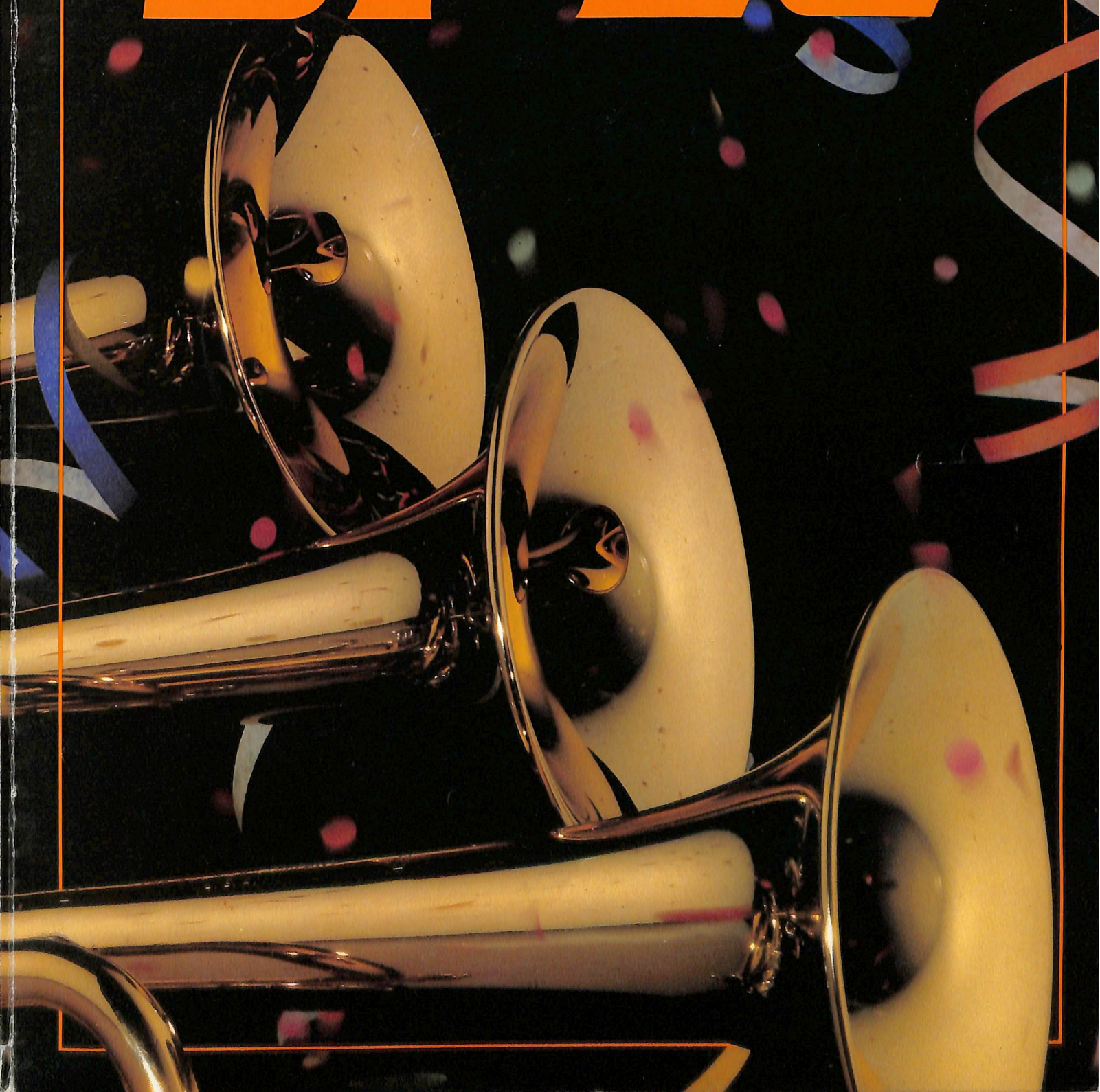


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COVER

Business sessions, trade show exhibits and convention activities are all colored with the spirit of jazz and the excitement of Mardi Gras as NRCA's 98th Annual Convention gets under way in New Orleans.

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An aerial photograph of a large industrial building with a complex, multi-gabled roof structure. The roof is made of light-colored, corrugated metal panels. The building is set against a dramatic sky at sunset or sunrise, with a gradient of colors from blue to orange. The surrounding landscape is dark and appears to be a wooded area.

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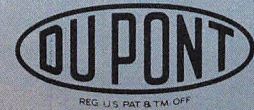
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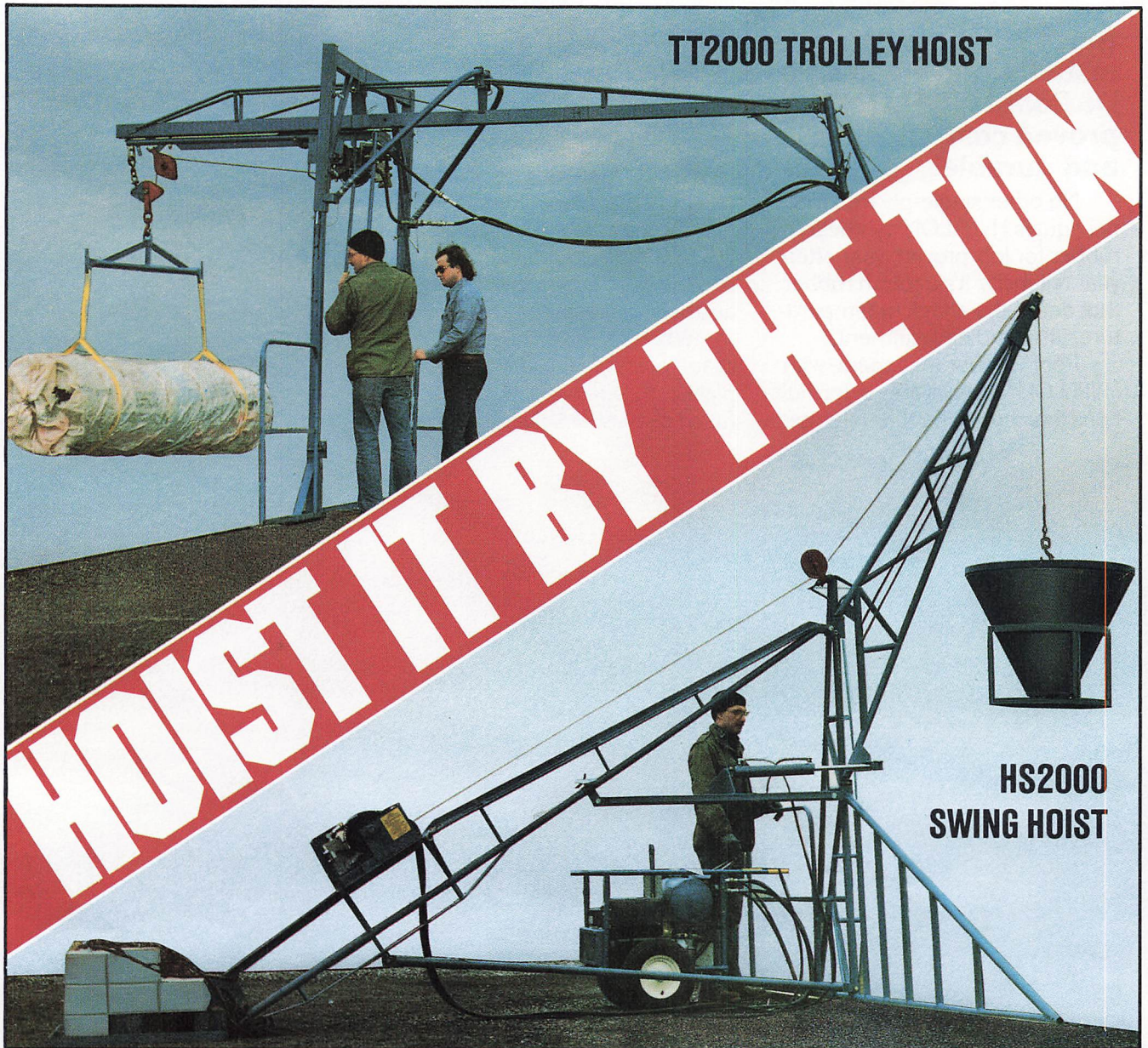
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Wiederkehr to take Union's top spot as Johnson steps down

The United Union of Roofers, Waterproofers and Allied Workers (RWA) has named Joseph Wiederkehr its new president. Wiederkehr, the business manager of Roofers Local 20 in Kansas City, has been an international Union vice president since 1970.

The spirit of cooperation that marked outgoing President Roy E. Johnson's term should continue under the new administration, according to most sources. Wiederkehr guided Local 20 through sometimes stormy labor relations without once going out on strike, the *Kansas City Star* reported.

"There is nobody in the United States that is as qualified to do the job. He's a very worthy adversary. But by the same token he's very fair," Paul Morris of Sellers & Marquis Roofing Co. told the *Star* of Wiederkehr. Morris, an NRCA member, is president of the Builders' Association of Kansas City.

During Wiederkehr's time as a Local 20 executive, he kept the lines of communication open with Kansas City contractors, Morris said. He scheduled regular meetings with the contractors to solve problems early, before they grew into crises. Wiederkehr also maintained strong health and pension plans for the Local, according to Morris.

Wiederkehr says he has no immediate plans for his presidency. "I just want to sit back and review things first," he told *The Union World*. His long-range goals for the Union include regaining union roofing's lost market share. He will also work with other unions to fight against what they perceive to be President Reagan's anti-labor stance.

NRCA President Wayne Mullis and NRCA Executive Vice President Fred Good met with Wiederkehr Jan. 25.

At the meeting, the men discussed continuing the quarterly meetings between the Union and NRCA that were established under Johnson's leadership. Mullis and Good also sought assurances that the Association's ongoing work with the Union on health, safety and apprenticeship concerns would continue, according to Good.

At a meeting with Union representatives last November that included Wiederkehr, the Union assured NRCA Union contractor members that there would be more active cooperation in geographical areas where Union contracting had suffered under restrictive work rules. (See the December 1984 *Roofing Spec.*) At the January meeting, Mullis and Good expressed their hope that these efforts would continue.

"All our indications are that Wiederkehr is sincere and dedicated and will be interested in helping the Union-employing contractors to rid themselves of restrictive work procedures, unfair rules and so on," Good said.

Wiederkehr was first asked to serve as Union president last July. He declined the offer because the move to Washington, D.C. would have taken him and his wife away from the Kansas City area where Wiederkehr's children live. Later in the year, Wiederkehr was asked again to consider the position. This time he accepted. He told *The Union World* that he and his wife plan to keep their home in Independence, Mo. and return to it frequently, a decision that helped his wife and family feel better about the move.

Wiederkehr began his roofing career in Kansas City 35 years ago. Before his election as Local 20's business manager, he served as business agent. Wiederkehr has also served as vice president for the Building Trades Council and chairman of the United Labor campaign for Walter Mondale in last year's presidential election.

Wiederkehr was also chairman of a labor campaign against a right-to-work amendment in 1978.

Former Union president Johnson retired in the middle of his five-year term, which was originally scheduled to run through 1988. The executive board of the 30,000-member union elected Wiederkehr to replace Johnson in early December and swore him in Dec. 12. Wiederkehr officially took office Jan. 16.

Workmans' comp may be computed more equitably

Several states are considering changes in the way they compute workers' compensation rates, according to a report in the American Subcontractors Association's *The Subcontractor*. The states have been receiving complaints that payroll-based rates are inequitable because wage rates for the same job, especially in the construction field, can vary from employer to employer.

Oregon has already begun a program that uses a different method to compute the rates. Three alternatives were studied by the National Council on Compensation Insurance before the Oregon program was instituted. One method would have combined certain job classifications and then split those combinations into high- and low-wage groups. Another method would have created a premium-credit system for high-wage employers, while a third method would have placed a floating cap on the amount of payroll to be used in computing compensation premiums.

Other states have put their workers' compensation legislation on hold until they see how successful Oregon's program is.

Court says training program must honor religious convictions

A California appeals court ruled that apprenticeship programs in that state must honor an apprentice's religious convictions.

The decision stems from a case involving Stephen Best, a Roman Catholic apprentice enrolled in a San Diego County Electrical Joint Apprenticeship Training Committee (JATC) program. The apprentice

declined an assignment to Bechtel Corp.'s San Onofre Nuclear Generator Station (SONGS) because he said that, for him, working on a nuclear power plant would be a sin. When he refused the assignment, he was suspended for 60 days and then removed from the program. Best's termination caused him to seek the court's help.

A section of the California Code prohibits discrimination in the selection or training of a person on the basis of race, color, national origin, ancestry, physical handicap, medical condition, marital status, sex or religious creed. It was this section that Best cited in his discrimination suit.

JATC claimed that the interests of the apprentice program outweighed the apprentice's religious convictions. Also, because JATC believed it did not fit the statute's definition of an employer, it believed it was exempt from the statute and that it should have been Bechtel's responsibility to accommodate the apprentice's beliefs. As a further defense of its actions, JATC claimed that no discriminatory motive could be shown in Best's termination because all apprentices in the program were given the same assignment.

The appeals court, citing a similar federal case, said, "... it is clear that forcing Best to participate in the construction of a commercial nuclear power plant seriously infringes on his right to exercise religious freedom. His priest testified it would be a sin for Best, a devout Catholic, holding such beliefs about nuclear power, to participate in the construction of a nuclear power plant. Thus, what JATC attempted to do, acting under color of state authority, was to force Best to commit a sin as a precondition of pursuing his chosen occupation."

In summary, the Court stated, "Although JATC did not target Best for a SONGS assignment because of his Catholic beliefs in order to drum him out of the program, Best's right to religious freedom may not be disregarded."

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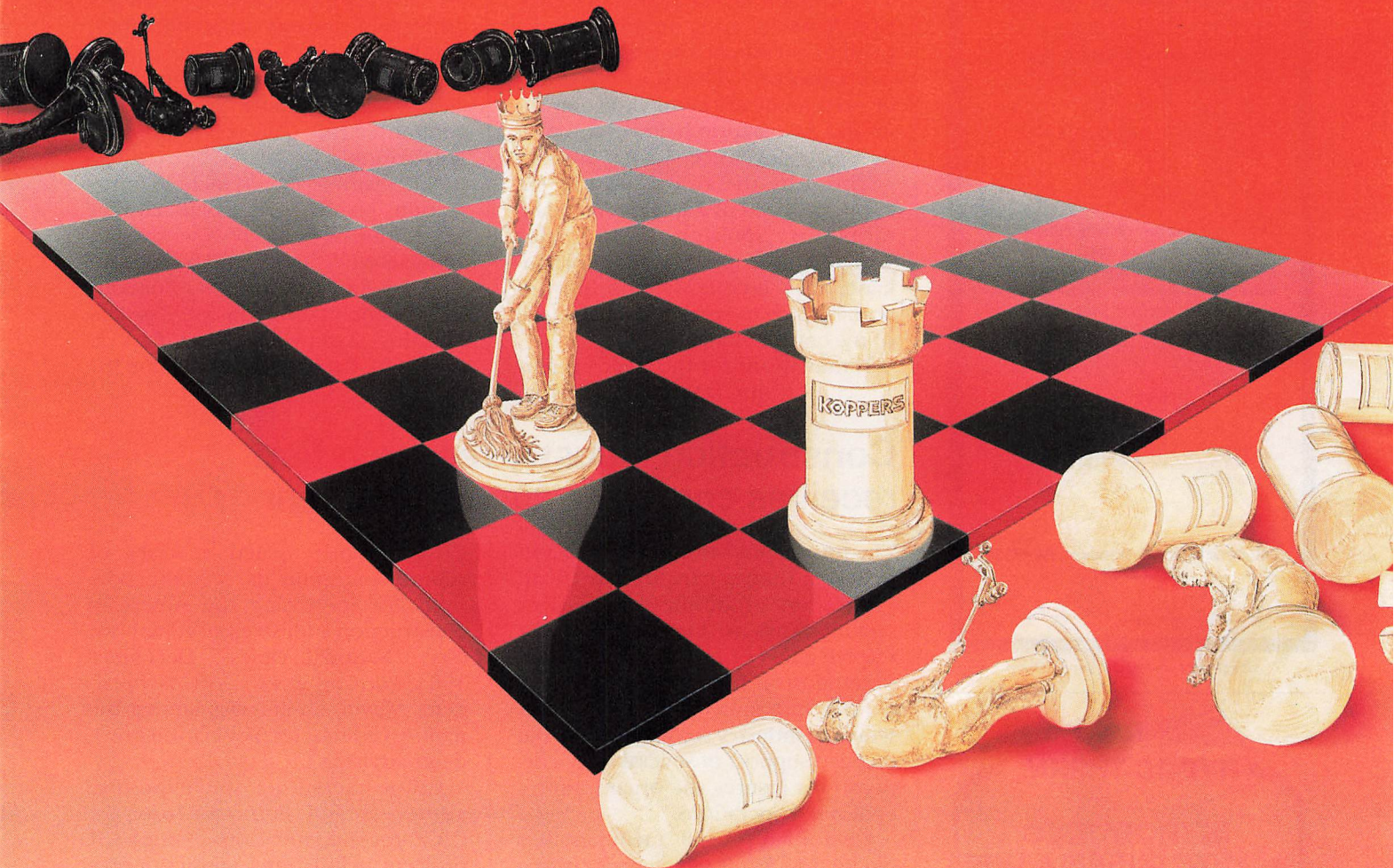


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Copper association award goes to metal's promoters

The Copper Development Association (CDA) is using an awards program to encourage the use of copper in architecture. The new award will be presented periodically to companies the Association believes are promoting copper's use.

This year, the award went to Joe Zappone, head of Zappone Manufacturing Co., Spokane, Wash. for his work on the Copper Carousel in Spokane. CDA credits Zappone's work with helping to spark the renaissance of the copper shingle.

Nominations for the award generally come from CDA's regional manag-

ers. However, the Association invites other professionals in architecture, building construction and the copper and brass industries to submit candidates. The building construction committee of CDA reviews each nomination.

Nominations should include information on the particular copper application or the body of work to be considered. They should be sent to: CDA Building Construction Committee, Copper Development Association, Inc., Greenwich Office Park 2, Box 1840, Greenwich, Conn. 06836.

Construction industry research firm receives corporate support for year

The future looks bright for the Construction Industry Institute (CII), an association of business executives seeking ways to improve the cost effectiveness of America's construction industry. The group is currently conducting more than \$1 million worth of industry research, while the pledged support of several large corporations insures the organization's continued operations.

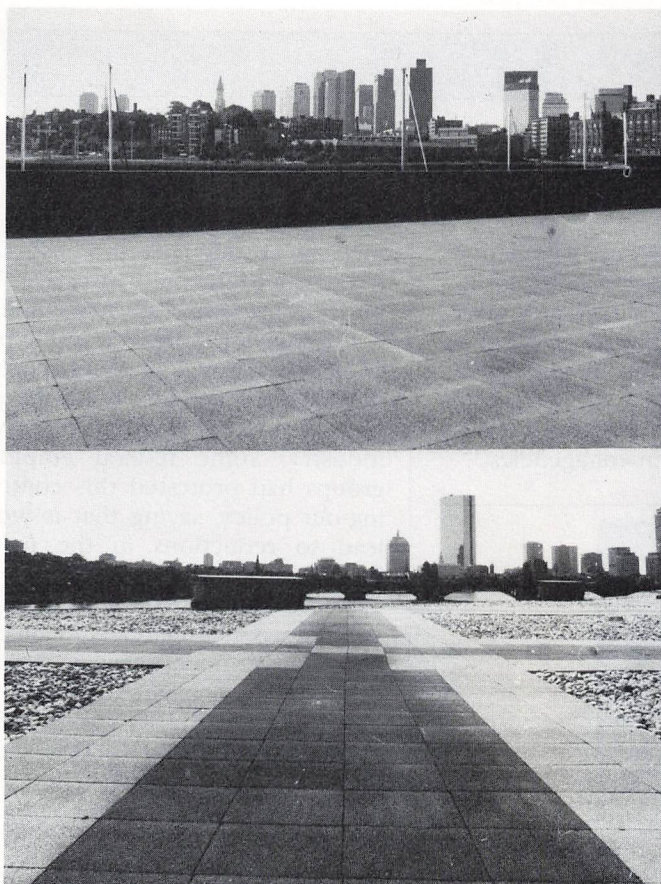
Each of CII's 38 members has pledged \$25,000 per year for three years to the Institute. AT&T, General Motors, IBM, Bechtel and Brown & Root are all CII members. A total of 15 major universities are conducting CII-sponsored research. In the future, small owners and contractors will be encouraged to become Institute members.

Among its activities, CII serves as the research arm of the Business Roundtable's Construction Industry Cost Effectiveness project (CICE).

CICE recently issued a series of reports outlining its recommendations for increasing the American construction industry's productivity. (See "National News," December 1984 *Roofing Spec.*) NRCA's president, Wayne Mullis, was among the national contractor association presidents advising CICE.

CII is measuring the exposure, awareness and implementation of CICE recommendations. Other CII projects include three studies of productivity at individual construction sites, cost and schedule control research and the development of effective fast-track project controls. A standing committee of the Institute reviews reports and research results.

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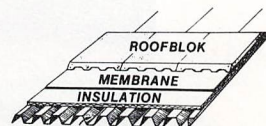
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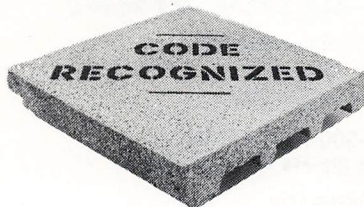
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Government agencies directed to do more work in-house

The federal government may be subcontracting less work out in the future if an Office of Management and Budget (OMB) directive is followed. This is the concern of Douglas A. Hottle, chairman of the American Subcontractors Association's (ASA) Federal Liaison Committee.

The OMB directive was presented at a hearing of the House Subcommittee on Human Resources by Joseph Wright, Jr., deputy director of OMB. The plan instructs managers not to contract out services requiring less than 10 employees, and it requires agencies to solicit bids for services from other government agencies.

Wright said OMB is trying to increase productivity and cost effectiveness with the new directive. The policy represents a shift of emphasis for the agency, however. In the past, OMB has directed agencies to determine if their services could be performed less expensively by private industry. Some federal employee groups had protested this contracting-out policy, saying that it would lead to reductions in the federal workforce.

Hottle believes the new directive will reduce ASA members' chances to bid on government services. Because of the policy change's impact on the private sector, Hottle urged OMB to hold public hearings before implementing the directive.



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Construction breaks out of slump and rises 8 percent in November

The construction sector broke out of a two-month slump in November with an 8 percent gain in contracting for new projects, the F. W. Dodge Division of McGraw-Hill Information Systems Co. announced.

The start of \$16.9 billion of new construction of all kinds lifted the seasonally adjusted Dodge Index of total construction contract value to 158 (1977=100), an advance of 8 percent from October's 146. The rebound, which followed two months of sluggishness, was paced by a spurt of non-residential construction.

According to George A. Christie, vice president and chief economist for F. W. Dodge, "November's unexpected strength in new offices and factory starts was inconsistent with the economy's slowdown. It suggests that the business community is more concerned about the loss of accelerated depreciation than it is about a brief encounter with 'growth recession.' Proposals for tax reform in fiscal year 1986 may have the perverse effect of enticing the start of a lot of new capacity in 1985 in order to qualify for more advantageous capital recovery regulations."

The unadjusted total of November's contracts for non-residential building was \$6.4 billion, which was up 5 percent from October's rate of contracting after seasonal adjustment.

Large gains in industrial building dominated the latest month's activity. Industrial building was up 60 percent and office building was up 20 percent over the previous month. Part of November's strength in commercial and industrial building, however, was offset by an 8 percent decline in contracting for institutional projects such as educational, health care and public administration buildings.

November contracts for public works and utilities totaled \$2.9 billion. After seasonal adjustment, the latest month's activity represented a 24 percent improvement over October's rate of contracting.

"We're seeing some catching up in the public works construction sector following interruptions in the availability of federal funding for highway and sewer projects," Christie said. "November's volume was closer to the current potential for this sector than the weak levels of recent months were."

Residential building remained steady in November as a decline in multi-family starts largely cancelled a gain in one-family building. As a result, the month's \$7.6 billion total of residential building contracts advanced only 3 percent after seasonal adjustment from October's value.

"The beginning of a response to falling mortgage rates can be found in November's contracting data if you look hard enough," Christie said. "One-family housing starts, where interest rate sensitivity is greatest, took a step last month toward the 1-million-unit volume that prevailed during the early months of 1984. December's activity should close that gap even more."

By region, November's contracting data showed above-average gains in the Northeast, where contracting was up 12 percent, and the West, where contracting increased by 14 percent. Activity improved by a seasonally adjusted 4 percent in the South, but declined 2 percent in the Midwest.

At the end of 11 months, the value of all new construction started in 1984 was \$196.1 billion, a gain of 9 percent over the same 1983 period.

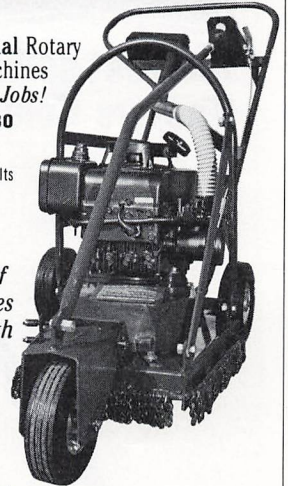
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- Two 10x2.75 Front Semi-Pneu. Tire & Wheel
- Two 3" x 12" Rear Semi-Pneu. Tire & Wheel
- Handy Throttle



14" Carbide Blades Available

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Here are the features that make

MORGEN

the best-selling
Roofers Conveyors



If you really want rock on the roof, these are the machines to get it up there!

The combination of rugged construction and desirable features make the family of Morgen roofers conveyors the best buys on the market today.

They not only reach as high as 47½ feet, but do so effectively. Exclusive two-inch high cleats give you 40% more capacity at high angles than 1½" cleats.

Morgen's double-wall hopper directs gravel and rock to the center of the belt and eliminates spillage when the belt is stopped.

A proportional control valve lets you vary the belt speed while running the engine at its optimum speed for proper horsepower and cooling. The belt locks hydraulically when stopped -- heavy loads cannot make it run backwards.

High pressure steel lines with JIC fittings for dependable trouble-free operation.

