof, taking into account all dimensions, curbs, stacks, and other penetrations. The measurements are then sent to our Duro-Last facility, where up to 85% of membrane seaming is completed and all stacks and flashings are custom fabricated – before the roof is shipped to your site for installation.

Costs to consider:

- Installation costs
- Tear-off costs
- Disposal costs
- Building disruption costs

2 A DURABLE LONG-LASTING ROOF

A Duro-Last roof is resistant to fire, chemicals, grease, high winds, and punctures, and it easily accommodates wide temperature extremes. Once installed, it is virtually maintenance-free, unlike other roof materials that may require regular patching or other repairs. The proof is on the roof: over 1½ billion square feet of Duro-Last roofing membrane have been installed throughout the U.S. since 1978, and the vast majority of those roofs are still in service. Many Duro-Last roofs have outlasted their owners' expectations by 5 years, 10 years or more.

2. Long-Term Durability	Other Roof	Duro-Last Roof
f. Roof product cost	\$5,000	\$1,500
g. Roof replacement costs, if life expectancy is less than 20 years (Add a-e above, divide by 20, multiply by the number of years less than 20*)	\$780	\$0

Costs to consider:

- Regular maintenance
- Roof life expectancy

Atrium Plaza
Houston, TX

Castle On The Hill
Sioux City, IA

Public Storage
Kailua, HI

Don's Furniture Store
Streator, IL

Taylor Oil Company
Winston-Salem, NC



Costs to consider:

- Roof repairs
- Interior damage caused by leaks

3. Repairs	Other Roof	Duro-Last Roof
h. Roof product costs (estimated over 20 years)	\$3,750	\$0
i. Interior damage repairs (estimated over 20 years)	\$4,000	\$0

FEWER PROBLEMS DOWN THE ROAD

3

The weakest point of any roof is where two or more pieces join together, and this is another distinct benefit of Duro-Last's precision fabrication. Up to 85% of the seams in a Duro-Last roof are completed in a quality-controlled factory environment, assuring a better seal. In addition, stacks

and curb flashings are custom fabricated in our factory. This eliminates nearly 100% of rooftop labor from the most critical and problematic installation points: transitions and changes in plane. The few remaining seams are completed on-site by authorized Duro-Last contractors, and inspected by a Duro-Last technical representative before a warranty is issued.

The benefits for you are fewer leaks, problems, and repair bills over the life of your roof.

Costs to consider:

- Current energy costs
- Expected energy savings
- Rebates, loans or incentives for reducing energy consumption

4. Energy Savings	Other Roof	Duro-Last Roof
j. Roof product costs (estimated over 20 years)	(\$0)	(\$0)
k. Energy rebates/incentives	(\$0)	(\$0)

LOWER ENERGY COSTS

4

The Duro-Last white membrane has the highest retained reflectivity of any single-ply membrane rated by the EPA's ENERGY STAR® Roof Products Program. That means you can save money on cooling costs with a Duro-Last roof.

How much you'll save depends on your location and current energy rates as well as other factors specific to your building. For a detailed analysis of your potential energy savings, go to www.roofcalc.com.

In some areas of the country, special rebates, loans or incentives are in place to encourage building owners to reduce energy costs. Check with your utility supplier or governing body about programs that may be available in your area.

Costs to consider:

- Extended warranty costs (for other brands)

5. Warranty	Other Roof	Duro-Last Roof
l. Cost for 15-year warranty	\$780	\$0

GUARANTEED QUALITY

5

Even the best roofing materials are only as good as the quality of the installation. That's why all Duro-Last precision-fabricated roofs are professionally installed by authorized contractors, who can call on the expertise of Duro-Last designers, engineers, and quality control technicians at any time. Duro-Last is so confident in the durability of our roofing systems that we protect commercial and industrial installations with the best

warranties in the industry. Our standard, comprehensive 15-year No Dollar Limit (NDL) warranty is transferable, has no exclusions for ponding water,

and provides coverage against consequential damages that result from defects in the Duro-Last material and/or installation workmanship. Duro-Last also has 20-year warranties available. For more information about our warranty, ask your Duro-Last representative or visit www.duro-last.com/DLWeb/warranty.htm.



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San Antonio, TX

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www.duro-last.com

Benchmark Electronics
Angleton, TX

Best Western Hotel
Page, UT

Crown Relocations Warehouse
Honolulu, HI





Business Card
Die Cuts



The Bottom Line

- ✓ Precision fabrication
- ✓ Faster, less disruptive installation
- ✓ A longer-lasting roof
- ✓ Fewer problems
- ✓ Lower energy costs
- ✓ Guaranteed quality

Add up all the benefits of a Duro-Last roof and we think you'll agree that the way to make your roofing investment really pay off is to choose the "World's Best Roof"®.

What will you save?

Your Duro-Last representative can help you estimate the life-cycle cost of a Duro-Last roof or visit www.duro-last.com/value to request a free, more detailed analysis of your costs. It's an up-front investment of your time that is sure to pay off.

Artino Ford
Huron, OH



Duro-Last Roofing, Inc. Manufacturing Facilities

CORPORATE HEADQUARTERS

Michigan

525 Morley Drive
Saginaw, MI 48601
800-248-0280
Fax: 800-432-9331

OTHER LOCATIONS

Oregon

111 N. Valley Drive
Grants Pass, OR 97526
800-356-6646
Fax: 866-258-2858

Mississippi

6200 I-55 South
Jackson, MS 39272
800-434-3876
Fax: 866-602-4387

Iowa

1409 E. SADC Avenue
Sigourney, IA 52591
888-500-3574
Fax: 888-501-3574



DURO-LAST

THE WORLD'S BEST ROOF®

www.duro-last.com



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in the United States of America.



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