The articulating boom reaches well over the roof to keep men and buggies away from the edge. Reaches to set-back roofs. It folds under to shorten the conveyor for towing and eliminates the need for special towing rigs.

The complete list of features, options, and enthusiastic reports from roofers are contained in our full-color literature. Write for a copy today.

MORGEN MANUFACTURING CO.

Box 160, Yankton, SD 57078

Telephone (605)665-9654 Telex-11 910-668-3601

NATIONAL NEWS

New year brings changes to income tax laws

Several changes in tax rates and social security benefits took effect at the beginning of the new year, the CPA firm of Parker & Meltzer reminds employers.

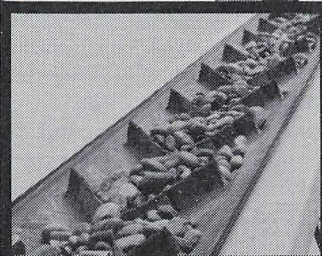
Personal income tax rates dropped slightly, but social security rates rose. Social security now takes 7.05 percent of the first \$39,600 of a worker's pay as well as a matching amount from the employer. For the self-employed, a 14.1 percent social security tax rate combined with a 2.3 percent credit creates an effective social security rate of 11.8 percent.

The standard deduction is now \$2,390 for individuals and \$3,540 for joint filers. If a dependent child's unearned income is above \$1,040, he or she must also file a return.

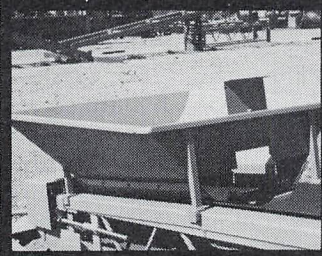
Wage brackets on this year's withholding tables have been indexed for inflation. These tables are effective for wages paid after December 1984.

One thing that remains the same this year is the minimum wage. It stays at \$3.25 per hour.

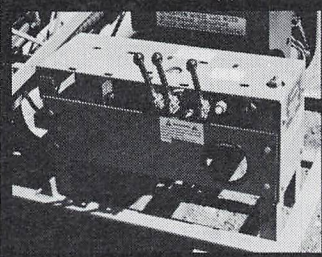
Employers should have sent out copies of the tax information returns, Form 1099, by the end of January. By the end of February, the IRS should receive its copies of the forms. There are stiff penalties for missing these deadlines, Parker & Meltzer warns. When the 1099 forms are filed, Form 1096 must accompany them.



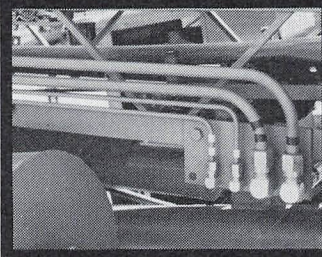
2" high cleats



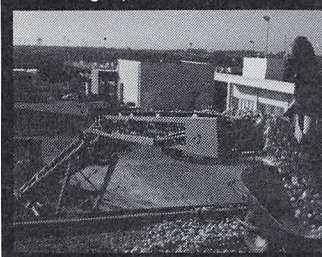
Double-wall hopper



Proportional control valve



High pressure lines



Articulating boom

continued on page 16

When you have to put a new roof on an existing building, you really should think about what you are getting into.

“Remember what you are buying is the total roof, not just the roofing material, not just the roofing installation, and certainly not just the warranty; but a total roof that should last without problems for years and years.”

First of all, remember what you are buying is the total roof, not just the roofing material, not just the roofing installation, and certainly not just the warranty; but a total roof that should last without problems for years and years.

In order to get such a roof, you need a high quality membrane, high integrity seams, proper design, and a highly capable and conscientious installation contractor.

The only sure way to know if a membrane will last for twenty or twenty-five years is to look at its history of service on other buildings. With single-ply products this is pretty hard to do, since most haven't been around for that long.

“Look at its history of service... Sarnafil samples taken from 20-year-old roofs are as serviceable today as when they were installed.”

Sarnafil has however, and samples taken from twenty-year-old roofs are as serviceable today as when they were installed.

Sarnafil doesn't shrink. And, unlike other PVC products, it retains its plasticizer and original plibil-

ity. Samples taken from twenty-year-old roofs and subjected to accelerated aging tests show many years of additional life expectancy.

Seams and joints are equally important. If you have to depend on sealants, they too must have some record of service life.

And you should consider the many variables that

tant considerations on which you should have qualified technical assistance.

“Sarnafil inspects the old roof and works closely with you in the planning and engineering of your new roof.”

At Sarnafil, we work closely with you in the plan-

best warranty of all... one that you'll probably never have to exercise.

If you'd like more information on Sarnafil roofs, write Sarnafil Inc. Canton Commerce Center 100 Dan Road Canton, MA 02021. (617) 828-5400



“Sarnafil single-ply roofing doesn't ask you to take anything on faith... its performance has been proved in twenty years of actual service.”

affect the integrity of field joints such as talc on the

“Sarnafil roofs don't use joint sealants. They are hot-air welded... creating a joint that is stronger than the membrane itself.”

sealed surfaces, moisture, temperature, and the shelf life of the sealants.

Sarnafil roofs don't use joint sealants. They are hot-air welded by a process that fuses both surfaces together, creating a joint that is actually stronger than the membrane itself.

But even with a high quality membrane and high integrity seams, you still aren't out of the woods. Design factors, such as building dynamics; wind uplift; vapor transmission, which varies from climate zone to climate zone; load bearing; and the treatment of penetrations, are impor-

ning and engineering of your roof, inspect the old roof, make sure that the surface is properly prepared, train, certify, and thoroughly support our Sarnafil qualified contractor during the installation. And inspect and approve the finished roof before issuing a warranty on both materials and labor.

“You get the best membrane, the best technical support, the best installation... and a warranty you'll probably never have to exercise.”

When you buy a Sarnafil roof, you get more than the world's best roofing membrane... you get absolute leakproof seam integrity, the best technical support, the best installation, lower lifetime cost... and the



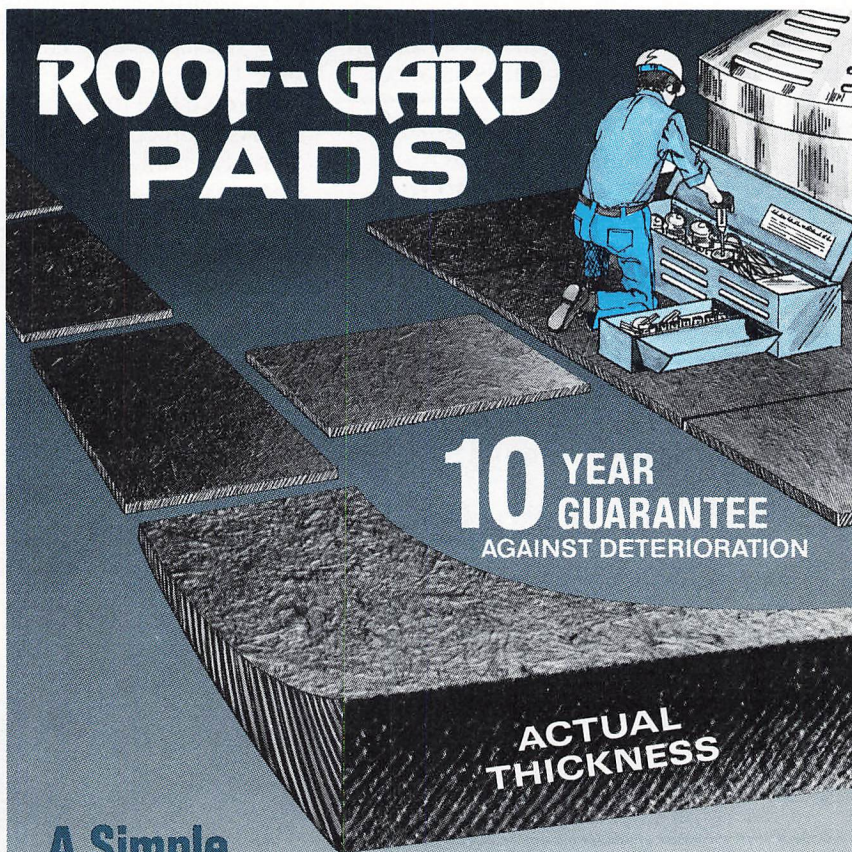
Stanley W. Warshaw, President Sarnafil Inc.

Sarnafil®

“Living up to the promise of single-ply roofing”

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ROOF-GARD PADS



A Simple, Economical Solution for Walkways to Protect Roofs from Damaging Traffic.

- Quickly and easily installed (no experience required).
- Can be used for walkways, machinery pads or ballast.
- More economical than competitive products.
- Can be spot sealed in place with compatible synthetic EPDM or PVC roof adhesives.
- Textured non-skid surface provides sure footing—even when wet.
- Available in 5 standard sizes.
- $\frac{3}{4}$ " thick rubber pad provides long-lasting protection.

Here's the fastest, simplest and most economical solution to providing roof protection for walkways. Ideal for application on single-ply roofs, the economical pricing of these heavy-duty pads permits their use as ballast on heavily traveled roofs, or in situations where your customer objects to stone ballast. "Roof-Gard" Pads are easily spot sealed in place with compatible roofing adhesives, and are easily cut to conform to drain openings and other roof obstructions. Before you plan your next roofing job, call or write for a free sample and full details.



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Phone 608-356-8336

Check #38 on Reader Service Card

NATIONAL NEWS

Construction pay increased less than pay overall

Wages for most occupations rose only slightly in 1984, and one of the smallest increases was in construction. The Bureau of Labor Statistics (BLS) found that for the year that ended September 1984, civilian workers' wages were up 5.1 percent. Construction workers, on the other hand, were only making 1.9 percent more than the year before.

According to BLS figures, construction wages did not increase as much in the year's third quarter as in the previous quarter. Construction wages rose .6 percent from April through June while rising only .3 percent from July through September. Overall, wages rose 1.3 percent in the third quarter after rising .8 percent in the second quarter.

BLS has been keeping track of employment costs for eight years. Using June 1981 wages as a base, the agency produces an employment cost index that measures the rates of change in total wage and benefit costs. The construction index of 114.3 percent is 8.1 percentage points lower than the overall index.

BLS examines the wages of 63 private industries as well as state and local government wages. The coverage is weighted according to the occupations' representations in the 1970 census.

continued on page 18

SINGLE-PLY ROOFING AND INSULATION FROM A SINGLE SOURCE.

Now you can order Foamular® extruded polystyrene insulation through your Firestone sales representative at the same time you order RubberGard® EPDM membrane and accessories. And a single warranty from Firestone covers both your Firestone membrane system and the thermal performance of the Foamular insulation.

Ideal for most types of single-ply roofing systems, Foamular is one of the fastest growing names in insulation. The rigid panels are lightweight, easy to handle and cut, and Foamular retains its high R-value even after prolonged exposure to moisture of every kind. Known to the contractor for technical leadership, service and cost per R-value, the complete Foamular roofing product line is available through Firestone, including the unique low density Foamular 150 board.

For the best in EPDM roofing *and* roof insulation, just call your Firestone sales representative...the one place to go for single-ply. We're out to build the best service reputation in the industry. Firestone Building Products, 3500 West DePauw Blvd., Indianapolis, Indiana 46268. Sales: 1-800-428-4442. Technical Service: 1-800-428-4511.

Firestone
BUILDING PRODUCTS COMPANY

DIVISION OF THE FIRESTONE TIRE AND RUBBER COMPANY

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UC INDUSTRIES
FOAMULAR
Extruded Polystyrene Insulation

FIRESTONE .045

Manufacturer's grant helps RIEI develop metal seminar

A \$10,000 grant to the Roofing Industry Educational Institute (RIEI) has given the Institute's metal roofing systems seminar a shot in the arm. The grant was made by Armco Atlantic, Inc., a major standing seam metal roofing manufacturer.

The contribution will help fund seminar manual development, audio-visual materials purchasing and seminar lectures, said Dr. Frank Parrish, RIEI deputy director. The funding goal for the seminar is \$100,000.

"Without the strong financial support of companies like Armco Atlantic, it would be nearly impossible to develop this new seminar for the roofing industry," said Dr. Parrish.

The metal roofing industry has been helping RIEI develop the metal roofing course. Dr. Parrish acknowledged the significant role Armco and Robert M. Halsell, manager of Armco's roofing products group played in the development process.

The seminar introduces the concepts behind standing seam metal roofing to architects, building owners, contractors, government agencies and others, according to RIEI. The first seminar was presented in Chicago Jan. 11 and 12. More information on the seminars may be obtained from RIEI at 303/770-0613.

OSHA Form 200 filing required by end of February

The Occupational Health and Safety Administration (OSHA) requires firms with more than 10 full- or part-time employees to post OSHA Form 200 for the full month of February, according to the CPA firm Parker & Meltzer.

Form 200 is a summary of the year's job-related accidents and illnesses. Retailing, finance, insurance, real estate and some other service businesses are exempt from this requirement.

continued on page 20

JBD Supply TermBar

Five ways you can keep on top of the weather with the exclusive TermBar* by JBD Supply

*Patent pending

1 UNBENDING HOLD

Our rigid design prevents TermBar from bowing like other bars. Two contact points provide a unique approach to securing rubber or other flashing materials tightly against walls, curbs and roof projections. And our three-bend structure provides a trough for caulking. So your 10-year roofing warranty is weather-tight with JBD.

2 EASY INSTALLATION

JBD's TermBar is easy to install using typical concrete fasteners through our pre-punched slot holes. Installation is complete with caulking in the TermBar's built-in trough.

3 ECONOMY

TermBar is even less expensive than the flat aluminum or steel

bars that buckle under pressure. With TermBar, you get the unsurpassed hold and weather-tightness you don't find in other bars—and for less.

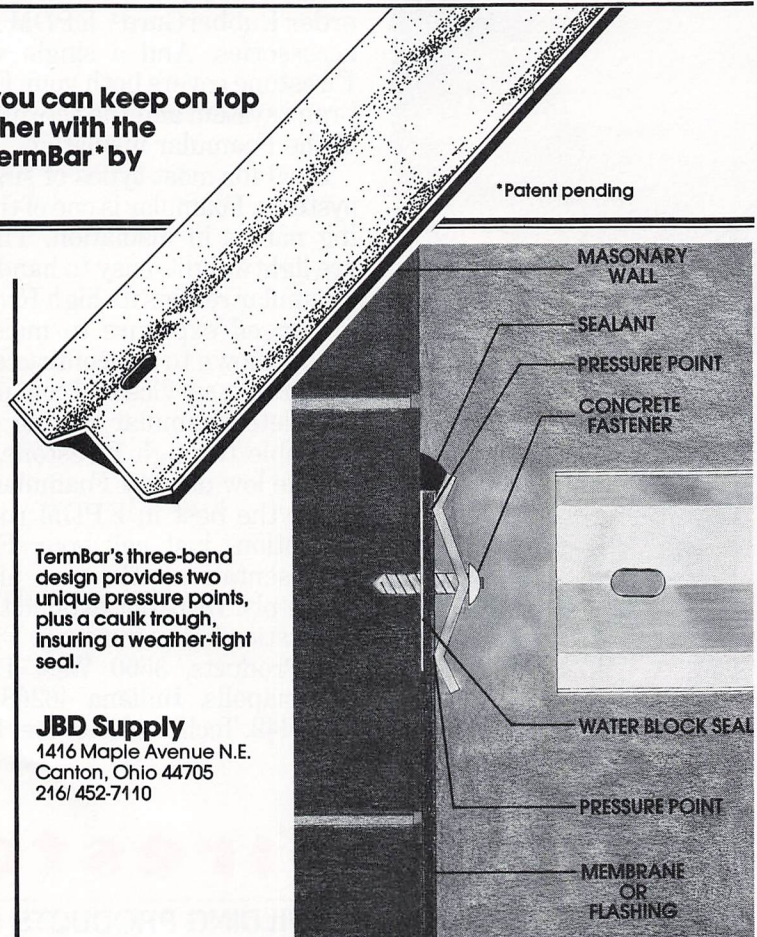
4 DESIGN

Plus JBD Supply's TermBar is made of attractive, durable .040 mill-finish aluminum that complements your roofing, enhancing the appearance of the project.

5 AND A NOD OF APPROVAL

TermBar has the recommendation of major roofing system manufacturers. That's an assurance of quality you can trust.

Call for direct shipment from stock or the name of the distributor nearest you:
216/ 452-7110



TermBar's three-bend design provides two unique pressure points, plus a caulk trough, insuring a weather-tight seal.

JBD Supply
1416 Maple Avenue N.E.
Canton, Ohio 44705
216/ 452-7110

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**"HEY!
YOU GOT SOMETHING
AGAINST MAKING
MORE MONEY???"**



Prestique Laminated Fiberglass is the shingle you'll love as much as your customers do! It's got terrific profit margins for you... plus:

- Random-cut, three dimensional style that goes over existing roofs beautifully.
- Class "A" rating for fire resistance from U.L. None higher!
- 30 year limited warranty! None better!
- Official U.L. approval for staple application!
- 2-ply construction for long life!

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PRESTIQUE SHINGLES

ARE VERY PROFITABLE!

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Check #20 on Reader Service Card

Health association says OSHA not warning of hazards

The Occupational Health and Safety Administration (OSHA) is doing a poor job of making sure workers know about potentially hazardous materials, according to the American Public Health Association (APHA). An official policy statement issued by the Association at its 112th annual meeting and summarized by *Con-*

struction Labor Report states that OSHA's hazard communication standard is inadequate in its scope and application.

According to the policy statement, OSHA's communication standard presently excludes more than half the workers in the United States. A standard proposed by the Carter adminis-

tration but rejected by the Reagan administration would have covered all non-agricultural workers.

APHA expressed concern over the OSHA standard's pre-emptive powers, which dictate that federal right-to-know laws take precedence over state or local requirements, even when the state or local requirements are more stringent.

The Association's policy statement recommends that only stricter federal requirements pre-empt state or local requirements.

The statement also recommends that all potentially hazardous chemicals and all occupations that come in contact with hazardous materials should be covered by the right-to-know laws. APHA estimates that almost half of the occupational illnesses and many of the environmental illnesses that occur are not covered by the current OSHA standard.

According to APHA, a right-to-know standard should at least cover:

- all OSHA-regulated compounds;
- all suspected carcinogens, mutagens or teratogens as listed by the Department of Health and Human Services, the Environmental Protection Agency or the International Agency for Research on Cancer;
- EPA-regulated pesticides; and
- Nuclear Regulatory Commission-regulated radioactive materials.

The statement also recommends that workers, local unions, citizens, industrial hygienists and other health professionals should have easy access to safety data sheets. On the sheets, APHA would like chemicals to be listed by common name, chemical name and Chemical Abstracts Services registry number.

To prevent health problems at the worksite, APHA says that all containers should be labeled and that workers should be trained to read and understand the warning labels. Local fire, police and health departments should also be aware of the hazardous chemicals being produced in their areas.

It makes sense to recommend FOAMGLAS® roof insulation

When you finish the job, you want referrals...not callbacks

There are five good reasons for recommending FOAMGLAS® insulation to your customers.

1. Moisture in liquid or vapor form cannot penetrate FOAMGLAS® insulation and this ensures constant insulating efficiency. In new buildings or old, this means reduced heating and cooling equipment capacities and energy needs.

2. FOAMGLAS® insulation's low coefficient of thermal expansion means it won't expand or contract when temperatures fluctuate. This prevents a major cause of roof failure.

3. Strong, rigid FOAMGLAS® insulation stands up to roof traffic and

loads that can crush other insulating materials and result in damaged roof membranes and leaks.

4. FOAMGLAS® insulation is all glass, it cannot burn. This can help cut insurance rates and deductibles

for roofer and owner.

5. FOAMGLAS® insulation is installed using standard roofing procedures... it installs quickly, at a reasonable cost. Ideal for BUR or adhered single-ply systems.

The Best Reason of All

FOAMGLAS® insulation performs so well that, once the job is done, you'll get referrals...not complaints.

For more information on flat and tapered systems contact Marketing Department FB-5, Pittsburgh Corning Corporation. In the U.S.A., 800 Presque Isle Drive, Pittsburgh, PA 15239
Tel: (412) 327-6100.


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in New Orleans

PITTSBURGH
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Two simple ideas that make
single-ply installation
a little easier,
a lot faster
and much more secure.

We thought of it
and patented it.



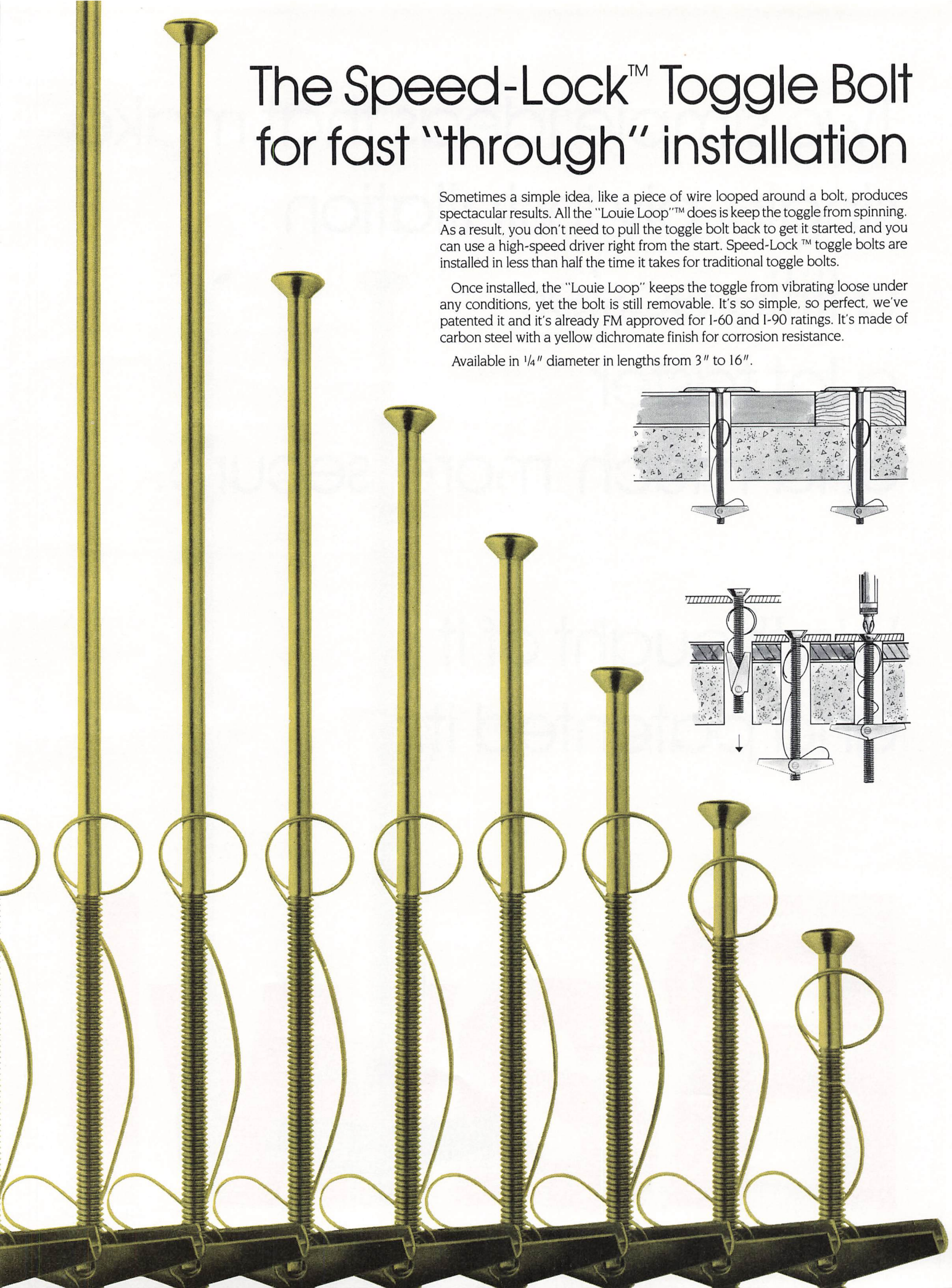
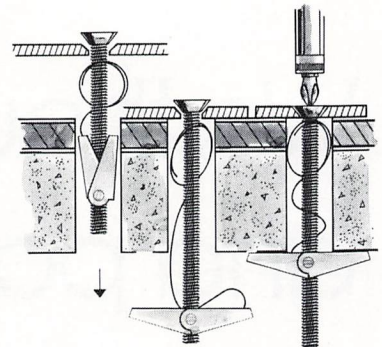
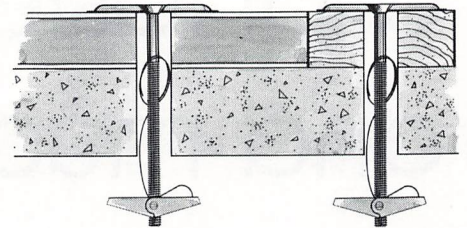
Rawl

The Speed-Lock™ Toggle Bolt for fast "through" installation

Sometimes a simple idea, like a piece of wire looped around a bolt, produces spectacular results. All the "Louie Loop"™ does is keep the toggle from spinning. As a result, you don't need to pull the toggle bolt back to get it started, and you can use a high-speed driver right from the start. Speed-Lock™ toggle bolts are installed in less than half the time it takes for traditional toggle bolts.

Once installed, the "Louie Loop" keeps the toggle from vibrating loose under any conditions, yet the bolt is still removable. It's so simple, so perfect, we've patented it and it's already FM approved for I-60 and I-90 ratings. It's made of carbon steel with a yellow dichromate finish for corrosion resistance.

Available in 1/4" diameter in lengths from 3" to 16".



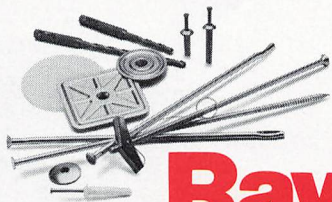
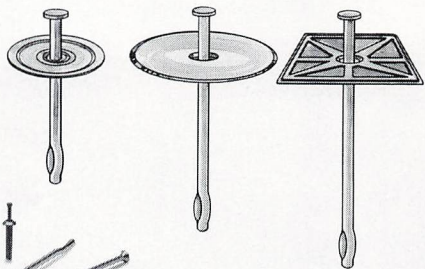
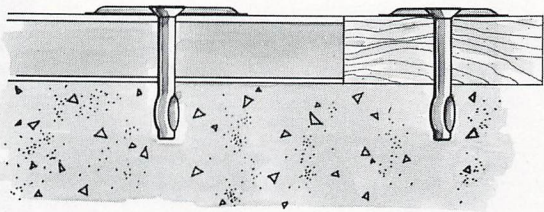
The hammer-fast Rawl-Drive for concrete decks

The Rawl-Drive looks deceptively simple. It's also simple and easy to install. Just drill a hole—depth is not critical, too deep does not matter—and drive it in like a nail. That's it.

Once installed, it's suddenly no longer so easy-going. Because of its sheared, pre-expanded and spring-tempered tip, the Rawl-Drive develops tremendous holding power and refuses to be pulled out. It resists wind lift and vibration like no other anchor. Even if extraordinary forces begin to pull it out, it continues to hold with the same power until it's totally pulled out of the hole. This totally precludes the "Zipper effect" problem of most easy-to-install roofing anchors.

The Rawl-Drive comes in a corrosion resistant yellow dichromate finish in flat or wafer head styles and in $\frac{3}{16}$ " and $\frac{1}{4}$ " diameters in lengths from 1" to 14".

It is FM approved for I-60 and I-90 ratings.

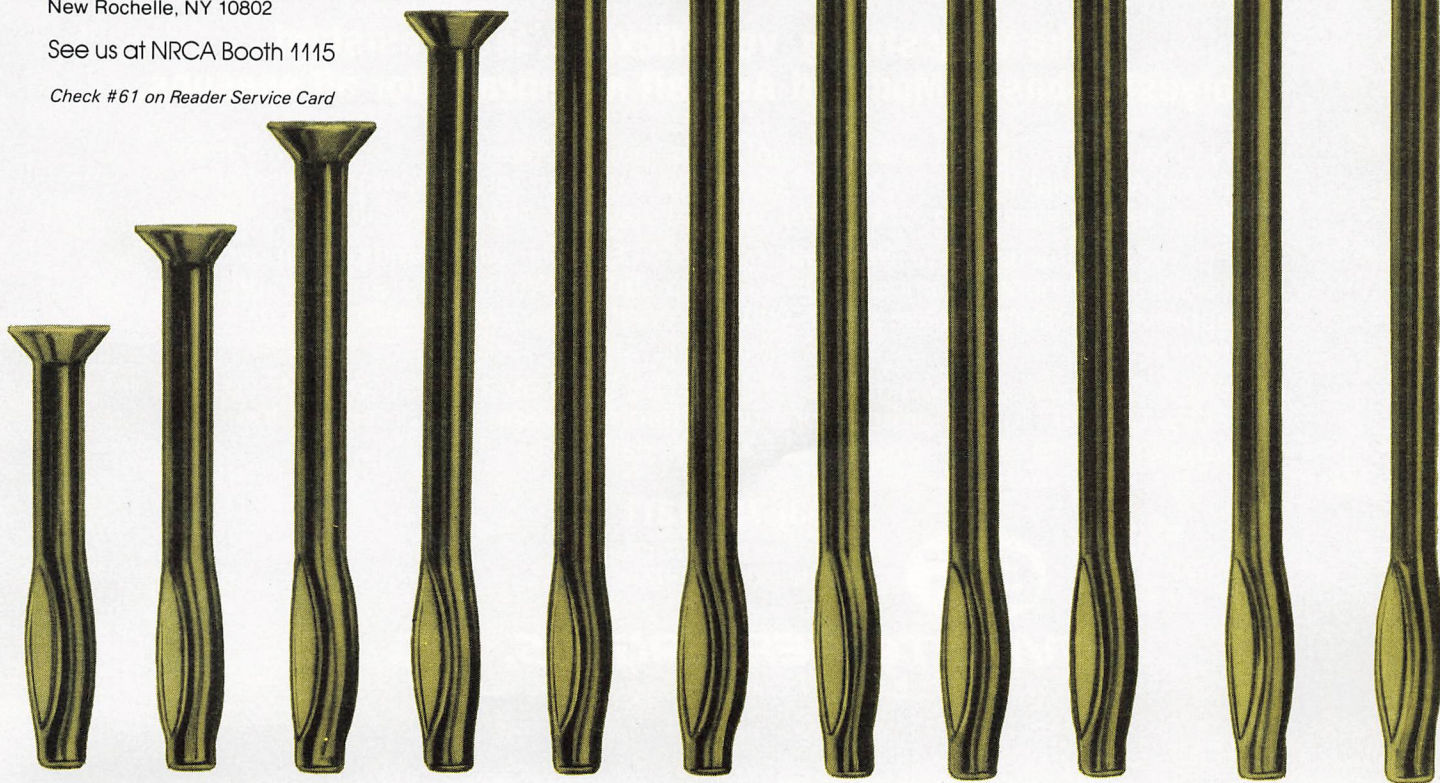


Rawl

THE RAWLPLUG CO., INC., Two F.B. Powers Square
New Rochelle, NY 10802

See us at NRCA Booth 1115

Check #61 on Reader Service Card



Evanite Permaglas[®] introduces **FLEX CAP[™]**



...the very strong, very flexible, tear-resistant polyester-based Modified Asphalt membrane for all seasons.

No matter what conditions your roof faces, new Permaglas FLEX CAP will meet them. And beat them. FLEX CAP gives you excellent low temperature flexibility (high temperature, too, of course), elongation, elasticity and recall.

For roof maintenance or wall flashing use, FLEX CAP wins hands down over traditional mineral or smooth surfaced cap sheets. When you use it with an approved Permaglas base sheet, you can create a very high performance roof system.

FLEX CAP comes in two grades . . . "HM" for hot mop application only and FLEX CAP "T" for either hot mopping or torch applying. For details on the top-performing new Permaglas FLEX CAP, call today.

(503) 753-1211



For UL-Classified Asphalt,
phone (800) 541-6230

EVANITE PERMAGLAS, INC.

P.O. Box "E" • Corvallis, Oregon 97339

Check #22 on Reader Service Card

GAF launches two new programs

The GAF Corp.'s Building Materials Division is launching a \$22.8 million capital expansion program and a distributor incentive program.

The capital expansion program calls for a capacity increase at the company's Fontana, Calif. roofing plant, along with intense efficiency programs at all 10 GAF roofing facilities.

Samuel J. Heyman, chairman and chief executive officer said, "The company's capital expansion plan is designed to meet increased demand for our roofing products on the West Coast while at the same time continuing GAF's program to reduce manufacturing costs throughout our roofing plant system."

The Fontana expansion, scheduled for completion in 1986, will double the facility's existing manufacturing capacity for its full line of residential and commercial roofing products. The balance of the capital program will be completed in stages during 1986.

GAF's Building Materials Division recently reported operating profits of \$11.2 million for the first nine months of 1984. During this same period last year, GAF reported a loss of \$855,000.

To introduce its new Royal Sovereign 25-year shingle, the GAF Building Materials Division has announced a *Royal Salebration* incentive program for its distributors.

Between Jan. 1 and May 31, 1985, participating distributors who purchase at least a full truckload of Royal Sovereign Class A fiber glass shingles will be entitled to additional material at no charge. Purchases of 200 to 400 squares will merit an additional five squares. Distributors purchasing 401 to 800 squares will receive 11 squares free. A maximum of 460 free squares for a purchase of 12,800 squares or more may be received.

Gifts will also be presented to contractors who purchase Royal Sovereign shingles during the promotion period. These range from a hand-held vacuum for a 200-square purchase to a microwave oven for a 1,250-square purchase.

Participating distributors will receive selling aids, including free travel mugs, sample boards, color selectors and literature, *Royal Salebration* counter cards, roofing contractor sales incentive flyers announcing gift selections, and guides to ensure successful promotions.

For more information contact the GAF Corp.

Firestone promotes Karrfalt

H. A. Karrfalt was promoted to engineering manager for the Firestone Building Products Co. He is responsible for development, application and field services engineering.

Karrfalt has worked for Firestone since 1968. He has held the positions of air-spring development manager, molded goods sales manager and coated fabric sales manager.

Texstyrene Plastics makes new acquisitions

Texstyrene Plastics, Inc. (TPI) has acquired Minnesota Diversified Products, Inc. (MDPI) and E.P.S. Industries. Both joined TPI late in the third quarter of 1984.

Tex-Styrene, TPI's building products division, will be responsible for E.P.S. Industries' operations in Wichita and Albuquerque as well as present operations in Fort Worth; Sandersville, Ga.; and Yuma, Ariz.

MDPI operates plants in New Brighton and Rockford, Minn.; Peru, Ill. (Diversifoam); and Omaha. E.P.S. Industries previously operated the Omaha plant. The company's plant in Dixon, Ill. is consolidated with MDPI's Peru, Ill. operation.

Armco Atlantic new name in metal building industry

Armco Atlantic, Inc. is the official name for the combined operations of Armco Building Systems and its recent acquisition, Atlantic Building Systems, Herman J. Ollerich, president of Armco Atlantic, announced. Its headquarters will remain in Cincinnati.

The combined Armco Atlantic line is expected to produce building and roofing systems that can be used in a much broader variety of industrial and commercial applications, Ollerich said. Each company's products will retain their separate marketing names and identities.

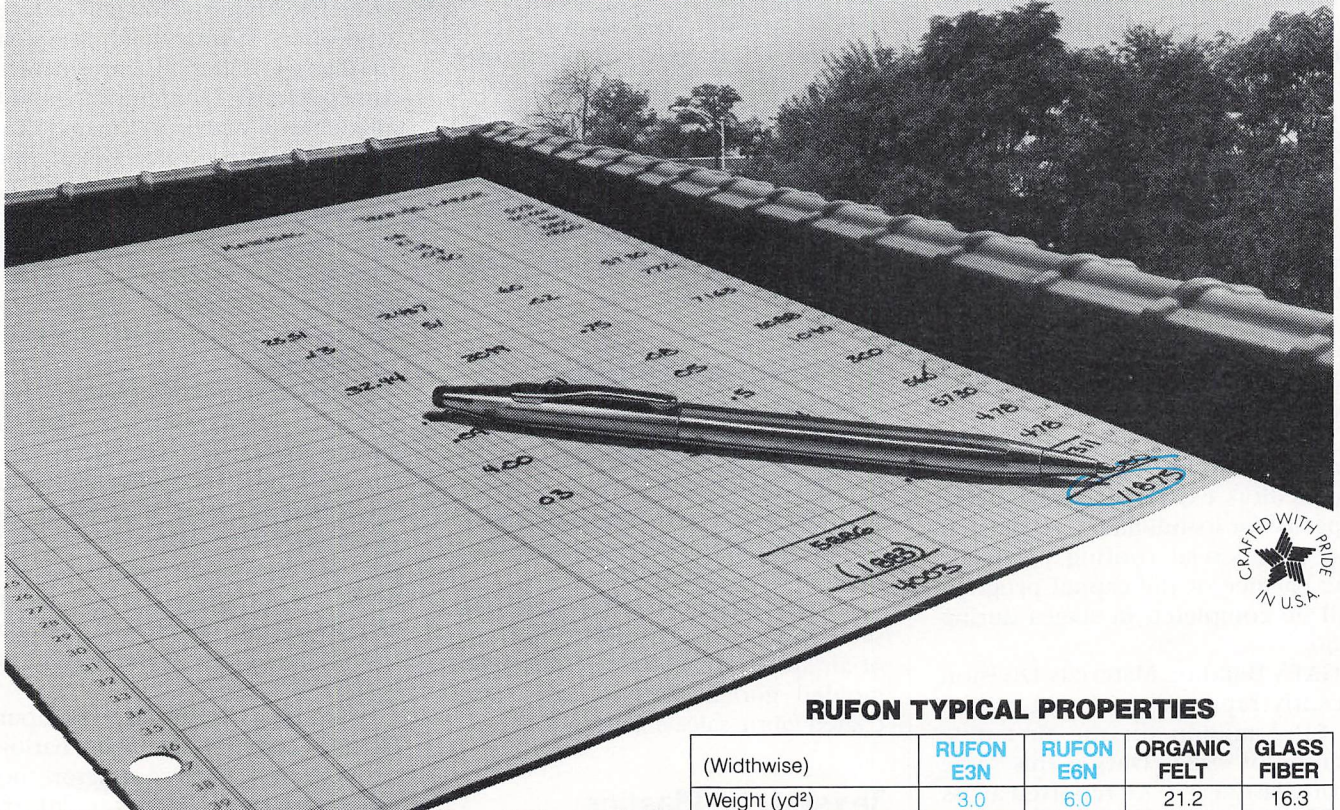
In addition, Atlantic plants in Tallapoosa, Ga. and Hannibal, Mo. join Armco plants in Washington Court House, Ohio; Longview, Texas and Hanford, Calif. Each plant is expected to produce both Armco and Atlantic product lines in the future, meaning more geographic coverage, shorter shipping time, improved manufacturing capabilities, better service and lower costs.

As training, research and computer facilities combine, the firm's national network of systems contractors, now called builders, will be offered stronger professional, technical and promotional support.

Service centers offering these benefits already operate in Cincinnati, Atlanta and Longview. Additional service centers will open in St. Louis and Fresno.

continued on page 27

RUFON® FABRIC TOPS THEM ALL... DOWN TO YOUR BOTTOM LINE.



RUFON®

Selecting a roofing fabric is a matter of product performance as well as economics. And that's why so many of today's contractors are taking a close look at Rufon® nonwoven fabric, the cost-effective reinforcing mat that easily outperforms all alternatives: Organics. Fiberglass. Even other polyesters.

UNPARALLELED PERFORMANCE.

For single or multi-ply cold roofing, Rufon has been engineered by Phillips Fibers Corporation for extraordinary performance. Just check the figures on strength, elongation, mullen burst and puncture resistance. This needle-bonded, thermal set synthetic tops them all — and won't separate, fuzz up or delaminate. Rufon will also form and fit easily, stays flexible in low temperatures and won't swell, rot or mildew.

EXCEPTIONAL ECONOMY.

Rufon offers attractive cost benefits, because cold coating application has never been this easy. Combined with a

RUFON TYPICAL PROPERTIES

(Widthwise)	RUFON E3N	RUFON E6N	ORGANIC FELT	GLASS FIBER
Weight (yd ²)	3.0	6.0	21.2	16.3
Ultimate Strength (lb.)	70	135	64	65
Tear Strength (lb.)	35	55	.05	.02
Elongation (%)	60	55	.05	.01
Mullen Burst (psi)	140	250	30	19
Puncture (lb.)	35	70	20	10

suitable mastic, lightweight, easy-to-handle Rufon goes down faster, with less manpower and delivers exceptional, long term performance. When you consider total applied cost, Rufon's advantages can add up to important savings on your bottom line.

MORE INFORMATION.

Rufon® nonwoven fabric is available in weights of 3.0 oz. (E3N) and 6.0 oz. (E6N) per square yard, pre-marked with overlap guides in 36'' x 375' standard put up rolls. With so many performance benefits, cost-effective Rufon is today's optimal solution to roofing failure. Learn more about Rufon: For the name of your nearest distributor contact Phillips Fibers Corporation.



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Call your RUFON Distributor Today.

For more information on these cold-applied roofing products, contact one of the Phillips Fibers authorized distributors listed below:

Daly Protective Coating Co.
124-137th St.
Hammond, Indiana 46327
Terry Quinn
800/348-6446

Fields Products, Inc.
703 S. Bridges Ave.
Kent, Washington 98032
John Fields
206/852-3460

Flexguard Corp.
3209 Highway 231
Panama City, Florida 32405
Jeff Peterson
904/769-3404

Flex-Shield Corp.
PO Box 200
636 W. Commerce
Gilbert, Arizona 85234
Charles Carroll
602/892-3030

Geotextile Systems, Inc.
N. 15th W. 24817 Hwy. JJ
Pewaukee, Wisconsin 53072
Robert M. Groh
414/542-5523

Gibson-Homans
1755 Enterprise Parkway
Twinsburg, Ohio 44087
216/425-3255

Gilsonite, Inc.
2946 N.E. Columbia Blvd.
Portland, Oregon 97211
Clair Bartel
503/288-5454

Gulf States Asphalt Co., Inc.
601 Jefferson, Suite 535
Houston, Texas 77002
Bill King
713/651-1507

Henry Company
5608 Soto Street
Huntington Park, California 90255
Ed Batson
213/583-4961

Karnak Chemical Corp.
330 Central Ave.
Clark, New Jersey 07066
Jerry Mills/Arthur Purdy
800/526-4236

Perma Glas-Mesh Corp.
180 West Broadway
Dover, Ohio 44622
Lou Settimio
216/343-4441

R.M. Lucas Company
3211 Southwood Street
Chicago, Illinois 60608
312/523-0545

Seaboard Asphalt Products Company
3601 Fairfield Road
Baltimore, Maryland 21226
Loran Van Brackel/Dick Campbell
301/355-0330



Celotex announces customer incentive program

The Celotex Corp. has announced a national incentive program for its direct-buying customers. The program, *Celotex Is You*, runs from Oct. 26, 1984 through June 25, 1985.

The company is featuring various products from the building and roofing line at intervals during the program period. Direct-buying customers who purchase the required sales volume of designated products receive award points, valid toward travel or merchandise prizes.

Travel prizes include expense-paid trips to Switzerland or to resorts throughout the United States.

Parker Sweeper names Moorman ad manager

The Parker Sweeper Co. appointed Ken Moorman to advertising manager. Moorman is responsible for all co-op public relations and advertising, as well as the development of audio-visual programs for company use.

Moorman was formerly associated with the Intercommunication Corp. and has extensive background in broadcast media and print advertising.

ARMCO names new personnel

Armco has named two new workers to its Armco Atlantic, Inc. staff.

David Boozer was appointed roofing products supervisor. He is responsible for technical and sales support in 12 states, encompassing the South Central and Southeast regions. He is based in Atlanta.

Boozer has worked with Atlantic Building Systems for 11 years, holding several key positions in the engineering department.

Britt E. Skrivanek was named sales manager of the north central profit center. He is responsible for local Armco Building Systems and Atlantic Building Systems builders and account promotion for the region, which includes: Billings, Mont.; Denver; Omaha; Kansas City, Kan.; Minneapolis; Chicago; and St. Louis, where he is based.

Skrivanek joined Atlantic Building Systems in 1978 and progressed through several sales assignments in the South and Southwest.

CertainTeed names marketing staff

CertainTeed Corp.'s Shelter Materials Group appointed a new marketing director and two marketing managers.

W. Stanley Stuart, Jr. was named director of marketing for the Shelter Materials Group. He is responsible for national advertising, public relations, literature and publications, sales promotion, marketing research and new product development for both residential and commercial roofing products.

Prior to joining CertainTeed, Stuart was a marketing consultant in his own firm.

Mike G.W. Mehrer was appointed marketing manager for Commercial Roofing Products. Mehrer was marketing and administrative manager for George Mehrer and Son Roofing Contractors of Philadelphia.

In addition, Donald W. Altmaier was named manager of marketing services for the Shelter Materials Group. He is responsible for planning advertising, public relations and trade show activities.

Prior to joining CertainTeed, Altmaier was vice president, Marketing Services and Corporate Communications for Chilton Co., the largest publishing unit of American Broadcasting Co., Inc.

Pittsburgh Corning names manufacturing VP

Charles A. Francik was named vice president of manufacturing, Pittsburgh Corning Corp. He was also named a Board of Directors member of Pittsburgh Corning Europe.

Francik will supervise Pittsburgh Corning's Port Allegany, Penn., and Sedalia, Mo., production facilities. Previously, he was director, president and CEO of Vidros Corning Brazil, the Sao Paulo-based subsidiary of Corning Glass Works. Francik is also president of the Association of American Chambers of Commerce in Latin America.

GAF makes personnel changes

The GAF Corp. has appointed two new vice presidents, Thomas J. Zickell and Salvatore C. Bellini, and two new territory managers, Dennis Kennedy and Carl Baptiste.

Thomas J. Zickell, a vice president, also was named director of manufacturing for GAF's Building Materials Division. He joined the Corporation in 1981 as regional manufacturing manager at GAF's building materials operation in Chester, S.C.

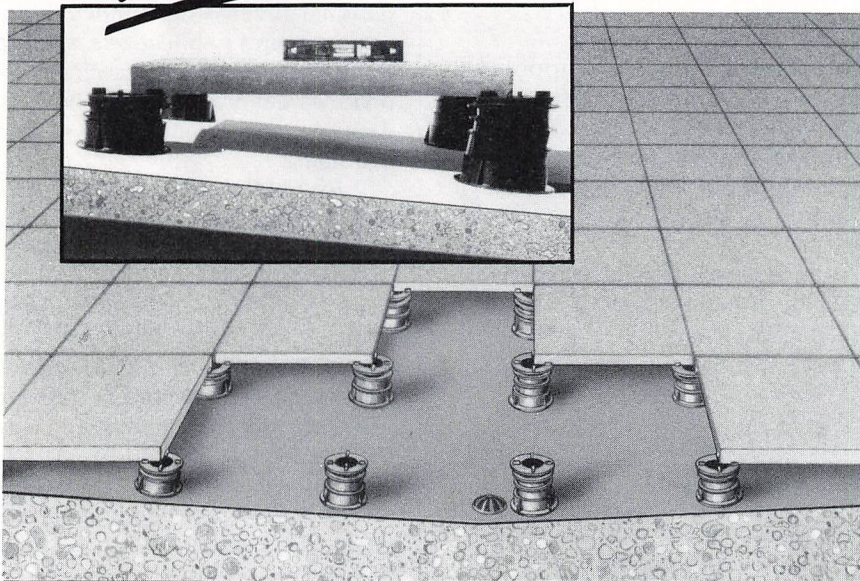
Salvatore C. Bellini, a vice president, also is responsible for financial operations for the Building Materials Division. He joined GAF in 1973 and was corporate controller in 1983.

Dennis Kennedy is responsible for GAF's Building Materials Division, Arizona sales. Previously, he was a field representative for Universal Roofer and a salesman with Wholesale Co., both Arizona based.

The other new Building Materials Division territory manager is Carl Baptiste. He will manage sales in Hawaii. Previously, Baptiste was a field representative for GAF's International Division.

Unique Roof Deck Leveling...Adapts To Pitch And Height Variations...

NEW Terr-adjust™ A Part Of Terra System One



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Check #83 on Reader Service Card

Bond Cote announces plans for new facility

Bond Cote, Inc., a subsidiary of West-Point Pepperell, has announced the construction of a new 53,000-square-foot manufacturing facility in Pulaski County, Va.

This precast concrete structure centralizes high speed precision weft insertion machinery for the production of Fiber-Loc fabric reinforcement.

The Bond Cote, Inc. Fiber-Loc operation will employ 20 specialized technical people.

Gardner sends Bechtold south for sales

Gardner Asphalt Corp. has named G.W. (Bill) Bechtold sales executive for south Texas. He is responsible for product marketing throughout the region.

Previously, Bechtold worked as department manager for Handy Dan, operations manager for Cardinal Wholesale and retail services manager for Heitman Bering-Cortes, all in Houston.

U. S. Intec promotes two

Pat Conroy has been named assistant manager of the U. S. Intec, Inc. plant at Port Arthur, Texas, and John E. Davis has been named vice president, finance. The announcements were made by Danny Adair, company president.

Conroy has been with U. S. Intec for two years. He started on the production line, moved to plant foreman and most recently worked in the Purchasing Traffic Department.

Davis is a graduate of Lamar University, Beaumont, Texas, with a bachelor's degree in accounting. He worked for five years in the auditing department of Texas Commerce Bank, Beaumont before joining the company.

With factories in Port Arthur and North Branch, N.J., U. S. Intec manufactures BRAI membrane, a polyester fabric impregnated on both sides with modified asphalt. The roofing/waterproofing product comes in a roll and is heat-applied.

ROOFERS MART.

DISTRIBUTORS OF QUALITY ROOFING PRODUCTS FOR PROFESSIONAL ROOFING CONTRACTORS.

Whether your business is manufacturing quality roofing products or installing them, you owe it to yourself to take a closer look at Roofers Mart. For one reason, in less than one year we've grown from a good idea to a network of 15 distribution centers nationwide. And we're still growing.

That's a success record that would make any company proud. And, at Roofers Mart we are.

Chances are you've heard of us, and chances are you may have already given some thought as to how we might fit into your plans. Roofers Mart offers contractors and manufacturers alike a unique opportunity.

If you're in the contracting business, we offer an outstanding investment opportunity. You have a chance to invest in an industry with which you are intimately familiar. You will join with over 275 individual contractor investors who think that Roofers Mart represents an attractive business proposition.

And to roofing products manufacturers, we offer a valuable link to a growing network of roofing contractors whose purchases of materials and supplies currently exceed \$300 million annually. Face it, that's an impressive figure by anyone's standards.

Check out the Roofers Mart locations listed below. If we aren't near your market now, chances are we will be. Give us a call and give us an opportunity to show you what Roofers Mart can do for you.

ROOFERS MART YOUR PROFESSIONAL ROOFING DISTRIBUTOR

Roofers Mart, Inc.
Columbia, South Carolina

Roofers Mart of Georgia
Atlanta, Georgia

Roofers Mart of Wisconsin
Milwaukee, Wisconsin

Roofers Mart of Virginia
Richmond, Virginia

Roofers Mart of Central Texas
San Antonio, Texas

Roofers Mart of Southern California
Los Angeles, California

Roofers Mart of Delaware Valley
Philadelphia, Pennsylvania

Roofers Mart of Minnesota
Minneapolis, Minnesota

Roofers Mart of Missouri
St. Louis, Missouri

Roofers Mart of Central Pennsylvania
Lancaster, Pennsylvania

Rocky Mountain Roofers Mart
Denver, Colorado

Roofers Mart of Indiana
Indianapolis, Indiana

Roofers Mart of North Carolina
Raleigh, North Carolina

Roofers Mart of Oregon
Portland, Oregon

Roofers Mart of New England
Hartford, Connecticut

For additional information contact:
Roofers Mart of America, Inc.
St. Louis, Missouri
314-434-1800

Check #65 on Reader Service Card

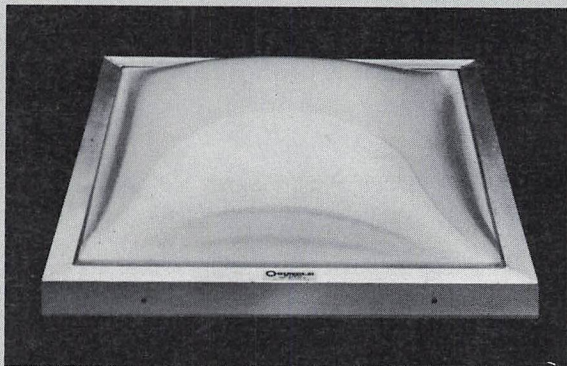


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Bengtson named Manville vice president

Roger H. Bengtson, vice president and general manager of Manville's Roofing Systems Division, has been named a Manville Corp. vice president.

Bengtson has responsibility for the marketing of industrial/commercial and residential roofing products and the production of all roofing products and roof accessories.

Bengtson joined Manville (previously Johns-Manville Corp.) in 1948 as a production line worker and since then, has served in several production, sales and marketing positions. He was named vice president and general manager of the industrial products division in 1981; vice president and general manager of the industrial products and lighting division in 1982; and to his present post in 1983.

Goodyear promotes Aleksin

Arlene Aleksin was promoted to consumer service specialist of Goodyear's Roofing Systems Division. She will coordinate all operating activities for the Division, including customer service requirements for Goodyear Versigard roofing distributors and their branch locations.

Previously, Aleksin was administrative assistant in the Roofing Systems Division.

Synergy appoints Rhode Island plant manager

Jim Dolloff of Bolton, Mass. is the new Rhode Island plant manager for Synergy Methods, Inc.

Dolloff is responsible for manufacturing, service and quality control.



“All I want to know is who installed the roof?”

The bottom line is simple: The roof shouldn't leak. If it does, you'll be the first to hear about it. Chances are, if you installed a Trocal Single-Ply Roofing System, there wouldn't be a leak, nor a call-back.

Contractors know that Trocal Roofing is a carefully-designed system that's easy to install, yet impossible to beat for long-life leak-free performance. Literally thousands of applications nationwide attest to the durability, and bottom-line profitability of our single-ply systems.

What you may not know is that Trocal is making an even stronger commitment to the future of our

single-ply systems: a comprehensive program to further improve our technical and engineering support to contractors. All of which now makes it even easier and more profitable to work with Trocal Roofing Systems.

If you're recommending and installing Trocal Roofing, the next time someone in the boardroom asks "Who installed the roof?" it will likely be to recommend your work to others.



TROCAL[®]

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10 Link Drive, Rockleigh, NJ 07647.
Or call toll-free 800-526-4610. In
New Jersey, 201-767-1660.

ROOFING SYSTEMS BY DYNAMIT NOBEL

Check #80 on Reader Service Card

If you can't do it better than the rest, turn the page on this ad, turn the page

Like other roofing manufacturers, Stevens is looking for roofing contractors. Unlike everyone else, we're taking only the best.

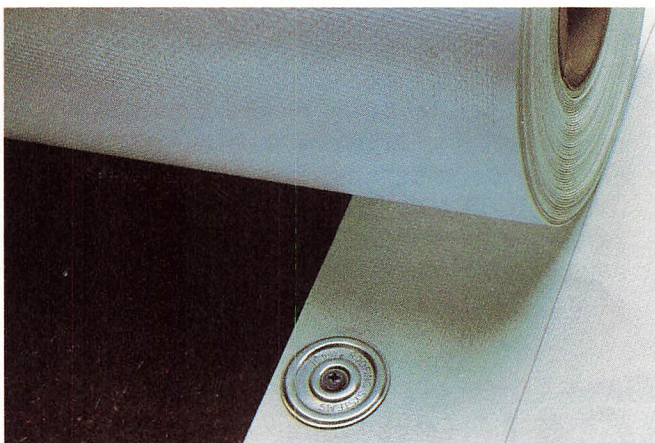
We're Stevens, manufacturer of Hi-Tuff® single-ply roofing systems, and we've been talking to contractors all over North America. You've told us what you want in a roofing supplier.

So, we've established four very important goals. We want to give you the best system, the best training, the best sales leads, and the best profitability. Nothing less will do.

As a Hi-Tuff contractor, you're ahead four ways.

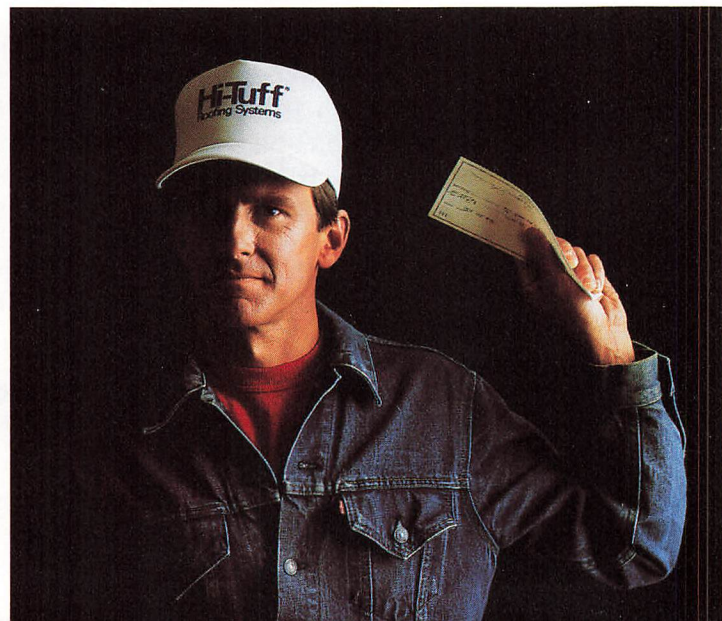
Stevens pioneered today's easy-to-install reinforced membrane system based on Du Pont Hypalon* synthetic rubber. It's a mechanically attached, hot-air welded system which is sun-light-resistant, watertight, and highly wind- and fire-resistant as well.

We'll help make sure you're a Hi-Tuff applications expert before you lay one square foot. Your personnel will get thorough hands-on training from our experienced field engineers.



Hi-Tuff: the best of modern technology

*Registered trademark of Du Pont.



ame 3 roofers e one reading e page.

When you're a Stevens applicator, you get sales leads and technical support through our nationwide network of distributors. Our national advertising and public relations program keeps Hi-Tuff continually in front of prospects – under the theme, "Nothing Tops a Hi-Tuff Roof."

For you, it's a winning combination: hot sales leads; a foolproof system that practically eliminates call-backs; and Stevens' applicator training program. They add up to maximum profitability – that all-important bottom line.

Don't believe us.

Ask around.

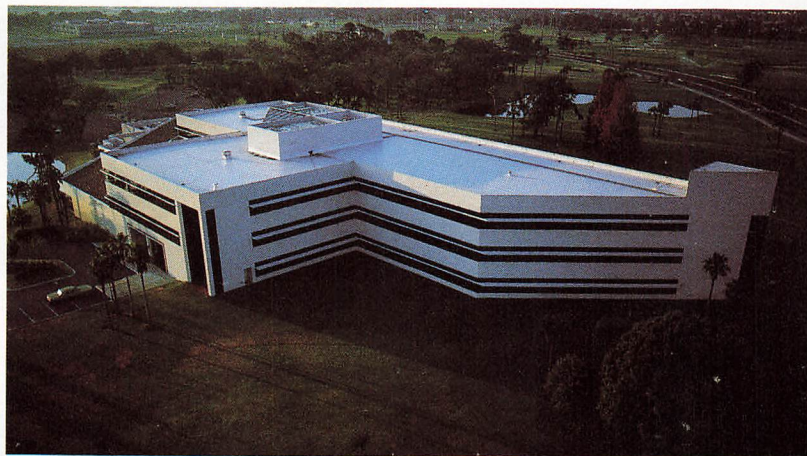
Find out who's installing Hi-Tuff.

Ask *them* what kind of success they're having.

Ask *them* about how Stevens supports them.

Ask *them* how they like the Hi-Tuff single-ply system.

Once you have the answers, we think you'll come to Stevens. Because



Hi-Tuff tops the home of Critikon, Inc., a Johnson & Johnson company.

at Stevens, the contractor is the key player. We and our distributors are out to support you 100%.

If you rate yourself a top-notch contractor, we'd like to talk to you. Write us at J.P. Stevens & Co., Inc., Stevens Elastomerics/Roofing Systems, Easthampton, MA 01027. Or call Bruce Abbott at 413/527-0700.

Either way, you'll find out why the only thing that tops a Hi-Tuff roof is a Hi-Tuff contractor.

STEVENS
Roofing Systems

Check # 73 on Reader Service Card

YOU CAN'T TOP THIS.

For permanent insulation.

Our dimensionally stable Roofing Base is an ideal substrate which is also reroofable.

For surfacing options.

There are three, including smooth white.

For energy conservation.

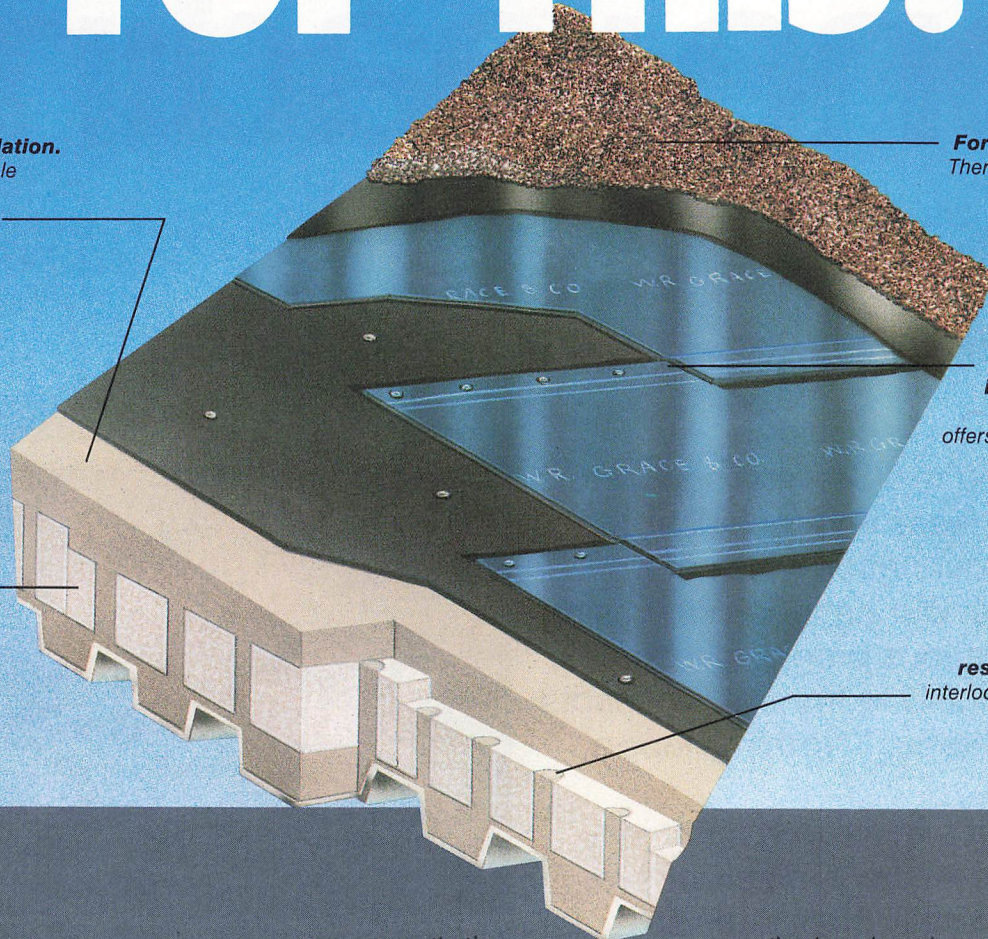
Grace Insulperm Insulation Board provides U-factors as low as .03. Stairstepped Boards add slope-to-drain the easy way.

For waterproofing integrity.

GRM is so tough, this System offers a 15-year warranty.

For wind-uplift resistance.

Our unique interlocking System has top UL & FM ratings.



The Grace Maximum Performance System:

No other roofing system keeps water out, energy in and roofing problems at bay quite like this one.

We've spent 20 years and millions of dollars researching the best in roofing products and the problems associated with roofing systems. We know the problems architects and owners face — and the risks.

If we weren't totally convinced of the integrity of this system, we wouldn't make a statement like, "You Can't Top This". We believe the combination of GRM (Grace Roofing Membrane) and Zonolite Roof Insulation (Insulperm Board and Roofing Base) provides you with a system you can count on for

years — one that's backed by the best 15/20 year warranty in the business.

For all your roofing needs, we offer a variety of systems that satisfy a wide range of demands. Our GRM Membrane is compatible with many insula-

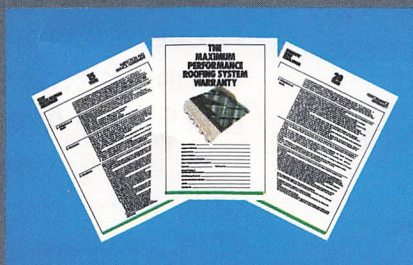
tion boards and can often be applied directly over existing BUR's. Our PRMA System (Protected Roof Membrane Assembly) is a proven, inverted system that extends membrane life. Like our Maximum Performance System, it provides you with the added advantage of single source responsibility. And, like all Grace systems, it's expertly installed by our nationwide network of approved contractors.

Whether you need new or retrofit roofing, look into Grace Roofing Systems — you'll like what you see.

Call us today at 800-242-4476. Grace Construction Products, 62 Whittemore Avenue, Cambridge, MA 02140.

GRACE
Construction Products

OR THIS.



GRACE ROOFING SYSTEMS. THEY TOP THEM ALL.

Check #31 on Reader Service Card

Sheet Metal and Roofing Contractors get new president

Blaine Lancaster, vice president of Comfort Control Co., has been installed as president of the Sheet Metal and Roofing Contractors' Association of the Miami Valley, Ohio.

Other newly elected Association officers for 1985 are: First Vice President Robert Neumeister, Enterprise Roofing and Sheet Metal Co., Dayton; Second Vice President Louis Taylor, Field & Associates, Springfield; Treasurer Gerald Espy, Rieck Mechanical Services, Dayton; and Directors Daniel Kerber, Kerber Sheet Metal Works, Dayton and Richard Willis, Wehner Roofing & Tinning Co., Dayton.

Continuing their positions on the Board of Directors will be Kenneth Schriber, Schriber Sheet Metal and Roofers of Dayton and Thomas Budde of Budde Sheet Metal Works, Dayton.

The Sheet Metal and Roofing Contractors' Association of the Miami Valley represents the majority of firms located within the Miami Valley area involved in industrial and commercial roofing and sheet metal construction. It is affiliated with both the Sheet Metal and Air Conditioning Contractors Association and NRCA.

California contractors elect new officers

The Roofing Contractors Association of San Bernardino and Riverside Counties, Calif. elected a new Board and new officers at its annual business meeting, Nov. 20.

The following persons were elected officers to the seven-person Board: President Mike Byars, W.H. Byars Roofing Co., Inc., Ontario; Vice President Jim Erwin, Golden Valley Roofing Co., Rialto; and Secretary Treasurer Debbi Huffman, Roy O. Huffman Roof Co., Riverside.

Other Board members include: Gordon Sutton, G.B.S. Co., Guasti; Doug Spear, Morrison-Hope, Inc., San Bernardino; Bill Lucas, Lucas Specialty Rock and Sand, Fontana; and Frank Mallon, U.S. Tile Co., Fullerton.

Bob Bostwick remains the Association's executive secretary.

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over 50 plants for modified bitumen membranes throughout the world: an achievement that few can claim



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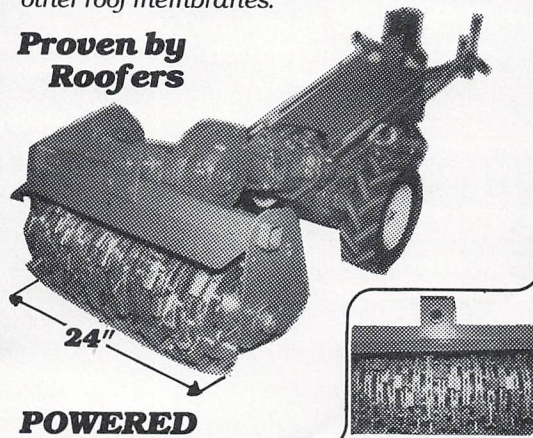
Check #10 on Reader Service Card

NEW! ROCK-BUSTER The Roof Gravel Scratcher

The Industry's first Self-Propelled Gravel Scratcher attachment, easily attaches to a self-propelled tractor. You will scratch more squares per hour because of the 24" cutting width and the power drive feature that permits the operator to walk and steer.

Due to the unique Cutter Blade design, you will experience far less damage to felt and other roof membranes.

Proven by Roofers



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Check #45 on Reader Service Card

NERCA Convention planned for March

Plans are underway for the 59th Annual North/East Roofing Contractors Association Convention and Trade Show, March 13 to 15, 1985. The show will be at the Sheraton Boston Hotel and Hynes Auditorium,

Boston. Advance registration forms will be mailed to members at the beginning of the year.

Speakers at this year's convention include: Wayne Mullis, NRCA president, who will speak on public relations/advertising for roofing contractors; and Stephen Phillips, Esq., who will speak on various legal issues,

including subcontractor forms recommended by Associated General Contractors of America.

In addition, the Convention features a rap session with moderator, panelists and audience participation. The session will be open to contractors only.

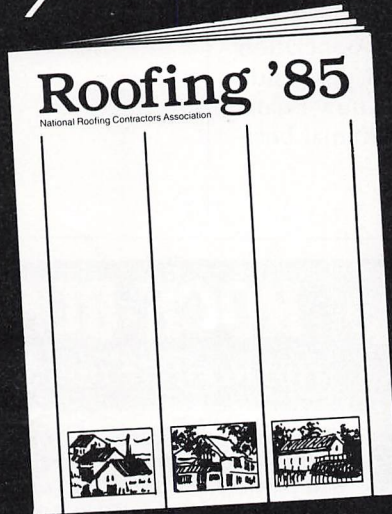
A one day seminar for roofing superintendents, given by various NRCA roofing contractor members will also be featured. This seminar covers the application of single-ply roofing systems. There will be a separate fee for this one-day seminar.

The trade show opens March 13 at 4 p.m. Following the closing of that day's trade show, exhibitors are sponsoring a *Roofing Industry Night* at the New England Aquarium. Buses will transport participants free from the Sheraton Boston Hotel to the Aquarium.

Finally, on Friday evening March 15, the annual dinner/dance, which NERCA describes as a "swish affair," will take place. The NERCA Roofer of the Year award will be presented at this event.

A N N O U N C I N G

the premiere issue of



A SOURCEBOOK is now available that highlights roof systems being used today.

ROOFING '85 will provide objective information on various roofing materials and application techniques.

This publication has been designed to provide basic information for individuals who make buying decisions.

BENEFITS!

Your advertisement will reach 25,000 key prospects:

- Building Owners and Managers
- Architects, Specifiers and Engineers
- Roofing Contractors
- Plant Engineers
- School Superintendents

Multiple exposures.

Additional copies of ROOFING '85 will be available to National Roofing Contractors Association members for use as a promotional vehicle with their clients.

Long shelf life.

ROOFING '85 will be referred to time and time again as a respected industry source of information.

Don't miss this exclusive opportunity to convey your advertising message to this target audience!

To obtain additional information, contact: **Jody Rasch, advertising sales manager at 312/693-0700.**

**Publication date: April 30, 1985.
Advertising close: March 15, 1985.**

If you don't read this, you'd better hope someone else does.

Suppose an employee sitting across from you at lunch suddenly started choking. Would you know what to do?

If you, or someone else, didn't act quickly, that person might die. And how can you act quickly, if you don't know what to do?


That's why the Red Cross offers CPR and First Aid courses that teach your employees what to do in an emergency.

One day someone's life may depend on the techniques the Red Cross can teach you now.

So call them. You never know when you'll be glad you did.

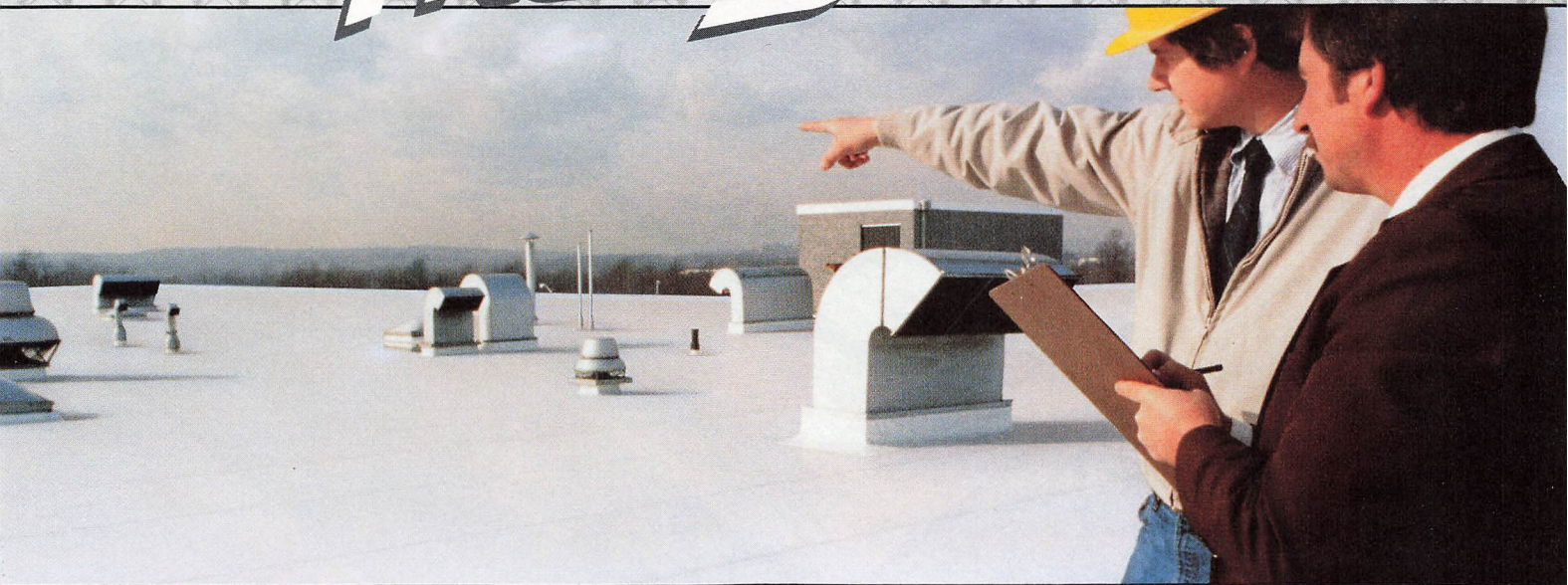


**American Red Cross
We'll help. Will you?**

A Public Service of This Magazine & The Advertising Council 

Check #66 on Reader Service Card

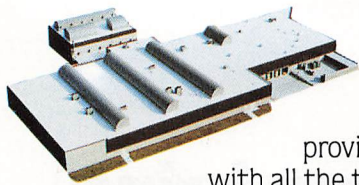
The System



SUPPORT

When you install the *CoolTop 40 Roofing System*, you don't do it alone, because we care as much about proper installation as you do.

That's why we involve ourselves in every aspect of our roofing system's production, so we can control the quality of all materials.



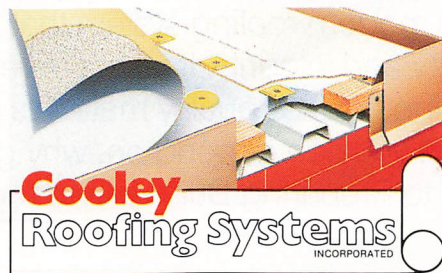
We also provide you with all the technical and engineering support you need to ensure the integrity of the entire *CoolTop 40 Roofing System*.

In fact, over the years, we've perfected our original system (complete with a CPE membrane) by adding a variety of complementary components. These include: coated plates and screws, CPE coated metal, vent pipe boots, and pre-molded

corners... Interdependent components working together to eliminate the need for any material substitutions.

To make things easier, our *CoolTop 40 Roofing System* utilizes mechanical fasteners and heat-welded seams for quick installation. Non-labor intensive, the System is ideal for retrofit or new construction. Plus, it's easy to install over metal, wood, and concrete decks... Even existing built-up roofs without a tear off.

As for support, from start to finish, our technical support staff is ready to assist you with their exper-



tise to solve problems should they occur.

Once your roof is installed, our field technicians conduct a critical inspection to make sure all standards and specifications meet your customer's expectations. To top things off, we cover the entire system with our edge-to-edge warranty.



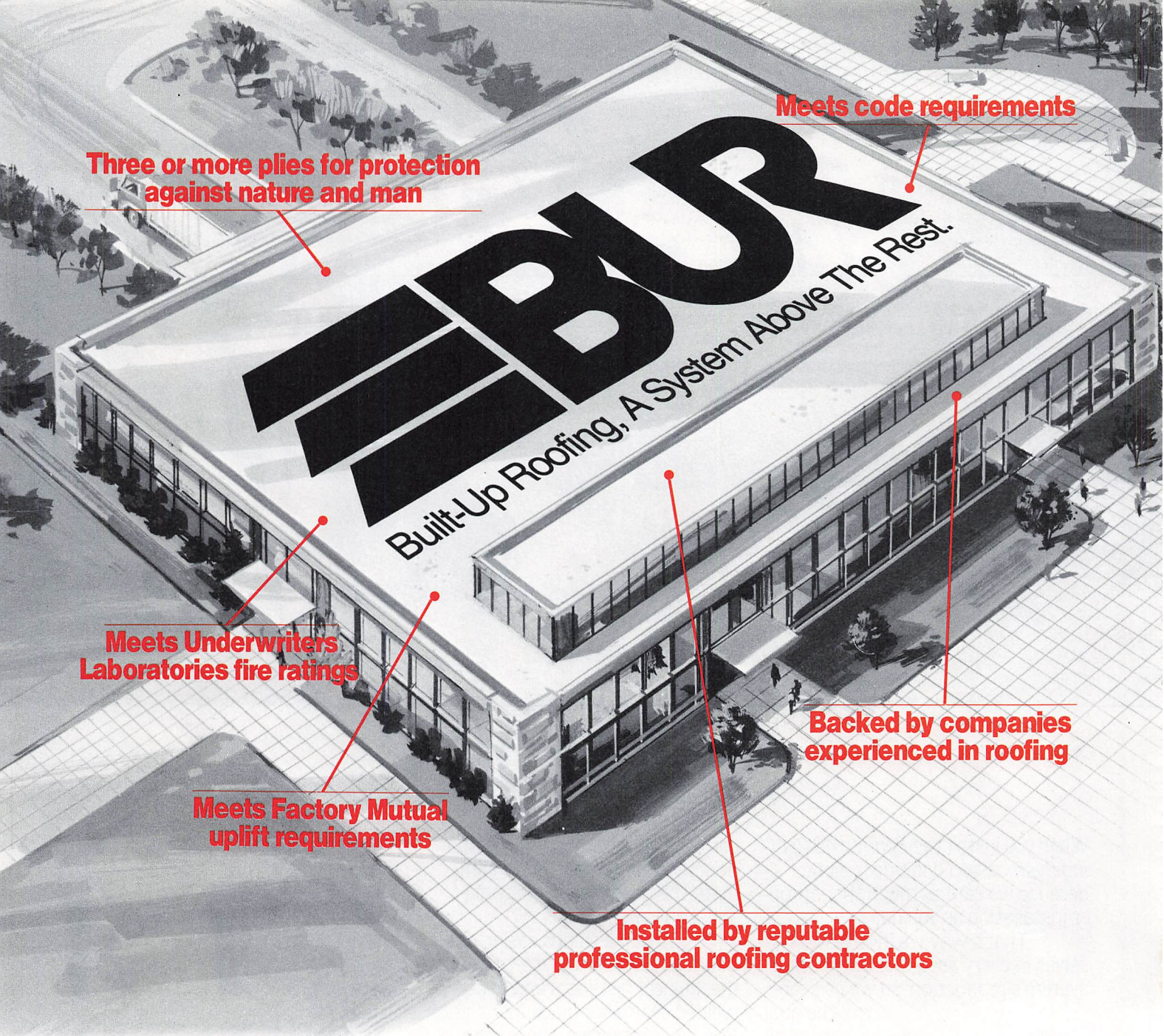
Now, isn't it time you received the support you deserve? Then, discover the *CoolTop 40 Roofing System*. It's backed by a company that knows exactly what you need... Cooley Roofing Systems, Inc. Write, or call today for your *free* brochure.

The System Holds True

Chlorinated polyethylene from the Dow Chemical Company. Fortrel® is a registered trademark of Fiber Industries, Inc., a subsidiary of Celanese Corporation. CoolTop® is a trademark of Cooley, Inc.

Cooley Roofing Systems, 50 Esten Ave., Pawtucket, RI 02860 Tel: (401) 724-0490

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Built-Up Roofing Know-how only experience can bring

A built-up roofing system is the best roofing system you can buy or specify. BUR is the modern roofing system that sets the standards for reliability, longevity and integrity. It takes more than advertising claims to protect a building. It takes quality materials and proven experience.

When you want a roof you can depend on, why gamble on promises. For a copy of "A Guide to Preparing Built-up Roofing Specifications," write:



Asphalt Roofing Manufacturers Association,
6288 Montrose Road,
Rockville, MD 20852

Check #7 on Reader Service Card

Industry trends find market competitive

The roofing industry is guardedly optimistic about the coming year. Interest rates have dropped and the manufacturers and associations that *Roofing Spec* surveyed for this article believe that the re-election of a Republican administration can only help the industry by bringing it the stable interest rates it needs as well as the opportunity to reduce the nation's deficit.

Last year saw a rejuvenation of the market that will continue to keep business strong in 1985. Unlike 1983, new construction increased during 1984, especially in the southeastern, southwestern and western portions of the United States. Reroofing was on the upswing in the Northwest and Midwest. Manufacturers and associations see the concentration of retrofiting and reroofing opportunities increasing during the next five years.

At the top of the 1984 preferred systems list was BUR. Contractors and manufacturers, however, expect modified bitumens to share that rank in the coming years. In addition, they believe that within the next five years organic materials in shingles and built-up systems will lose their markets to fiber glass.

Some analysts expect single-ply to take as much as 45 percent of the market in 1985. In 1983, there were 81 single-ply manufacturers, making competition stiff and prices unstable. The pressure eased in 1984, and prices stabilized, a trend that should continue in 1985.

From the information collected in our survey, *Roofing Spec* projects that the roofing industry, overall, will remain stable over the next five years with the usual cyclical trends occurring, although without the drastic drop-offs we experienced over the last five-year period.

1985 rides coattails of 1984's success

By Kathleen Aharoni

Let's take a look at the 1985 forecast from the viewpoints of the different types of roofs and products.

Fiber glass dominates asphalt roofing market

The Asphalt Roofing Manufacturers Association (ARMA) reports that 1984 was a good year with total industry sales of 80 million squares of asphalt shingle sold and 80 million squares of BUR materials sold. The manufacturers hope to hold on to this market in 1985, but are prepared for a 5 percent decrease.

Asphalt shingles made a good showing in 1984 because of gains in the reroofing market and continuation of the housing recovery. Some business was also won from competitive roofing materials, particularly in areas where laws requiring firesafe roofing were adopted or where deed restrictions were overturned.

Asphalt roofing manufacturers find that 75 percent of their total sales are in shingles (residential roofing), with 75 percent of the shingle sales going to reroofing. BUR materials make up the other 25 percent of their business, with industrial roofing comprising 80 percent of this market.

ARMA projects that 40 percent of its members' production will be in BUR materials and 60 percent will be in shingles. This could vary from manufacturer to manufacturer, however, since the same line that produces shingles also produces rolled goods. If residential roofing takes a dip in 1985 the production ratio may become 50/50.

Although 1984 asphalt shingle sales were at a record high, the organic-based shingle component of this market declined. This trend is expected to continue over the next few years as fiber glass-based shingles and BUR systems eat up the market.

The future is in fiber glass for both BUR products and shingles.

Fiber glass-based shingles' proportion of the market has grown from 15 to 20 percent in years past to 80 percent of the market in 1984, ARMA said. Fiber glass is more durable, is easier to apply and is more compatible with other elements of a roof system, according to the Association. Our survey also found manufacturers and associations claiming that fiber glass products have brought performance up and claims down.

Within the next five years, ARMA expects fiber glass-based shingles as well as BUR to almost completely dominate their markets. ARMA also reports the continued popularity of three-dimensional or laminated shingles.

Product improvements and research are allowing asphalt shingles to be introduced to new areas of the country. For instance, an algae-resistant shingle is now an option in the South where susceptibility to fungus has made asphalt shingles an inappropriate product for the region in the past.

According to ARMA, the 1984 sales of BUR materials increased 7 to 8 percent. Producing 80 million squares of BUR rolled goods made 1984 a good year for the asphalt industry, but not a record one.

Once 1984's sales figures are tallied, they will show that about 3.5 billion square feet of commercial roofing was sold, according to one leading BUR manufacturer. Another manufacturer estimates 1984's commercial roofing sales to be about 2.6 billion square feet. Both manufacturers expect this figure to increase in 1985. Sixty-five percent of these sales will be in BUR products and the remainder in modified bitumens, one manufacturer claims.

There seemed to be a slow-down in construction in 1984, according to one of the manufacturers. However, the company believes the slow down was concentrated in roofing—construction just never got to the roofing stage. There were a lot of unroofed buildings built in 1984, the manufacturer said.

One company estimates that 42 percent of its 1984 commercial BUR product sales were in new construction. The other manufacturer said that its new construction sales were about 21 percent of its total. This company projects total sales to reach 3.8 billion in 1985 and sees new construction comprising 950 million squares or 25 percent of this market. Most of the new construction projects, 60 percent, are occurring in the South, one manufacturer reports.

The two manufacturers have different outlooks for the next five years. One sees its BUR line increasing about 1 billion squares and commanding half of the total roofing market. Modified bitumen will command the other half, it predicts. Of this market, 30 percent will be new construction and 70 percent reroofing. The other company sees BUR production continuing to decline and eventually losing out to single-ply and modified bitumen products.

Both companies agree, however, that the future is in fiber glass for both BUR products and shingles, and that modified bitumen demands will continue to claim a larger portion of the commercial roofing market.

Both companies also predict about 80 million squares in shingle sales for 1985. Although one manufacturer expects this figure to rise, the other expects it to fall during the next five years.

EPDM roofing will continue to dominate the non-modified bitumen single-ply market. One source says that rubber roofing made up 20 percent of the total roofing market in 1984. In 1985, single-ply roofing sales are projected to be almost \$1 billion. Most industry representatives expect demand for this type of roofing to grow 20 percent over the next five years.

Metal reflections

The Metal Building Manufacturers Association (MBMA) expects metal roofing to reach \$1 billion in sales for the fourth year in a row in 1985. According to Talmage G. Rogers, Jr., MBMA chairman, "MBMA will report upwards of 1.1 million tons of steel shipments in 1984, and we expect to use at least that much in 1985."

The metal building industry expects 1984 to be its best year since 1979, when sales and steel shipments reached an all-time high, MBMA claims.

Rogers also notes that commercial building orders continue to run strong and should hold up well in 1985. "Office construction has held up suprisingly well, instead of dropping as had been originally forecast," he said.

F.W. Dodge Division of McGraw Hill Information Systems has forecast an increase in plant investment for 1985, underscoring what could be a renewed area of business activity for the metal building industry in the coming months.

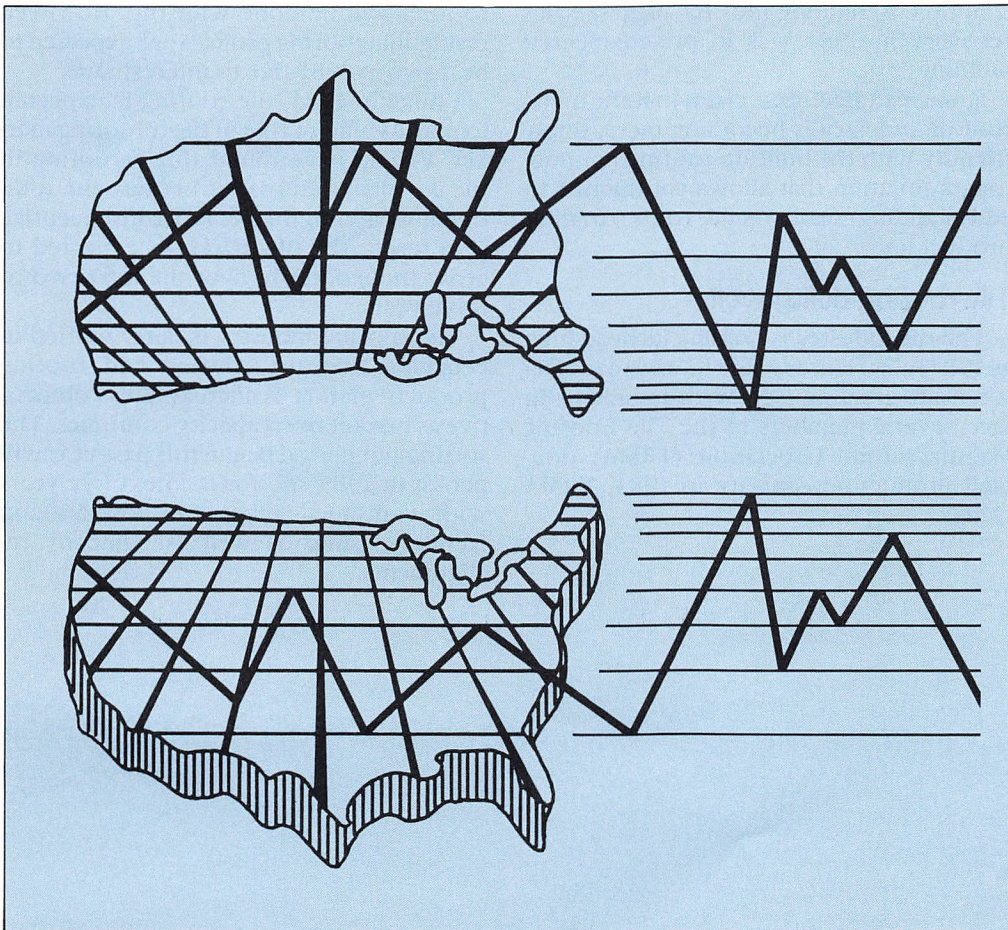
James D. Murphy, Jr., president of American Buildings Co. in Eufaula, Ala., noted that while commercial building orders have soared to 41 percent of all end-use applications for metal building systems, manufacturing buildings have made up about one-third of the industry's business mix over the last three years. "But a lot of old equipment and factories out there will have to be replaced," he added.

The metal building industry's market share was 51 percent for the first nine months of 1984. It should be maintained with only slight fluctuations during 1985, according to MBMA.

Retrofit projects using the standing seam metal roof will be another important new source of business for the metal building systems manufacturers in 1985. In addition to industrial buildings, MBMA members see the retrofit market for standing seam metal roofs strengthening for school buildings, medical centers and recreation facilities. The industry is also seeing the standing seam used more in multi-story buildings.

One reason the standing seam metal roof's use will increase over the next five years is because its flexibility allows architects to create the flat roof profile designs they want, MBMA claims. Another reason standing seam metal roofs are being used more in reroofing projects is because the systems stand up well to the stresses of contraction and expansion.

EPDM roofing will continue to dominate the non-modified bitumen single-ply market.



TRMA expects that more than 50 percent of new residence roofing will be done in tile.

MBMA continues to extensively research the effects of solar heat on metal roofing. Pending the results of the research, metal roofing may find itself a place in the Southern and Western markets.

"We're seeing now the second generation of standing metal seams; they are more responsive to thermal conditions and new clip refinement accommodates temperature movement," a manufacturing representative reported.

Metal systems are also being used for conventional construction in retrofit projects in the Midwest and Northeast.

According to one metal roofing materials manufacturer, over the next five years metal roofing will continue to grow for non-residential, pre-engineered buildings. The company also expects growth in retrofit and new structures.

This manufacturer predicts a 5 to 15 percent sales increase in 1985. The majority of its sales will be in non-residential projects. New construction will comprise 85 to 90 percent of its market.

The company's sales are mostly for pre-engineered construction and its distribution is nationwide. Its biggest sales recovery in 1984 was in pre-engineered buildings.

Some manufacturers claim that the metal roofing industry is becoming increasingly friendly with the built-up roofing contractors, a situation that allows contractors to add standing seam metal roofs to their product lines.

Tile roofing doing well

The tile industry is holding its head high as 1984 sales figures come in, and manufacturers are greeting 1985 with assurance. In fact, several members of the Tile Roofing Manufacturers Association (TRMA) doubled production capacity in 1984, TRMA claims.

The tile industry has boomed in the last 20 years. Tiles are no longer made only of clay. The manufacturing of concrete tiles has improved the product's strength, making it a viable option for roofing in colder climates. In the northern and midwestern markets, tile is being used in rehab projects.

People are becoming aware of the dangers of untreated wood roofing and are turning to tile roofing as an alternative, TRMA claims. Ordinances are being passed in the West and South restricting the use of shingles and wood shakes.

The relative cost of a tile roof also makes it an attractive choice, the Association believes. In the past, the price of a tile roof was restrictive compared to the total cost of a house. With housing costs rising, however, the relative cost of a tile roof doesn't appear as high. Furthermore, according to TRMA, tile lasts forever, making a tile roof a one-time investment.

Although TRMA declined to release any sales figures, they did say that 75 percent of the tile roofing market is in residential roofing. In the future, TRMA expects that more than 50 percent of new residence roofing will be done with tile. However, residential roofing projects are expected to be down in 1985 due to interest rates.

Unlike in 1984, tile roofing is expected to play its biggest role in the reroofing market. People have found that reroofing in tile is a viable alternative because the additional weight of the tile is inconsequential. As a result, the tile market is expected to grow tremendously over the next two to three years.

The roofing industry is fairly unified in believing that the roofing and roofing products market is increasingly competitive as market overcapacity continues. The sorting-out period begun this past year will persist in 1985 and for the next five years with continued plant and low-demand facility closings as well as company realignments.

Visibility campaigns may make for a clearer future

On bumper stickers and billboards, in promotional brochures and print ads, before community groups and over airwaves, roofing contractors are increasing their visibility and sales through marketing programs.

The introduction of NRCA's manual *Marketing for the Professional Roofing Contractor* in August 1984 has sparked a new flurry of marketing activity as contractors integrate the manual's strategies with their own programs.

The Public Relations Board recently talked with some NRCA members and found that those using NRCA's marketing information together with their own programs were reaping more benefits from their marketing investments. Not only has their visibility within the community increased, but so has their business volume.

Because the success of the roofing industry is NRCA's success, the Association thought you might want to learn how your fellow roofing contractors are making marketing work for them.

Mobile company on the move

Don McCrory of the Kiker Corp. wanted to expand his residential roofing business. So, he launched a radio advertising campaign to promote his company's services in the Mobile, Ala. area. Using the audio cassette included with the NRCA marketing manual for background music, McCrory produced several radio spots that aired on a local AM news and sports station during morning and evening rush hour—peak listening periods.

Some 80 spots aired during the late summer and early fall periods, generating numerous phone calls from prospective customers.

Marketing manual spurs marketing activity

The Public Relations Board

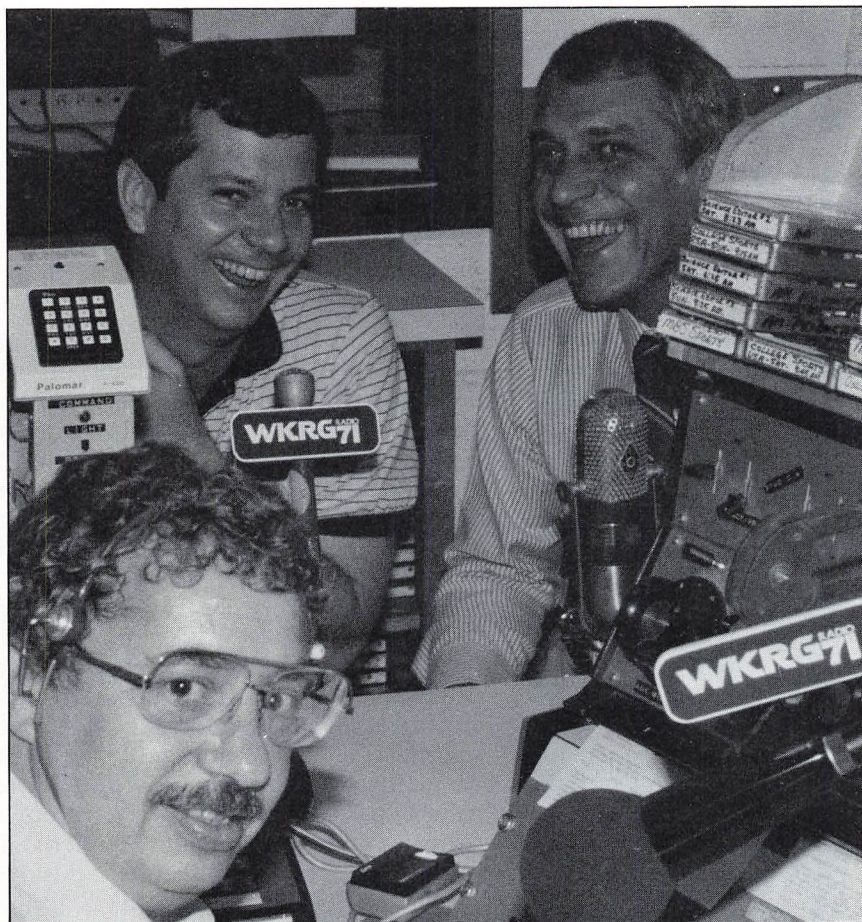
The Kiker Corp. also sponsored the local "Leonard's Winners" syndicated football analysis show on the same AM radio station. The program aired every Friday at 6 p.m. and Saturday at 9 a.m. during the fall football season. McCrory is currently considering sponsoring a baseball program, since the local college baseball teams are very popular in the Mobile market.

As a result of his company's advertising, McCrory was invited by the radio station to be a guest on the "Ask An Expert" call-in program. "Radio station officials were amazed at the volume of callers with roofing questions," McCrory said. "The questions ranged from types of roofing systems to what to do about mildew on the roof, a major problem in the humid Southern climate. The listener response was so positive that they asked me to come back again," McCrory added.

Kiker is also using public relations tools in its marketing program. Whenever an employee is promoted, or attends a workshop or seminar, a brief press release is sent to the local paper, the *Mobile Press-Register*. Not every announcement is used, McCrory said, but three or four of the items have appeared in the paper's Sunday "People On the Move" column.

Another method that McCrory uses to plant his company's name in potential clients' homes is the direct mail approach.

Using the Chamber of Commerce directory as a mailing list source, McCrory has mailed approximately 100 letters of introduction describing Kiker and some of its recent projects. The letter is not a hard sell, but merely points out the firm's experience and professionalism. It asks that the Kiker Corp. be included on bid lists for roofing projects that Chamber members undertake. There's nothing like having a presence in the community and marketplace—except having the contract.



Don and Bruce McCrory (from right) chat with WKRG's Dick Scott and callers during the "Ask the Expert" radio call-in show as part of their campaign.

Eagle program takes wing

Eagle Roofing Systems, based in Connecticut, wanted to increase residential roofing business at its Dallas office. And it has, using the NRCA marketing manual to supplement its own program.

During the late summer and early fall, Eagle's Andrew Adler purchased commercial time on two major Dallas radio stations, one AM and one FM. Using the NRCA tape with the doughnut for local information, Eagle ads aired during the morning and evening rush-hour slots. The seasonal campaign is currently on hold, but Adler says that because of the enthusiastic community response to the last program he plans to continue the campaign next summer.

One of the most important benefits of the radio campaign was its effect on employee morale, Adler stressed. He noted

that many workers commented on hearing the radio commercials and that the spots generated a positive feeling among employees. "They feel that they are part of a truly professional team when they hear their company advertising on radio," he said.

Adler originally used a media buying service to purchase the radio time, but after learning more about the radio market, discontinued the service. Now Adler buys his own radio time. Dealing directly with the station, Adler saves money on the commission he used to pay the buying service.

Eagle is also active in local trade organizations such as the Associated General Contractors and Construction Specifiers Institute. Adler noted that Eagle has gained professional recognition among the local business community because of its involvement with these organizations. And they are a good source for job leads, he emphasized.

Another marketing tool that Eagle uses is a company sales brochure. Eagle includes three promotional pieces with each bid proposal, Adler said. One brochure details the various roofing systems available from Eagle, another details recent projects completed by the firm. The third piece gives general information on roofing and roof maintenance. These brochures, which were redesigned this past year, feature four-color illustrations and photographs. Copy is kept simple to avoid confusing the layman with technical jargon.

Boulder firm ads manual to promotions

B & M Roofing of Boulder, a commercial/industrial roofing company located in the greater Denver area, was founded in 1947 and is ranked among the top five roofing firms in the Denver market, according to B & M's Steve Kawulok.

B & M didn't get this status by word-of-mouth alone, they have been promoting their company for some time. "The marketing manual has reinforced many of the promotional ideas that we've been using," Kawulok said. "We have increased our on-site advertising with larger signs telling passers-by that this is a B & M Roofing project. We have also used the NRCA 'Insist on a Professional' and 'Roof It Right' bumper stickers extensively on our fleet of 30 trucks," he added.

Even before the manual was published, B & M used the services of a creative design firm to create a company logo. The logo is now prominently displayed on the company's trucks, stationery and promotional materials. Much of the firm's business comes from government agencies and school districts, groups not easily reached by mass advertising. But because of the slow economy during the past three or four years, Kawulok intends to establish a firm marketing plan for the company. "We need a solid strategy to generate business during this slow time," he said and added that he is

finding some "exciting new ideas" in the marketing manual.

Haws gets leads from local organizations

Haws Roofing Co. of Tyler, Texas has been in the commercial/industrial business 51 years.

According to K. Max Haws, the firm has not spent much money on advertising. Instead, they've concentrated on a yellow pages ad prominently featuring the NRCA logo.

Employees feel they are part of a truly professional team when they hear their company advertising on radio.

Local promotion funds push national theme

Two roofing industry promotion funds have benefited as much as their individual members have from NRCA marketing manual ideas such as billboard and radio advertising, media contacts, member education seminars and newsletters.

These promotion funds are groups of roofing contractors that have banded together with local Roofers Union chapters to promote the importance of hiring professional roofing contractors. The Public Relations Board spoke with two promotion fund directors to discover how marketing manual activities are being used in their campaigns.

The Greater Louisville, Kentucky Built-Up Roofing Industry Fund has 10 very active contractor members. They have purchased billboard space at three different sites and placed ads promoting "Louisville's top 10 roofing pros." One site is Louisville's heavily traveled Spaghetti Junction, an intersection of three major expressways. The billboard advertisements include a local telephone number where interested passers-by can receive more information.

The boards were purchased for 60-day periods. The billboard campaign cost each member \$165 for a total cost of \$1,650.

Radio advertising was another marketing manual promotion idea

the Louisville campaign used. A 60-second spot created for the campaign stresses the importance of hiring a professional roofing contractor and provides a local phone number for inquiries.

The spot ran during rush hour on a major Louisville station. The total radio ad cost was \$12,600.

Cloyd Tucker, a Fund trustee, says that awareness campaign results have been positive and the Fund will probably repeat its advertising next year.

The Roofing Industry Promotion Fund (RIPF) of Warren, Mich. was established in 1958 as part of a labor contract agreement with Local 149 of the Roofers Union. Roofing contractors in Michigan's Wayne, Oakland and Macomb counties contribute to the fund, which automatically enrolls them as Michigan Roofing Contractors Association members.

RIPF publishes a regular newsletter for its members that includes technical updates, a safety column and reproductions of NRCA materials. The Fund holds monthly meetings and other special events, including an annual golf outing and dinner dance. In addition, RIPF sponsors a breakfast each year at NRCA's Convention.

One of the Fund's most successful programs is its roofing seminar. The fall seminar was held this past year at Detroit's Renaissance Center. At the meeting, representatives from local school boards, city planning commissions, auto manufacturers and other

major Detroit area industries learned the merits of various commercial/industrial roofing systems and the importance of hiring professional roofing contractors. More than 80 people attended the seminar. A similar event is being planned for spring.

RIPF also assembled a media information packet with a cover letter explaining the purpose of the Fund. The packet's materials stressed NRCA's national "Insist on a Professional" theme. The information packet was recently mailed to local media. Mervin Smith, executive secretary of RIPE, is enthusiastic about the response.

The Fund is planning to distribute a local radio public service announcement (PSA), using the NRCA cassette tape supplied with the marketing manual for background music. The Fund also has a hotline, similar to the NRCA's own national 800 referral number, to help consumers locate professional roofing contractors in their areas.

Smith says that RIPF is also planning a paid radio advertising campaign to air after the PSA program. He is currently researching various radio stations and their ad rates. The campaign will run for approximately three months during the summer roofing season.

Community groups and associations are an important source of new business leads.

Haws, like others mentioned in this article, credits many of his leads to his involvement with local organizations. The company is a member of the local Chamber of Commerce, the Tyler Apartment Association and the Small Business Administration group. These groups are an important source of leads for new business, he noted.

The company also distributes NRCA's "Insist on a Professional" brochures with his company's name and address stamped on the back of the pamphlet. Pamphlets were sent to previous customers and are included with all bids.

Like many other contractors that PR Board talked with, Haws Roofing Co. trucks display "Insist on a Professional Roofing Contractor" bumper stickers, which are available from NRCA's national headquarters in Chicago.

Matthews Roofing becomes radio-active

Matthews Roofing Co. signs can be seen on many Chicago buildings, serving as a good source for business leads. This firm also began a seasonal radio advertising campaign last summer on Chicago's all-news AM station. The commercials produced "a very good response," Gary Matthews reported. Another campaign is planned for this summer. The NRCA radio cassette tape was also used for background music in his ads.

The marketing activities we've described are only a sample of the many creative and innovative ways that the NRCA marketing manual can be used to help keep roofing contractors afloat in this increasingly competitive market.

Across the country, professional roofing contractors are becoming actively involved in marketing their businesses to consumers. As telephones ring and advertising, public relations and marketing campaign results become apparent, roofing contractors will realize that a little research and effort can go a long way.

From a small investment, roofing contractors can receive a big return on their marketing dollars in the forms of increased business volume and community awareness.

The NRCA marketing manual can be obtained by contributing to the NRCA Public Relations Fund. Contributions can be made in a single payment or in installments.

This 60-page manual, the only one of its kind, contains detailed information on the basics of advertising, public relations and marketing, along with specific ideas and suggestions for promoting individual businesses. The manual also includes sample promotional items such as ad slicks and an audio cassette of NRCA's "All Over America" theme music for radio advertising.

To learn more about how roofing contractors are reaching consumers through marketing, attend the NRCA 98th Convention and Exhibit general session at 2:30 p.m., Feb. 11 in the Hilton Grand Salon.

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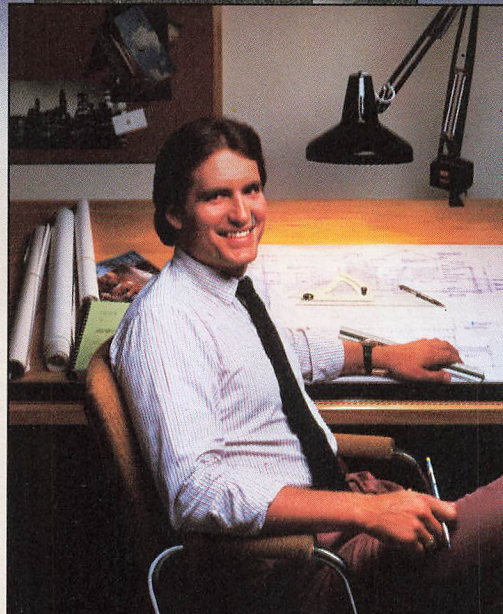
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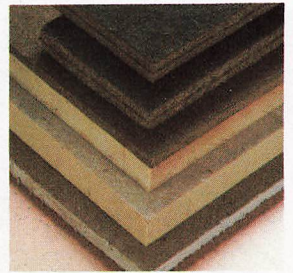
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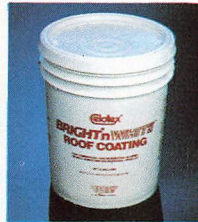


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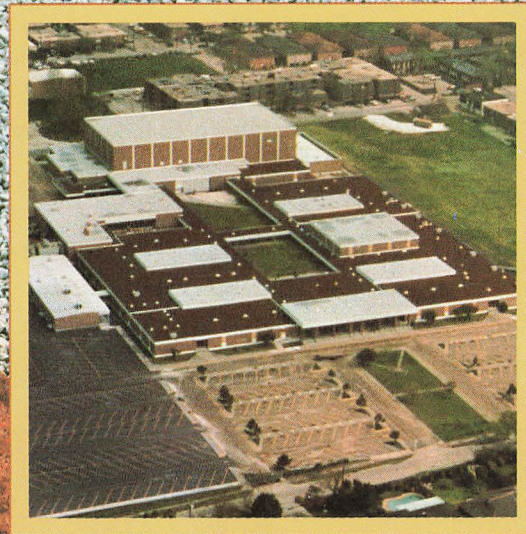
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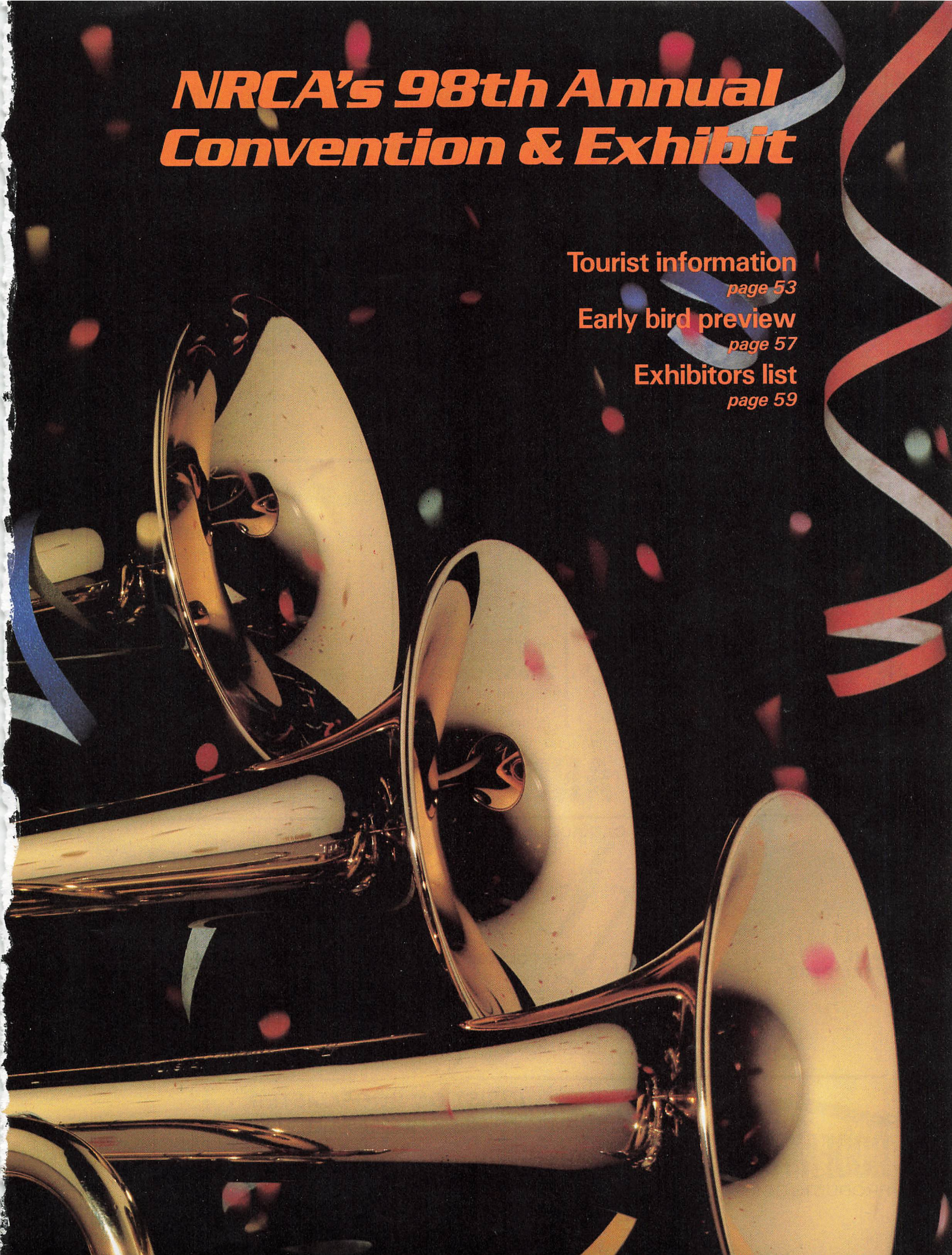
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NRCA's 98th Annual Convention & Exhibit

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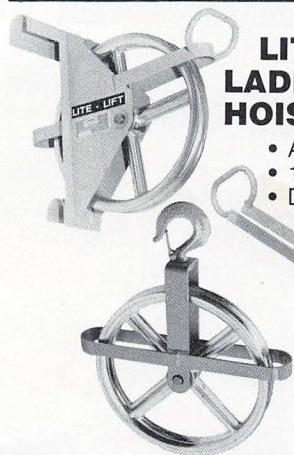
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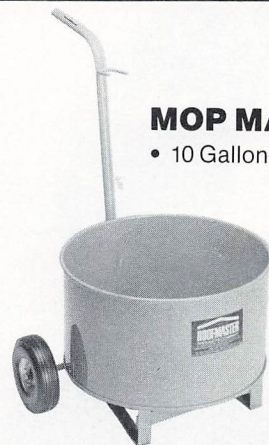


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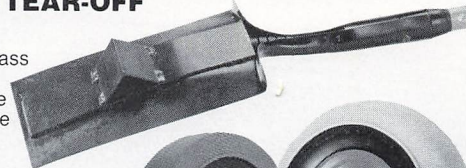
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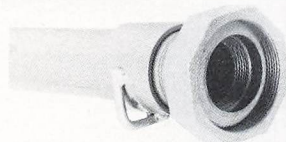
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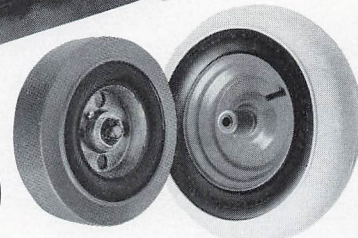


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NRCA in New Orleans: let us tell you where to go

Some people claim that conventions are merely four-day parties that allow members to visit exotic places, eat and drink wonderful concoctions, be royally entertained and return home just in time to write the trips off as business expenses.

Whether you agree with this or not will largely depend on what side of the taxation fence you come down on. Certainly those of us who are either members or employees of associations like to completely ignore the suggestion.

But chances are that New Orleans is the place where the seed of this idea was planted.

The National Roofing Contractors Association convenes there for its 98th Annual Convention and Exhibit Feb. 10-13.

The city is renowned for its let-the-good-times-roll atmosphere, illustrated by its annual Mardi Gras celebration and the presence of some of the finest restaurants and entertainment spots in the country.

To understand the nature of this steamy city on the Mississippi and its residents one must study its unique history.

This too shall pass

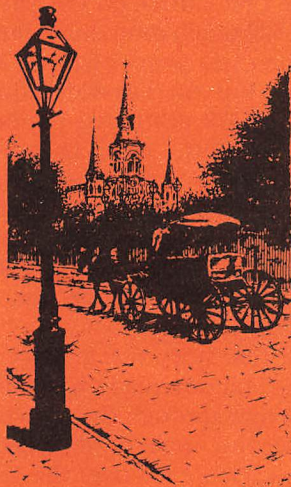
"The city's residents still feel the indelible marks of its legendary past," the New Orleans Tourist and Convention Commission comments. New Orleans' history is an action-packed adventure story in which several nations played strategic roles.

In 1682, Rene-Robert Cavalier sieur de LaSalle took possession of what would later be known as the Louisiana Purchase, christening it in honor of the king of France. John Baptiste Le Moyne sieur de Bienville began laying out the original city 36 years later on the site of the present French Quarter. It was named for Phillippe, Duc d'Orleans.

By 1731, the city had become a prosperous crown colony of France. Its Mississippi River and Lake Pontchartrain access made the city economically and strategically important. The upper class was thriving.

France lost Canada and all of Louisiana east of the Mississippi River except for New

A delicious collection of delta delights



Orleans by 1760 as a result of The Seven Years War. The colony was secretly ceded to Spain in 1762, and a new era of rule began.

The colonists were unhappy with this arrangement and took over the city in 1768, but the Spanish sent Irishman Alexander O'Reilly to take the city back in 1769. O'Reilly ruled with an iron hand, but he didn't tamper with the Creole lifestyle. A string of Spanish governors succeeded him.

New Orleans was devastated by fire in 1788; most of the city disappeared in the flames. A second fire in 1794 destroyed the remaining French buildings in the city. The existing French Quarter architecture is actually Spanish, with a few notable exceptions.

Throughout Spanish rule the character of the city remained French. In 1803, Spain ceded the territory back to France. This second phase of French control was brief; the United States bought the territory in 1803 for \$15 million.

The British vied for control of the city in late 1814 at the ill-fated Battle of New Orleans, but Andrew Jackson's rag-tag army scored a stunning victory.

Steamboats revolutionized river commerce and the sugar industry thrived. The 1850s were bright for New Orleans, but the South's economy, based on slave labor, was destroyed during the Civil War. The city fell to the Union Army in 1862. By 1880, after severe political and economic buffeting, the city began to regain its importance, particularly as a shipping center.

The tapestry of the city is woven with war, fire, hurricanes, epidemics, wealth, the pursuit of pleasure and literary and artistic traditions. Add to this the diverse cultural influences and it's easy to understand why the city is an explorer's paradise.

Take the time

Transportation. Taxis are available at all major hotels, of course, and the city does have bus service. For a real treat, however, consider stepping back in time and hopping on a streetcar.

A streetcar ride offers a stunning view of the Garden District and Uptown New Orleans.

The streetcar line in New Orleans is the oldest continuously running street railway. It is celebrating its 150th anniversary this year.

For many New Orleans residents the streetcar is serious transportation. It's easier to take it to the central business district than it is to park an automobile there. The streetcar that ran along Desire Street inspired the Tennessee Williams play, and is now on display at the Louisiana State Museum in the French Quarter.

A ride offers a stunning view of the Garden District and Uptown New Orleans. Stately homes line both sides of St. Charles Avenue, the most beautiful street in the city.

The streetcar costs 60 cents one way.

The Garden District. This exclusive section of New Orleans has some of the most elegant and historical homes in Louisiana.

In the 1840s, J. H. Caldwell and Samuel J. Peters sought to develop an "American Section" for housing near the French Quarter.

Catching the spirit with New Orleans' sights, sounds and tastes

Peanuts, hot dogs, apple pie and Chevrolet can be found in New Orleans, but if that's all you find there, chances are you didn't venture far from the airport.

A tropical potion concocted of French, Spanish and African influences is the brew most often associated with New Orleans. And if you visit even a small selection of the sights, restaurants or areas listed in this article, you will assuredly leave a bit light-headed, a few pounds heavier and a little more learned about the pursuit of hedonism.

Sights of the Garden District

The Robinson House

1415 Third St.

One of the largest in the Garden District, this house was completed in 1865 for Walter Robinson. It is unusual in that the first and second stories are of equal height. The House is believed to have been among the very first in New Orleans to have indoor plumbing.

The Payne House

1134 First St.

Judge Jacob U. Payne built this place in 1849-50 using slave labor. On Dec. 6, 1889, Jefferson Davis, president of the Confederacy, died here.

The Johnson House

Prytania St.

Best-known now as the Louise S. McGehee School for Girls, this imposing structure was erected in 1870 as a townhouse for a wealthy young sugar tycoon, Bradish Johnson. The School took over the property in 1929.

The Short House

1448 Fourth St.

The feature of most interest here is the cast iron cornstalk-and-morning-glory fence. There is only one other fence like this in the city. The House was built in 1859 for Colonel Robert Short of Kentucky.

Sights of the French Quarter

The Presbytere.

The first edifice on this site was a small Capuchin monastery, built during the early years of the Louisiana colony. But the citywide conflagration of 1788 destroyed the building and in 1791, rich Don Andres Almonester y Roxas began construction of what he, a Spaniard, naturally called a Casa Curial, but which, in French, is a Presbytere, or residence for the clergy serving the parish church.

The first story was in place and its arched columns ready when, in 1794, fire swept through the structure for the second time in six years. The United States took over the Territory in 1803 and completed the building in 1813. But it never served as either Casa Curial or Presbytere.

St. Louis Cathedral.

This is the oldest cathedral in the United States and the third church on this site. The miniature house of worship first here was demolished by a hurricane in 1722, a mere four years after New Orleans was founded. Its successor would endure for three-quarters of a century longer, before perishing in flames. The present church dates from 1849. In 1964, Pope Paul VI designated this a minor basilica.

The French Market.

Dominating a bend of the Mississippi River, the French Market forms the waterfront perimeter of the historic French Quarter. Its buildings are distinguished by graceful arcades and stately colonnades. The Market is anchored at its downriver end by the popular farmer's market, but also includes shops, restaurants, coffee stands and craft stalls.

Casa Faurie

417 Royal St.

A world-famous restaurant today, this mansion was built soon after 1801 for the maternal grandfather of the French impressionist painter Edgar Degas. The house changed hands several times, and when General Andrew Jackson revisited New Orleans in 1828, he was feted at several lavish banquets in this house.

Orleans Ballroom

717 Orleans St.

Erected in 1817, this ballroom was the setting for the strange-but-wonderful quadrone balls, where mothers would offer their virginal, golden-skinned daughters to the aristocratic young men of the city. A young man would choose one for himself and set her up, often for life, in a house in a section of the city a few blocks from the ballroom.

About 1873, the site was purchased by Thomy Lafon, who presented the property to the Sisters of the Holy Family. The Sisters converted it to an orphanage.

The area, which encompasses land between Jackson and Louisiana avenues and from St. Charles Avenue to Magazine Street, was once part of a plantation that flooded. Greenery flourishes in the rich silt, allowing the district to uphold its 150-year-old reputation.

The homes feature elaborate detailing; 20-inch-thick walls and high ceilings predominate. The wrought-iron fences result from a French influence and are often works of art as well as protection.

Many well-known politicians and musicians live in the area, and the former Mardi Gras kings and queens fly their Krewe flags in front of these stately homes during the celebration.

The Vieux Carre. Known as the French Quarter, it is a great place for shopping, eating, entertainment, or just walking and people watching.

The wrought-iron fences are often works of art as well as protection.

Miltenberger houses

900-906-910 Royal St.

The Widow Miltenberger built these houses here in 1838 for her three sons. In 1910 her great-granddaughter, Alice Heine, was born. Alice might be described as the city's most complete social success, marrying first the Duc de Richelieu, making her a duchess. Later she married Prince Louis of Monaco.

Lafitte's Blacksmith Shop

941 Bourbon St.

Exactly when this place was built, or by whom, is unknown. The oldest record of ownership dates back to 1772. Legend has it that this was a smithy operated by the dashing brothers Lafitte, the "hero" pirates of New Orleans.

Note the music

Preservation Hall

726 St. Peter St.

This old converted art gallery is now in its 23rd year. It is open nightly at 8:30 p.m.; admission is a \$1 donation. Without question, New Orleans' most famous jazz spot, Preservation Hall has hosted Kid Thomas, Percy Humphrey and Kid Sheik's group. On Sunday nights, the Olympia Brass Band makes a special appearance.

The Gazebo

A cafe near the French Market, this club features ragtime piano players during the week and jazz bands on weekends. They perform outside the restaurant at its sidewalk cafe.

Snug Harbor

626 Frenchman St.

This restaurant-bar is located just outside the Quarter. The Pfister Sisters entertain on Sunday nights.

The Blue Angel

Two good jazz bands are spotlighted at The Blue Angel on Bourbon Street. Connie Jones and George Finola are both jazz cornetists, and their groups play what could be described as Dixieland jazz.

The Hilton Hotel

Pete Fountain and his group heads the Hilton's house band; he performs during a 90-minute show there. Pete Fountain will also entertain at NRCA's Annual Dinner Dance, Wednesday, Feb. 13. He will be joined by Doc Severinsen.

Decatur Street

On Decatur near St. Phillip, behind the French Market, you can listen to jazz on Saturday and Sunday afternoons. The performances are sponsored by the New Orleans Musicians' Union, and they're held under a huge tent. Admission is free.

Bonaparte's Retreat

1007 Decatur St.

Bonaparte's offers jam sessions until 4 or 5 a.m.

Fred Hatfield

Fred is New Orleans' number one jazz fan. He doesn't mind calls from jazz buffs who want to know more about the current scene. You can reach him (honest to God) at 891-4862.

For tummy tranquility

Antoine's

725 St. Louis St.

This restaurant has been operated by the same family without interruption for more than 130 years. Antoine's offers specialties such as Oysters Rockefeller and Pompano en Papillote. Definitely haute cuisine.

Brennan's

417 Royal St.

Founded by Owen Brennan, Sr., Brennan's is known worldwide for French and creole cuisine. "Breakfast at Brennan's" is a New Orleans tradition, but lunches and dinners are also famous. It features an outdoor patio for cocktails.

Commander's Palace

1403 Washington Ave.

One of the best, the Palace is located in the heart of the Garden District. French, creole and American cuisine are offered. Very elegant.

French Market

1001 Decatur St.

If you want fresh, boiled seafood, this may be your spot. Try oysters on the half-shell.

Galatoire's

209 Bourbon St.

Family-operated since 1905, Galatoire's serves primarily seafood. Certainly worth visiting, even though it does not accept credit cards or take reservations. A coat and tie are required for dinner.

Gazebo

1018 Decatur St.

Gazebo is another outdoor cafe located in the French Quarter. Seafood favorites are served with special ice cream or fruit drinks.

La Maisonette

423 Tenth St.

La Maisonette boasts that it is "chef owned and operated." Crabmeat crepe, turtle soup, home-made bread and apple crepes are specialties. They are served in a unique 100-year-old home.

*"Jazz was born,
raised and nur-
tured right here."*

The architecture is world-famous, replete with lush, hidden courtyards in homes that reflect a combination of French and Spanish tastes.

On Royal Street, you'll find antique shops and marvelous art galleries. Throughout the Quarter you'll discover hand-crafted jewelry and gifts, fashions from antique collections to the most avant garde, gourmet treats to enjoy on the spot or take home and rare books and museum reproductions.

What's cooking

To a New Orleans visitor, a lesson in culinary terms could be a mind-boggling experience. Words like chicory and roux, gumbo and etoufee are hard enough to pronounce, let alone to understand. Natives suggest you simply relax and enjoy.

"In south Louisiana, food is not looked upon as nourishment," Joe Cahn, owner of the New Orleans School of Cooking, comments. "It's way of life. We want to say 'wow' with every bite; to clap and cheer. To us, food is not only on the plate; it is in the heart."

There are two terms that will keep coming up in reference to New Orleans cuisine: "Cajun" and "creole." If you haven't learned the difference by the time you leave, don't worry. Some of the city's most renowned chefs often have a hard time defining the difference.

Cajun cooking originated when the people from southern France settled in Nova Scotia in 1670. During the 200 years they lived there, they developed a style of cooking inherent to their native country but adapted to the regional products available. When these Acadians (or Cajuns, as they came to be called) were expelled from Nova Scotia, they settled in Louisiana. Here the people further tailored their unique cuisine to use the local fish, game and crops. They enhanced their dishes with cayenne and tabasco peppers and with flavorful herbs and exotic ingredients the Louisiana Indian tribes had introduced to them.

Essentially, Cajun cooking is country cooking. It is hearty and robust, and uses ingredients such as sausage, duck, chicken and pork, although you will find many seafood Cajun dishes, too. The basis for many Cajun specialties is a roux, which is a mixture of fat and flour that gives body and flavor to the dish. Crawfish bisque and etoufee, sauce piquante and andouille gumbo are examples.

Creole cooking is the cuisine developed by the French and Spanish who settled in

New Orleans, and their servants, who lived with the families. Roy Guste, Jr., a fifth-generation owner of Antoine's Restaurant, claims that whereas Cajun is a more highly developed, sophisticated city style that places a great deal of emphasis on presentation, creole cuisine is best exemplified by sauces, such as the one used in shrimp creole.

Further distinctions are drawn between "haute" creole—which would characterize Oysters Bienville and Rockefeller—and "lower" creole, such as red beans and rice. Other examples of creole dishes, which later came to be influenced by the Italians, Irish and Yugoslavs who moved to the city, are stuffed eggplant, fried fish with sauce and various forms of red gravies.

Perhaps the heart of the French Quarter is Jackson Square, where people have gathered for generations. St. Louis Cathedral, the Cabildo, the Prebytere and the Pontalba apartments surround the Square, graced by Andrew Jackson astride his horse. This is where the French Quarter meets the Mississippi. You'll see paddlewheelers, ferries and tugboats side by side.

On Bourbon Street in the Quarter, the mood changes with the all-night frenzy of burlesque revues, nightclubs and jazz spots.

All that jazz

Nobody is sure how jazz—America's only indigenous art form—began. Crescent City cheerleaders claim (of course) that "jazz was born, raised and nurtured right here."

The blending of spirituals, blues, African rhythms, European musical instruments, quadrilles and waltzes supposedly led to the phenomenon we call jazz. The word didn't evolve until a musician named Tom Brown used it in Chicago about the time of World War I. He called his group "Tom Brown and his Jass Band." The Ss became Zs later.

Jazz became very popular in the 1920s; most of the musicians performing during this age hailed from New Orleans—King Oliver, Sidney Bechet, Kid Ory, Jelly Roll Morton, Johnny and Baby Dodds, Louis Armstrong.

The biggest jazz event of the year in New Orleans continues to be the New Orleans Jazz and Heritage Festival. It began in 1968, the year of the city's 150th birthday. Louis Armstrong, Duke Ellington and Chuck Berry have all contributed to the success of this event. It is held in April or May every year.

Ignoring roof accessories may let profits go down the drain

Looking for a way to increase your profits? You might consider installing roofing accessory items with your own crews. Why sub roof drain or vent work out when, with a little training, your own roofers can get the job done?

Roofing industry suppliers offer a wide variety of prefabricated accessory items that are easy to install and require little or no upfront investments in tools, training or extra labor. These products include:

- fascia;
- gravel stops;
- coping units;
- special drains;
- expansion joint covers;
- roof vents; and
- special closures that allow roof deck or substrate ventilation.

Prefab products make work easier

Many roofers, especially those with their own metal shops, have been installing accessory items for some time. For those without a metal shop, prefabricated accessories offer easy-to-install alternatives that will still increase jobs, profits and efficiency.

In the western United States, where fewer roofing firms have their own metal operations, the availability of prefabricated accessories may offer a simple way for roofing contractors to move into new markets. The new products could allow them to do much of the rooftop accessory work they traditionally subcontracted to sheet metal fabricators or plumbers.

Seminar shows how to cope with success

By Jim Matthews

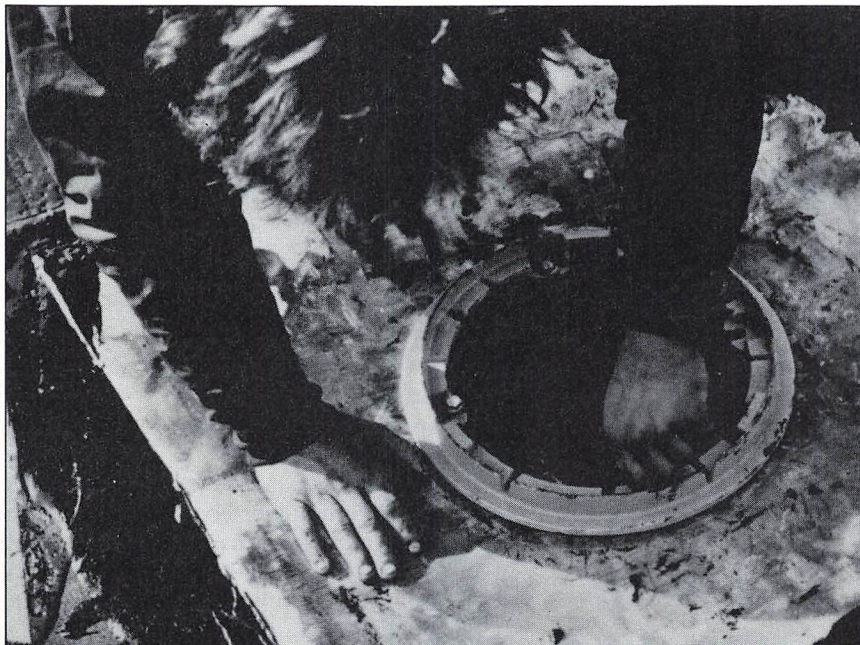
Even though prefabricated accessories are easy to install, it's still important for roofing contractors to know when they can use a particular material or system most advantageously. A thorough knowledge of the accessories available can help contractors make intelligent choices based on the performance they can expect from individual accessory and roof membrane combinations. For example, cast-iron accessories are probably the best choice for draining built-up roofs because the 3/4-inch-thick roofing material doesn't require the close tolerances that injection-molded plastic accessories provide. On the other hand, a thinner sheet-membrane roof will require accessories that are manufactured and installed to closer tolerances.

Many accessory manufacturers are willing to help contractors move into this market. They provide step-by-step installation instructions that make it unnecessary for roofing crews to receive special training before installing the accessories.

By selling their products through supply houses that cater to roofing contractors, manufacturers have made their roof accessories as easy to buy as they are to install. Roofing contractors can generally find drains, gravel stops and other accessories at the same place they buy their felts and single-plys.

Profiting from the experience

Contractors who install accessories will find they have more control over the continuity of their work, making it easier to stay on a preplanned schedule. When roofing contractors must rely on subs to do accessory work, even the most carefully planned and scheduled job can be sidetracked by circumstances beyond the contractor's control. If the contractor's workers are ahead of schedule, they may have to wait for the subcontractor to finish before continuing. If they're behind schedule, the subcontractor's crew may have to wait for them. On the other hand, when one contractor controls both the roofing and accessory work, changes in the schedule can be coordinated more efficiently.



Drainwork such as this could be a profitable part of your business.

Another benefit of entering the accessory market may be higher profits. Contractors who can control their work flow are in a position to wring the most from every minute and dollar spent. In addition, the mark-ups on accessories, particularly metal items, are high, increasing the contractor's margin. However, some products such as roof vents are relatively inexpensive and don't carry the same profit potential as the metal items.

But before you begin

For those roofing contractors attracted to the advantages of installing rooftop accessories, a word of caution may be in order. A successful installation may require more than just placing accessories on the roof. Those accessories also must be connected to existing building systems. This can become a major headache if the contractor hasn't thoroughly investigated the system's condition before submitting a bid. For example, a contract may require the installation of roof drains and their connection to an existing cast-iron water collection and dispersal system. If the system is old, it could be so badly deteriorated or plugged up that it won't drain. If the contractor doesn't discover this condition until after he ties into the system, he could have a real problem on his hands.

Union roofing contractors should be aware of craft jurisdictions before sending their crews out to install roof drains or vents. In the Sun Belt, where craft jurisdictions are not distinct, it may not be necessary to add plumbers or metal workers to their crews. In the North, where unions still rigidly adhere to their traditional craft work rules, roofing contractors can avoid union jurisdictional problems by hiring members with cards from the appropriate trades to do the work.

Session to cover accessories

At this year's NRCA Convention in New Orleans, roofing contractors can learn more about how to increase profits by expanding their services to include the new, prefabbed accessories. The Early Bird program, scheduled for Sunday, Feb. 10 from 1 p.m. to 4 p.m. at the Hilton, will introduce contractors to the nuts and bolts of accessory installation.

Moderator Dick Baxter, president of Carolina Roofing Service, has assembled a panel of experts who will share their knowledge with attendees. His panel members will include four supplier representatives: Hickman's Don Schultz, Manville's Al La Roche, Technical Specialties' Jerry Eason and E.L. Burns' Don Hucksbay. The representatives will describe the features, functions and benefits of their products and provide important tips on buying and proper installation. In addition, Maxwell Baker from the Canadian Bureau of Building Research will present evidence that his Bureau has collected that shows how the accessory devices perform in cold climates.

After their presentations, all panelists will field questions from the audience.

Exhibitor list for NRCA's 98th Annual Convention and Trade Show

More than 300 exhibitors filling The Rivergate will make the 1985 National Roofing Contractors Association Trade Show the largest ever.

NRCA President Wayne Mullis will officially open the Exhibit Sunday, Feb. 10 at 6 p.m. Convention attendees will get a special preview of the displays until 7:30.

Hours for the Trade Show are: Monday, 8:30 a.m. to noon; Tuesday, 12:30 p.m. to 5:30 p.m.; and Wednesday, 8 a.m. to noon.

AEP Span Metals Corp. (1443, 1542) will exhibit its complete line of architectural metal systems for roof, wall, mansard and soffit applications.

AGR Co. (843, 942) will show its Alphagard single-ply roofing system featuring a self-sealing side lap. The Alphagard membrane is 60 mils thick with a 40-mil polyester backing. It adheres to insulation or smooth surfaces with hot asphalt or cold adhesive.

APC Corp. (1832) will display Dayliter fire vents and explosion relief vents that meet Factory Mutual and Underwriters Laboratories regulations. Industrial and light-construction skylights for flat or pitched roof applications will also be featured.

Adco Products, Inc. (1935) will exhibit a full line of flashing tapes, roofing sealants, butyl tapes and metal building sealants based on butyl and acrylic polymers.

Including Convention new ideas

Aeroil Products Co., Inc. (903) will show equipment for the application and removal of BUR systems. Single-ply roofing equipment will also be emphasized.

Air Vent, Inc. (107) will feature the AV Ridge Univent and companion roof ventilators available in a variety of metals for all types of new or old roofs and designed for existing or contemporary architecture.

Alemite Division, Stewart-Warner (1934, 1936) will display pumping equipment for cold-applied roof coating materials, plus paint spray equipment for building maintenance.

Alkor Division, the Solvay American Corp. (603, 605, 607)

Allroof International, Inc. (518) will feature the belroof SD-4 and belroof SD-4M modified bitumen membranes. Roof drains, roof vents and other accessories will also be shown.

Alumax/Howmet, Building Specialties Division (303, 305) will display standing and batten seam metal roofing systems, fascia, mansard, soffits, wall systems, canopies and walkways in a variety of metals and coatings.

American Associated Cos. (1132, 1134, 1136, 1138) will display cotton and fiber glass roofing mops, including stick mops and single-ply rollers. Handles, bells, staples and accessories will also be shown.

American Dura-Tile, Inc. (105) will present roofing tiles formed from steel and coated with a polyvinyl finish in one of five colors for a combination of strength, durability and light weight.

Barrett offers Shell Cariphalte Hi-Strength

The Barrett Co. is complementing its Shell Cariphalte modified bitumen roof systems with a new product, the Shell Cariphalte Hi-Strength SBS modified bitumen sheet.

A variety of colored mineral granular finishes as well as a plain mineral finish is available for the product, which comes in 19-inch split selvage SIS-type or full-sheet coverage. It is suitable for hot-asphalt mop-on applications as well as cold-adhesive applications.

The product can also be combined with the Barrett hot-melt SBS modified bitumen system to form a two-membrane adhered system carrying a 10-year warranty.

See booth #720

American Hydrotech, Inc. (217, 219) will exhibit its complete line of waterproofing and roofing products, including Liquid Membrane 6125, PRM, Hydro-Seal EPDM and Lite-Top.

American Roofing Corp. (1724) will exhibit ARC Premium, ARC Granular and ARC Aluminum roofing membranes.

American Steinweg Co., Inc. (410, 412) will feature two electric ladder hoists. The Toplift lifts 330 pounds at 98 feet per minute; the Superlift raises 400 pounds at 98 feet per minute to a maximum height of 246 feet.

Amspro Products, Inc. (1732) will display a complete line of aluminum asphalt (Uniflex), black asphalt and tar base coatings and cements.

Apache Building Products Co. (1032, 1034) will introduce a tapered polyisocyanurate roof insulation, Tapered White Line Pyrox. Apache will also feature White Line Pyrox and Pyrox-Plus, Millox, Nail-Line and SAM, a self-adhering membrane.

Aplex Plastics, Inc. (2017, 2019, 2021) will show commercial and residential skylights, including vaulted, clustered, ridge, and canopy skylights, structurally designed to be specified by architects working with all phases of skylight applications.

Armco Building Systems, Inc. (213, 215) will exhibit standing seam metal roof systems for new and reroof work.

Aro Corp. (732, 734) will display portable high-pressure spraying and extruding equipment for the application of single-ply adhesive and lap-seam sealant.

Asphalt Roofing Manufacturers Association (1839, 1841) will serve as an information center for built-up roofing products. Generic information will be available to contractors, architects and specifiers.

Associated Foam Manufacturers, Inc. (1609, 1611) will introduce two new products, AFM Perform, a series of EPS roof insulations, and Contour Taper Tile-X, a slope-to-drain insulation made from extruded polystyrene.

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Atas Aluminum Corp. (440, 442) will feature architectural metal building products in 14 Kynar® aluminum colors and four steel colors. Other products include metal roofing, walls, fascia, soffit and associated trim with five different lines and more than 30 profiles.

Atlas Bolt & Screw Co. (1939, 1941) will present fastening systems to attach insulation and flashing to metal, wood or masonry decks and substrates.

Atlas Building Materials (316, 318) will display its Atlas roof decking.

Babcock Davis Hatchways, Inc. (2033) will display its Underwriters Laboratories-labeled fire vent and easy-access roof hatch.

Barra Corp. (1713, 1715, 1717) will display Braas Rhenofol® PVC, Rubber Shield™ EPDM, Hy Shield™ CSPE, Modi Shield™ modified bitumen and Aluma Shield™ the original prefab membrane roof panel.

Barrett Co. (720) will feature liquid-applied, hot-melt, rubberized asphalt membranes for roofing and waterproofing applications, single-ply SBS modified bitumen, liquid-applied modified bitumen and related accessories and insulations.

Behlen Manufacturing Co. (1143) will present the Behlen standing seam roof, designed to handle thermal expansion and contraction and allow for added insulation.

BehStev Corp. (337) will present APP and SBS modified bitumen single-ply systems reinforced with polyester and fiber glass for thermal-weld and hot-asphalt applications. The membranes come with plain or granulated surfaces.

Julien P. Benjamin Equipment Co. (721, 723, 725, 820, 822, 824) will display the 10-horsepower American Pans all-hydraulic hoist. The Reddi line of on-deck equipment, including a feltslitter, a 48-inch 5NI dispenser, a three-wheel, 36-inch gravel spreader and Rover material carts, will also be shown.

Berridge Manufacturing Co. (1816, 1818) will show its pretreated, prefinished, fabricated architectural sheet metal products, which it manufactures from bare galvanized steel coils.

Berryfast, Inc. (1937)

Bethlehem Steel Corp. (1139, 1141) will present a full line of products for the construction industry, including plates, structural shapes, piling, reinforcing bars and galvanized and Galvalume™ sheets.

Bilco Co. (1729) will exhibit an S-50 aluminum roof access scuttle modified to serve as an automatic fire vent, and a DSH-4848AA double-leaf aluminum fire vent. Bilco will also display the recently introduced Model LU-1 LadderUP telescoping safety post.

Binkley Co. (507) will exhibit its standing seam roof system, which features self-locking panel seams and an adjustable spacer system that permits retrofit over uneven, dead-flat roofs.

Bird, Inc. (321) will exhibit its line of fiber glass-based asphalt shingles. A display on Bird's Professional Roofing Contractor Certification program will also be featured.

Blackwell Burner Co. (1403) will display its asphalt roofing kettles, hoisting and deck equipment, BUR and single-ply heavy-duty roofing tools, scrapers, peelers, buckets and dippers.

Boato Tecsystem S.p.A. (430) will exhibit a scale model of a Boato APP or SBS modified bitumen membrane production plant.

Boldt Rummer Siefer (1837) will present its mixing equipment for modified bitumen and machinery for manufacturing by bituminous roofing.

ITW Buildex features fastener, pullout tester

Two new roof fastener products will be introduced by ITW Buildex at the NRCA Convention.

An auger-like fastener for attaching roof insulation or single-ply membranes to Tectum or gypsum decks features 1/2-inch threads for strong, positive engagement. The fastener attaches into, not through, the roof deck and provides pullouts of over 250 pounds with a minimum of 1 1/2-inch embedment in the deck.

A pullout tester for assessing the strength of this fastener and the roof deck has also been developed by the company. The tester is designed to pull a roofing fastener out of concrete, lightweight concrete, Tectum, steel, wood or gypsum decks.

The tool has a scale that reads up to 600 pounds of pullout strength. Each tester is calibrated by Pittsburgh Testing Laboratory.

Both products will be demonstrated at the company's exhibit booth.

See booth #635, 637, 639

Bond Cote Systems (810, 812, 814) will feature Bond Grey™ 35, a highly reinforced, non-vulcanized, elastomeric NBP single-ply membrane roofing system. Characteristics of the system include puncture resistance and low water vapor permeability.

Bostitch Division, Textron, Inc. (1730) will display its pneumatic roof nailer. The air tool drives full-size, full-head standard galvanized roofing nails from 7/8 inch to 1 3/4 inch.

Briggs & Stratton Corp. (938, 940) will exhibit its industrial/commercial series air-cooled gasoline engines from three to 18 horsepower. Standard model engines from two to 18 horsepower and the company's Oil Gard low oil protection feature will also be shown.

Browning Metal Products (320)

Buildex Division, ITW (635, 637, 639) will show roof fasteners for roof insulation or single-ply membrane attachment to concrete, steel, wood, Tectum or gypsum decks.

Buildings Design Journal (517) is the design/construction newspaper of the building industry, covering architecture, construction, renovation, energy, financing and legislation trends.

Bulldog Products (1831)

Burke Rubber Co. (1438)

J. A. Burns & Sons, Inc. (126)

CNA Insurance (702,704) will outline its NRCA-sponsored business insurance program.

Carlisle SynTec Systems (1013) will present its Sure-Seal® total roofing systems. Ballasted, totally adhered or mechanically attached, Carlisle roofs are available in EPDM, neoprene and butyl.

E. R. Carpenter (1638, 1640)

Carpenter Insulation Co. (1540) will exhibit insulation products such as rigid expanded polystyrene, polyisocyanurate, and faced and unfaced boards. Composites of various substrates and facings that may be used as alternatives to conventional roofing products will also be featured.

The Celotex Corp. (915)

CertainTeed Corp. (1429, 1431, 1433, 1528, 1530, 1532) will present a new roof bonding policy incorporating a 20-year bond and unit responsibility for membranes and roof insulation by approved manufacturers.

Chem-Hart National (409)

Chevron U.S.A., Inc., Asphalt Division (2022) will display the Chevron industrial membrane, a seamless, cold-applied extended urethane, which may be applied by spray, squeegee, roller or trowel.

Ciro Roofing Products U.S.A., Inc. (2020)

Clark-Cutler-McDermott Co. (1341) will exhibit Clarmac-RM, a non-woven roofing membrane consisting of a polyester mat impregnated with asphalt.

Classic Products, Inc. (513, 515) will feature its aluminum products, which include rustic shake shingles, rough shakes, soffit and fascia, and mansard and canopy panels. The products are available in 15 colors.

Clearfield Conveyors, Inc. (914, 916, 918, 920, 922, 924) will display its LN-77, the industry's largest conveyor. The LN-77 features a 53-foot reach and a 20-inch belt. The H-I-H truck-mounted shingle conveyor will also be exhibited.

Cleasby Manufacturing Co., Inc. (1321) will introduce its portable power sprayer. The sprayer features a 50-foot hose with spray bar, swivel and tips, and a syphon hose that forms a self-agitator.

Columbia-ABECE, Inc. (606) will feature machinery for the production of colorful concrete roof tiles by the Skandia extrusion method. The system may be adapted for either manual handling or fully automated production.

Columbine International, Ltd. (1925, 2024) will offer a continuous demonstration of the K-77 three-in-one automatic welder, which welds in both directions. Columbine will also hold a drawing for a K-5R hand welder.

Concord Management Systems, Inc. (307, 309) will exhibit their computerized management information system. A computer will demonstrate job-costing techniques, take-offs for estimators and an accounting system.

Conklin Co., Inc. (529, 531, 628, 630) will highlight liquid-applied elastomers and single-ply membranes designed to provide weatherproof, energy-efficient, lightweight, fire-resistant roofing systems.

Consolidated Fiber Glass Products Co., Inc. (1415) will display its line of fiber glass roofing systems. The Super II line of products, including the Conglas SBS modified bitumen system, will be featured along with Conglas insulations and accessories.

Consolidated Protective Coatings (2042) will feature the Top Team, a cold-process roofing system for both retrofit and new roofs. The Top Team consists of Poly-Con, a polyester membrane, and Barrow-Kote, a cold-process asphalt mastic.

Construction Fasteners, Inc., Dekfast Product Group (1509) will show the Dekfast insulation fastening systems for steel or structural concrete decking. Product highlights will include the Sentri Long-Life finish, installation tools and a broad range of Factory Mutual-approved products.

Contractors Guide (134) is a monthly magazine covering the United States roofing market, including products, applications and industry news. Information on construction company management is also published.

Cooley Roofing Systems, Inc. (829, 831, 833, 928, 930, 932)

Charles A. Crosbie Labs, Inc. (1435) will feature Crosbie CC-1000 hand and equipment cleaner.

D & H Publications/Roofing Magazine (130) features technology, equipment comparisons and product news as well as safety, legal and business columns.

Danosa Caribbean, Inc. (1537, 1539) will exhibit SBS modified bitumen membranes reinforced with polyester or fiber glass mat and finished with mineral granules, sand or polyethylene film. The membranes may be torch-fused or hot-mopped.

Decks International, Inc. (1543) will feature the Versarroof® framing system for mansards, fascia and equipment screens and the Versarroof reroofing system for rehabilitating problem roof decks.

Dibiten USA (1919, 1921) will present the Dibiten APP modified bitumen membrane, which carries all major approvals and a 10-year warranty.

Digital Systems of Florida, UCCEL (941, 943) will demonstrate turnkey job-cost accounting and estimating systems on a variety of microcomputers and minicomputers.

DiversiTech General Building Systems Division (1521, 1523, 1525, 1620, 1622, 1624) will emphasize new systems, application techniques and materials, as well as workmanship requirements and quality-assurance procedures.

Dodge/SCAN Division of McGraw-Hill (506, 508) will focus on construction news, including sales leads, planning and forecasting, and market penetration.

Dopodomani (323)

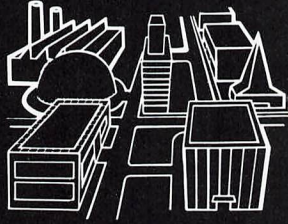
Dow Chemical Co. (1029, 1031) will exhibit Styrofoam™ and Styrofoam™ Lightguard brand insulation. Styrofoam features moisture resistance, high R-value and compressive strength; Styrofoam Lightguard offers a lightweight alternative to stone ballast systems.

Dow Chemical, CPE Division (929, 931)

Du Pont Co. (402, 404) will present Reemay® Hot polyester reinforced with fiber glass scrim for hot BUR and flashings. Reemay® and Sontara® Cold polyester for cold applications will also be featured.

Dunbar Manufacturing, Inc. (533, 535, 537, 632, 634, 636) will display Dunbar/Tico truck- and trailer-mounted cranes for delivery of palletized shingles or roofing materials. The cranes feature unloading heights up to 40 feet.

continued on page 65



One-day programs devoted to roof performance and design considerations

Designed for architects, engineers, specifiers,
general contractors, building owners, plant engineers,
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Conference on Reroofing and Energy Conservation

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Tampa, March 28, 1985

Program

- Investigating the Problem
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- Reroofing Options: Built-up Roof Systems
- Reroofing Options: Single-Ply Roofing
- Retrofit Details
- Pre-Bid and Pre-Job Conferences

Program

- Pre-Job Conference and Job-Site Conditions
- Roof Decks
- Roof Insulation
- The Built-up Roof Membrane
- Roof Details: Protecting the Roof's Most Vulnerable Points
- Single-Ply Roofing
- Attitudes and the Qualified Contractor

For further details on the conferences and registration information, contact the
NRCA Education Department, 8600 Bryn Mawr Ave., Chicago, Ill. 60631 (312) 693-0700.



Dunlop Construction Products, Inc. (1821, 1823, 1825, 1920, 1922, 1924) will feature single-ply roofing membranes, including Hypalon, Neoprene and a talc-free EPDM membrane.

Duro Last Roofing, Inc. (406, 408) will show a 32-mil thermoplastic-coated polyester fabric that resists ultraviolet rays, microorganisms, chemicals and acids, and is not affected by heat or cold.

Dynamit Nobel of America, Inc. (708, 710, 712, 714, 716) will feature its Trocal Roofing Systems.

ERD Systems/Burkeline (1436) will present the Burkeline roofing systems, which provide both mechanically fastened and fully adhered designs. In addition, 36-mil and 45-mil membranes consisting of white Hypalon laminated to black Hypalon with polyester reinforcing fabric sandwiched between will also be featured.

ESE Machines (112, 114) will display rollforming machines for forming and seaming metal roofing panels. Standing seam, batten seam and various snap-on systems will be featured, along with caps and panels, expansion cleats and seamers.

ESP Products (319)

Elastzell Corp. of America (536) will present insulating roof decks that provide slope to drain, fire resistance, thermal insulation and a solid base for BUR and single-ply systems.

Elco Industries, Inc., Construction Products Division (1840, 1842) will exhibit its Tapdek® and Tapdek-SP® fasteners for attaching BUR and single-ply roofing insulation to the deck. A selection of roofing mastics and sealants will also be featured.

Elk Corp. (803) will present Prestique and Prestique II random-cut, three-dimensional shingles, which carry the Underwriters Laboratories Class A label for fire resistance. Prestique shingles carry a 30-year warranty; Prestique II shingles carry a 25-year warranty.

Enerco Watertite (108, 110) will show the Seamless Watertite gutter machine, which roll forms aluminum, copper, steel or PVC-coated coils at 35 feet per minute. The machine forms 4-, 5- or 6-inch gutter for residential, commercial or new construction.

Engineered Components, Inc. (1039, 1041) will exhibit architectural metal roofing for residential and commercial buildings and commercial standing seam metal roofing systems.

Enterprise Cos. (1043, 1142) will display the Memoric acrylic elastomeric seamless roofing system. The system produces a self-flashing, self-adhering, rubber-like, warranted waterproofing membrane on a variety of roofing substrates.

Envirospec, Inc. (1916)

Erico Aerosmith Sales Co. (306) will exhibit Aerosmith pneumatic fastening equipment and fasteners for securing insulation and roofing material to concrete and steel roof decks. The equipment allows topside application and requires no drilling.

Evanite Permaglas, Inc. (1515, 1517) will display fiber glass BUR membranes, rigid insulation, adhesives, coatings and walk pads. Two types of single-ply systems, a modified asphalt membrane and an EPDM membrane system will also be shown.

Evergreen Slate Co. (1519) will exhibit roof layups of their Vermont roofing slate in all colors. Slater's tools, including rippers, hammers and the Esco slate cutter, will also be displayed.

FEB America, Inc. (1829, 1928) will exhibit aluminum roof coatings, acrylic co-polymer roof coatings, roof membranes, flashing and flashing repair, sealants, silicones and adhesives.

Koppers develops phenolic foam roof insulation

Koppers Co., Inc. has developed a phenolic foam insulation for single-ply and BUR systems.

Rx™ roof insulation is available faced on both sides with asphalt emulsion-coated fiber glass for BUR and attached roofing systems. Boards faced with aluminum foil on top and asphalt emulsion-coated fiberglass on the bottom are available for loose-laid, ballasted, single-ply roofing systems. For sloped deck applications, Rx insulation is available as a nail-base insulation board.

The insulation is manufactured in continuous laminated board stock. Panel dimensions are a standard 3 feet by 4 feet with thicknesses ranging from 1.2 inches to 3.6 inches. Once installed, the insulation will withstand normal rooftop traffic and equipment.

Rx roof insulation has been tested by the American Society of Testing Materials test method E-84 and has received low flame spread and smoke development ratings.

See booth #1215



continued on page 67



ADVANCED ROOFING TECHNOLOGY

PROMOTIONS AND MARKETING SERVICES, INC.

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Fabco Fastening Systems (629, 631, 728, 730) will feature Plate-Fixx® insulation fasteners. These fasteners are heavy-duty and corrosion resistant and are Factory Mutual-approved. Con-Fixx® thread-cutting concrete screws, toggle bolts and setting tools will also be shown.

Fabral Division, Alcan Building Products (339) will display a complete line of roofing and siding components in steel and aluminum with both exposed and concealed fasteners. Standing seam roofing, Cs, Zs and eave struts will also be exhibited.

Fashion, Inc., subsidiary of Kidde, Inc. (140) will display architectural metal roofing panels, fascia panels, mansard systems, framing systems, soffit panels and flat sheets.

Firestone Building Products Co. (1121) will exhibit several EPDM single-ply roofing systems, including ballasted, adhered, mechanically anchored, protected membrane, and the non-penetrating, mechanically anchored FasTrac® system.

Flame Engineering, Inc. (1238, 1240) will display Red Dragon roofing torches and equipment for modified bitumen application.

Flex-Shield Corp. (100) will feature the Flex-Shield Mark I cold-applied built-up system, the Mark II fully adhered single-ply system and the Mark III single-component polyurethane system.

Follansbee Steel Corp. (313)

Foremost Manufacturing Co. (415) will exhibit prefinished Kynar® 500 galvanized steel sheet and coil stock in 10 colors. Factory-preformed panels with concealed fasteners in panel/batten and standing seam systems will also be featured.

Forplast USA, Inc. (2041) will display hand-held heat welders, automatic heat welders and sheet metal tools.

Futura Coatings, Inc. (1820, 1822)

GAF Corp., Building Materials Division (1313)

GLW Associates (509) will feature insurance literature for contractors.

Gardner Asphalt Corp. (308) will show asphalt-based roof coatings and cements, driveway sealers, water-based emulsions and other specialty items.

Garland Co., Inc. (1930, 1932) will display a complete line of roofing products and accessories comprising several systems.

Garlock Equipment Co. (1129, 1131, 1133, 1135, 1137, 1228, 1230, 1232, 1234, 1236) will feature a hydraulic hoist, a hydraulic sweeper, a conveyor and a full line of on-deck equipment.

Gates Engineering Co., Inc. (1617, 1619, 1621, 1716, 1718, 1720) will highlight EPDM, neoprene and Hypalon single-ply sheet roofing systems. Liquid-applied roofing, waterproofing and walkdeck materials will also be shown.

Gedaco S.P.A. (741, 743) will feature Gedagom continuous-filament polyester membrane. This prefabricated membrane has a non-woven, high-resistance, continuous-filament polyester reinforcement, which is thermostabilized, isotropic and rot-proof.

M/S Geissler U Pehr, GMBH (1631, 1633, 1635)

General Computer Systems, Inc. (1642) will show complete computer systems for the roofing industry, including Techsonix Digitizer estimating system.

Genova Hunter (414) will present its solid vinyl gutter and downspout system, available in 5-inch and 6-inch widths for residential and commercial applications. Roof drain assemblies for flat roof applications and roof flashing for residential applications will also be featured.

Genstar Roofing Products Co. (1725, 1824) will exhibit a complete line of Flintkote asphalt roofing products for residential and commercial roofs in both new and reroofing applications.

Georgia-Pacific Corp. (2136, 2138) will showcase its full line of roofing products, including BUR components, modified bitumens, organic and fiber glass shingles and insulation.

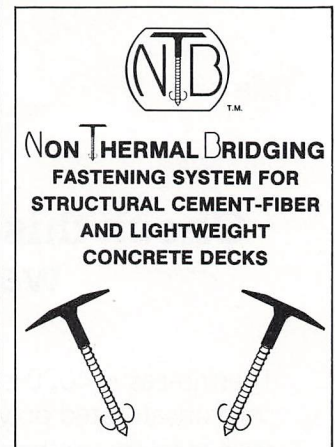
N.T.B. announces new Toggle-Less fastening system

N.T.B. Fastening Systems, Inc. will introduce a new, patented fastening system for structural cement fiber and lightweight concrete decks. The Toggle-Less fastener is a non-thermal-bridging fastener. It comes pre-assembled and features a one-piece plastic design. Galvanized wire barbs, which curve up on each side of the fastener, increase its holding power.

Because the fastener does not go through the roof deck, thermal bridging and bitumen leakage in retrofit situations are avoided.

The fastener is installed with a specially-designed pneumatic tool that screws in the fastener then ejects the wire barbs after the fastener has been properly seated.

See booth #118, 120



continued on page 69

YOU'RE COVERED!



Check this amazing new roofing material for all you want in a liquid applied membrane!

Thermo-Lastic 4000 is a 100% solid unsaturated polyester resin ideal for urethane surfaces, balconies, parking decks, roofs and patios.

- It's seamless and elastic.
- It's weatherproof, with good UV, chemical and freeze-thaw resistance.
- It's strong and abrasion resistant to take traffic well.
- It adheres to a wide variety of substrates, with excellent elongation.

Available in white and colors, Thermo-Lastic 4000 can be

sprayed or poured and spread with a roller. May be walked on in a matter of hours and will accept rain in one hour. For more information, write or call today. You'll be glad



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THERMO MATERIALS
INCORPORATED

With Thermo Materials—
YOU'RE COVERED!

Dealer inquiries welcome.

Gerard Tile Co. USA, Inc. (1938, 1940) will display lightweight roof tiles of 26-gauge galvanized steel coated with acrylic resin and natural stone chips. The oven-cured tiles feature an interlocking design and come in six natural colors.

Giuffre Brothers Cranes, Inc. (1221) will display its "roofer's package," which consists of a diesel truck with flatbed, hydraulic crane with hose reel and hydraulic accessories such as a clam bucket, tear-off box, gravel hopper, pallet fork and gravel bucket.

BF Goodrich Co. (538, 540, 542) will present a complete line of roofing accessories for single-ply and built-up applications, including drains, vents, flashings, waterproofing products, solar-powered products, Lexsucu insulation clips and BFG screw fasteners.

Goodyear Tire & Rubber Co. (729, 731, 733, 735, 828, 830, 832, 834)

Gory Associated Industries, Inc. (322, 324) will show colored through, sealed concrete roofing tiles in 16 standard colors, anti-queued or regular, smooth or broom-swept finish. The product comes in 6 styles to complement any architectural design.

Goss, Inc. (519, 521) will demonstrate the Ready-Flame torches, which are designed for all single-ply-type applications such as stand-up, detail or multi-purpose uses.

W.R. Grace & Co. (819, 821, 823, 825) will feature GRM roofing membranes and Zonolite® roof insulation systems, highlighting their performance in a wide range of new construction and reroofing applications.

Graco, Inc. (439, 441) will present a full line of equipment and systems for applying roof coatings and materials by air atomization or airless spray. The Foam Cat system for applying foam roof coatings will be featured.

Gralan Distributors, Inc. (739) will show leather business accessories, including briefcases, attaches, document cases and nylon travel accessories designed for professionals.

Guaina Corp. of America (205) will highlight its line of modified bitumen rolled roofing, available in six colors of granular scrim. The company will also display Italprofil's line of drains and scuppers.

Guardian, Inc. (839, 841) will exhibit its Insul-Tite fastening system for roof insulation. The product consists of a metal or plastic plate with a #12 self-drilling screw.

W.P. Hickman Co. (835, 837) will feature Microzinc 80 roof panel systems. Microzinc weathers to an even grey patina, is self-healing and resists pitting. Hickman will also display other items in their product line.

Hillsdale Industries, Inc. (1343) will show a sample of their Model 930 cluster skylighting system. Samples and product information for the line of Pam products, including standard and custom-designed skylights, thermal safety vents and hatches will also be available.

E.L. Hilts & Co. (1629, 1728) will exhibit a full line of tools and accessories for single-ply roof application, as well as Hilts' line of equipment and tools for BUR.

Hi-Spec Polymer, Inc. (2131) will show Vanilaplex roof coating, a white, flame-retardant protective surfacing for modified bitumen and smooth BUR membranes.

Hoechst Fibers Industries (420, 422) will present two basic types of polyester spunbond non-woven materials for roll roofing, geotextiles and specialty applications.

Homasote Co. (840, 842) will feature N.C.F.R.®/Thermasote® nail-base roof insulation, carrying a Factory Mutual FM-1 approval, ISO/GLAS-Ultra/M™-II, which is FM-1 approved for use under BUR and most single-ply membranes, and TUPS™ stress-skinned structural sandwich panels.

Humane Equipment Co. (1741) will feature its protective walkway pad for use on BUR or single-ply systems.

Hyload, Inc. (1243) will display Hyload™ 150E, a modified coal tar elastomeric roofing membrane reinforced with dispersed polyester fibers. The product carries Underwriters Laboratories Class A fire rating and has a 10-year guarantee.

INRI, Inc. (737) will exhibit the Kemper system, a liquid-applied, polyester fleece-reinforced, self-adhering polyester membrane. The material is 100 mils thick, breathable and self-flashing.

Garland to show new coating and fastener

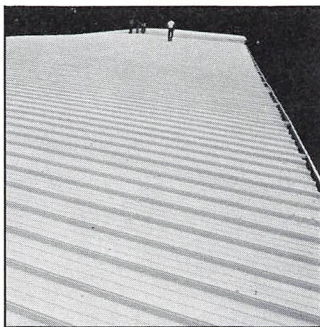
The Garland Co., Inc. will feature two new products at its exhibit booth.

Ceramicote is a fluid-applied ceramic protection system designed to reflect the sun's rays and reduce building fuel consumption. The elastomeric, ceramic-filled emulsified coating is applied like paint and is available in a variety of colors. The finish also retards fire and deadens sound.

The second product to be featured is the Insulated Recessed Fastener (I.R.F.), an insulated roof fastening system for metal or wood decks. The system is composed of a 2-inch rigid Polyamid plastic disk, recessed to accommodate a zinc-coated, self-cutting screw. The fastener is automatically dispensed and installed with the I.R.F. applicator.

The system has been tested by Underwriters Laboratories and carries Factory Mutual approval.

See booth # 1930, 1932



IPW Interplastic (610, 612) will feature the Interroof welding machine and ivory-colored membrane.

IVS, Inc. (1531, 1533, 1535, 1630, 1632, 1634) will display the Gravelveyor graveling and ballasting system and the Mark VIII roof vacuum system. Several support systems from the IVS product line will also be shown.

Insta-Foam Products, Inc. (211) will show Insta-Stik™, a single-component urethane that adheres insulation boards to roof decks, and the two-component Froth Pak® kit, which produces foam for general roof repair.

International Building Products (2134)

International Permalite, Inc. (809) will feature a complete line of Permalite® roof insulations and fasteners, the Permalite® tapered take-off system and the Permalite® registered tapered-systems contractor program.

International Staple & Machine Co. (1618)

Interstate Coatings, Inc. (1811) will display an asphalt-based roofing material that conforms to American Society of Testing and Materials standards, is Factory Mutual-approved and may be applied with pneumatic equipment.

J & P Petroleum Products (124) will show the Aquasel family of membranes, including Ultramat and Silverset.

Jimco Products, Inc. (934, 936) will present its line of aluminum breather vents for BUR, single-ply and modified bitumen roofing systems. The vents are constructed of .063-gauge aluminum.

Karnak Chemical Corp. (502, 504) will present cold-process roofing, waterproofing and liquid-applied elastomeric systems, deck coatings, dampproofing mastics, insulation mastics, industrial coatings, maintenance repair items, polyester reinforcements and non-asbestos cements and coatings.

Kelly Energy Systems, Inc. (539, 541, 543, 638, 640, 642, 1342) will display Whaleskin/81 EPDM rubber roofing and fire-retardant Whaleskin/81 C-EPDM. A variety of application methods will also be featured.

Kendall Co. (421, 423) will feature Polyken® roofing systems and demonstrate Polyken LS seam tape, Polyken flashing tape and the Polyken Hex™ fastening system used in single-ply EPDM roofing.

Kirby Fiberglass, Inc. (208) will exhibit its line of fiber glass roofing mops made with K.F. Glassphalt yarn.

Kokem Products, Inc. (221) will exhibit Sunguard Acrylic latex roof surface coating. The coating has the Underwriters Laboratories Class A rating for fire retardancy and may be used over hot-mopped BUR, modified bitumen or rubber single-ply sheets instead of crushed slag, gravel, granules or rocks.

Kold King, Inc. (1242) will show its entire line of cold-process spraying and granuling equipment.

Koppers Co., Inc. (1215) will exhibit its various roofing systems as well as a complete line of roof maintenance products. Exeltherm Xtra® phenolic foam roof insulation will also be featured.

Leatherback Industries, Inc. (520, 522) will show residential and BUR asphalt-saturated roofing felts and type IV glass ply sheets.

Leigh Products, Inc. (132) will exhibit its complete line of ridge vents, under-eave vents, static vents, power attic vents, power gable vents, turbine vents and foundation vents.

Leslie Industries, Inc., Cyclone Shop (2133, 2135) will feature its standing seam metal roof with concealed fasteners. The system can be rolled on site with a portable roll former to any length.

Libin & Associates (1441) will display Sanyo electrical equipment.

Lift Conveyor (432, 434, 436, 438) will display a portable conveyor that extends to 35 feet and retracts to a storage length of 16 feet. The conveyor weighs 210 pounds and is powered by a 110-volt single-phase motor.

Liquid Asphalt Systems, Inc. (1229, 1231, 1233, 1235, 1237, 1328, 1330, 1332, 1334, 1336)

Little Giant Industries, Inc. (1838) will feature telescoping ladders with accessories and safety step ladders.

Liyntech, Inc. (1614, 1616) will feature isocyanurate and urethane roof insulation for tapered or flat applications. The products are available in a variety of facing materials and carry the Factory Mutual Class I rating. (The company was formerly named Benoit.)

Lord Corp., Elastomer Products Division (511) will present Chemlok® TXL, tape, cover strips, flashing and a repair kit for EPDM systems. The products permit safe EPDM bonding.

Lucas Sales Co. (136) will show the new Lucas Flashpan, a two-piece, adjustable pitch pan with uncured neoprene factory-installed. The product is designed for use with single-ply and BUR. Lucas will also show its tapered roof systems, the Lucas Tapered System and Lucas Lite.

Ludowici Celadon Co. (335) will exhibit clay roofing tiles in a variety of colors and patterns. Tiles for restoration work will also be displayed.

Lutravil Co. (532, 534) will feature a complete line of polyester spunbonded reinforcing membranes for hot and cold applications. The membranes may also be used for vent sheets and stone mats.

MM Systems Corp. (1028, 1030) will feature its new Snap-lok fascia system for single-ply roofing. Other products to be shown include the complete line of fascia systems, drip-proof fascia, Snap-lok coping and the Batten-Tite roofing system.

MSK Truck Rigging/Leco Lift (2036, 2038, 2040)

MacLean-Fogg Co. (836) will display its line of mechanical fasteners, including Roof-Tite screws, Roof-Tite steel stress plates and plastic discs for large diameter masonry fasteners.

Major Chemical & Latex Corp./Topcoat (341, 343)

Manville Corp. (1203) will display BUR, single-ply and modified bitumen membranes along with insulation, accessories and a full line of fiber glass shingles.

Marathon Roofing Products, Inc. (1033)

Marley Waterproofing, Ltd. (102) will exhibit Marleytorch torch-on polyester felt, an APP modified bitumen torch-on system, and the Marleydek roofing system, a single-layer PVC product.

Merchant & Evans Industries, Inc. (1733, 1735) will show standard and custom-formed roofing, fascia, soffit and custom cornices for new and retrofit construction. The products are available in aluminum and steel with standard industry finishes. Zip-Rib, a subsidiary of Merchant & Evans that manufactures standing seam roofing for new and retrofit construction, will also be exhibiting. The roofing is available in 12- or 16-inch aluminum and steel with standard industry finishes.

Metal Construction News/Metal Architecture (310) Both magazines, publications of Modern Trade Communications, Inc., cover several aspects of the metal construction industry.

Metal Sales Manufacturing Corp. (311) will exhibit Seam-Loc 24, a standing seam roof system designed for easy installation and weather protection.

Metal-Era, Inc. (1442) will display roof edge systems. The company specializes in snap-on fascia, coping and termination bars, available in a variety of architectural metals and finishes.

Midwest Sales Corp. (1732)

Milliken & Co. (138) will exhibit glass and polyester textile reinforcements for single-ply, hot BUR and flashing products.

Modi-Systems, Inc. (1923) will display its line of accessories for use with modified bitumen membranes, including the Magnum torch with electronic start, Modi-Drain, Modi-Vent, Modi-Trowel and paving supports.

Monier Roof Tile (1036, 1038, 1040, 1042) will exhibit its selection of roof tile in various designs and colors. The company has 11 plants in the United States.

Monsey Products Co. (613, 615) will display Endure, a complete cold-process roofing system with a wide range of options.

Morgen Manufacturing Co. (1329, 1331, 1333, 1335, 1337, 1339) will display the 68-foot Super High Reach conveyor, which features 2-inch-high V-shaped cleats molded to the belt. The cleats increase the load capacity of the belt.

continued on page 73

How to be the one contractor out of ten who can save a building owner from excessive expenditures.

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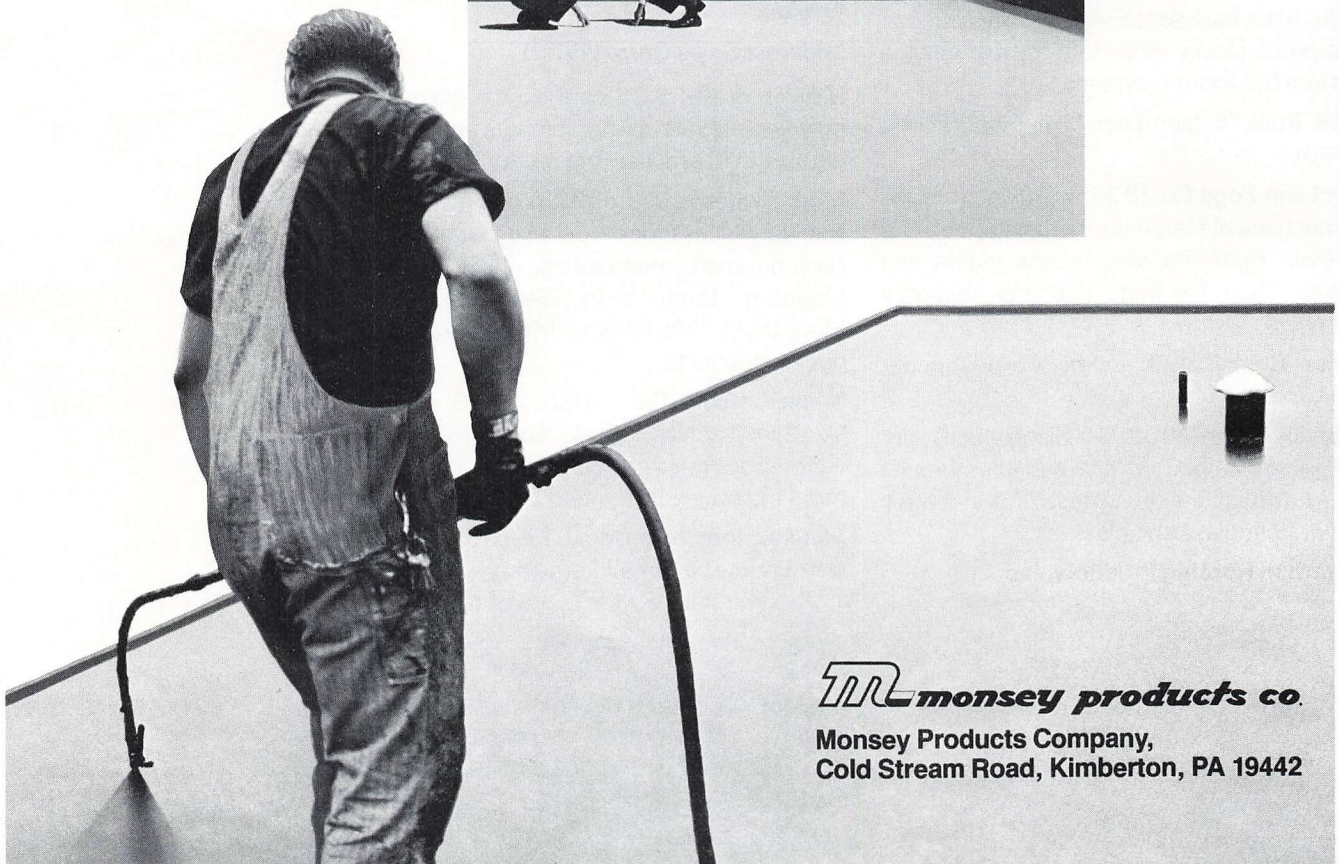
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Morrell Industries (1943)

NRG Barriers, Inc. (403, 405) will exhibit NRG Nailboard, a rigid insulation panel composed of an isocyanurate foam core sandwiched between waferboard and fiber glass or foil facers. NRG's tapered isocyanurate roof insulation system for sloping and insulating flat roofs will also be featured.

Nailite International, Inc. (1440) will display its line of brick, stone and shake siding for roofing, mansard and facade applications. The panels measure 40 inches by 18 inches. The line is covered by a 60-year non-prorated warranty.

National Nail Corp. (1615) will exhibit nails and fasteners for BUR and single-ply, including round-tops, plasti-caps and masonry nails.

National Tile Roofing Manufacturers Association, Inc. (1828, 1830) will show clay and concrete roof tiles in a variety of styles and colors. Samples, installation photos, instructions and other information will be available.

National Varnish Co. (1636) will feature Alco cold-applied asphalt roof coatings, emulsions, cements, aluminum coatings and adhesives. Dampproofing, cant strips, tapered edges and traffic pads will also be shown.

Naturalite, Inc. (144, 146) will display energy-conserving skylights, roof scuttles, and mechanical and drop-out type fire vents. Samples of various skylight corner sections and literature describing the company's venting and thermalized skylights will be included in the exhibit.

Nebiprofa B.V., Holland (736, 738) is a Dutch subsidiary of Central Soya Co. It offers a complete line of SBS and APP single-ply modified bitumen roll roofing.

Nord Bitumi U.S., Inc. (1529, 1628) will feature eight APP or SBS modified asphalt roofing and waterproofing membranes. The membranes are reinforced with polyester, come in either smooth or mineral surfaces and may be installed with a torch or in hot asphalt.

N.T.B. Fastening Systems, Inc. (118, 120) will display insulation fasteners for structural cement fiber decks and lightweight concrete decks. The fasteners are of specially formulated plastic and contain galvanized wire barbs.

Oakway Manufacturing (2037, 2039) will show tapered roofing systems manufactured from perlite, fiberboard and Styrofoam™; cant strips; and tapered edge strips.

Olympic Fasteners Corp. (1437, 1439) will feature a complete line of roof deck insulation fasteners, and highlight the non-penetrating Tectum fastener and CR-10 fluorocarbon coating.

Owens-Corning Fiberglas Corp. (1103) will display its line of BUR products.

PIB Roofing Products & Systems (1643)

PMS/Sucoflex (1843, 1942) will premier its new Robot-Welder and a new walkway material, both of which have recently been added to the company's existing line of single-ply roofing systems.

Palmer Asphalt Co. (1831) will present cold-process roofing systems and specification-grade coatings and cements that have been specially formulated for the professional applicator.

Pantasote, Inc. (416, 418) will exhibit the Pantasote Flexhide® mechanically fastened single-ply roofing systems for waterproofing low slope and unusually shaped roofs. The membranes are compounded from CPE, PVC and Hypalon®.

Partner Industrial Products (1734, 1736) will feature its heavy-duty, 17-pound K500.

Paslode Co. (1834) will display its line of pneumatic nailers, staplers and fasteners for construction and roofing installation.

Pearl Manufacturing (1815)

Perma Glas-Mesh Corp. (315) will display fiber glass roofing scrim, cotton reinforcement membranes, polyester non-woven mats and the Phillips Fibers Ruftac® single-ply membrane.

Petersen Aluminum Corp. (816, 818) will exhibit its complete line of roofing and sheet metal products, including Pac-Klad Kynar® 500, available on steel and aluminum; Snap-On copings and gravel stops; and Pac-Clad panels.

Petrolane Propane Service (329, 428)

Phillips Fibers Corp. (1428, 1430) will feature Rufon® and Ruftac® mats for roofing repair. The lightweight mats have been designed to extend the life of commercial roofs.

Pittsburgh Corning Corp. (1623, 1625) will feature Foamglas®, an all-glass insulation, which cannot absorb moisture in liquid or vapor form and which maintains its original insulating value for the life of the installation.

Plastic Coatings Corp. (204)

Pneutek, Inc. (116) will exhibit the Air/Safe fastening system, which mechanically fastens roof insulation to concrete or metal decking with no drilling. The system also attaches flashing and termination bars.

Politex U.S., Inc. (1835) will exhibit its non-woven polyester fabrics.

Portals Plus, Inc. (1737, 1739) will display seals for new and existing roof penetrations. The company's products seal pipes, angle irons and conduits to BUR, single-ply and modified bitumen roofs.

Power Marketing Group, Inc. (1637) will display the Cascades line of asbestos BUR felts #15 and #18, combination base flashings and Centurian.

Protective Coatings, Inc. (740, 742) will display EPDM single-ply coatings with black, white, black fire-retardant and white fire-retardant surfaces.

Publishers for Conventions, Inc. (719) will distribute free copies of *National Conventioneer*, a catalog of roofing industry products and services.

Q-Panel Co. (838) will demonstrate the Q-U-V accelerated weathering tester. The tool tests the durability of materials exposed to outdoor conditions by reproducing years of weathering in a few weeks.

R & G Sloane (608) will feature 2-, 3- and 4-inch hub outlet PVC plastic roof drains, 6- and 8-inch spigot outlets, underdeck clamps, roof flashing and sump receivers with overflow capability. The products may be used with either single-ply or BUR systems.

RSI (1817)

Rain Master, Inc. (443) will display its 7-inch commercial gutter, roll formed in continuous lengths up to 40 feet. The gutter comes with or without flange and gravel stop and can be fabricated from any type of material.

Rawl Corp., Inc. (1115) will display an assortment of construction fasteners, masonry anchors and carbide-tipped drills for concrete, steel, wood, tectum and gypsum roof decks. Products to be featured include Rawldrives™, long toggle bolts, galvanized steel and polyethylene stress plates, and stainless steel sealing washers.

Reach Plastics, Ltd. (933, 935) will feature the corrosion-resistant Gripcon Masonry System for concrete roofs and perimeter and flashing attachments.

Reeves Roofing Equipment Co., Inc. (1421) will show the company's new RK-200 pumper and other reroofing equipment.

Reimann & Georger, Inc. (703, 705, 707, 709, 802, 804, 806, 808) will display its complete line of hoisting equipment for the roofing industry, featuring hydraulic systems for BUR and single-ply roofers, and platform hoists and accessories for shinglers.

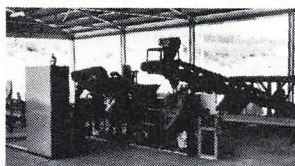
Republic Powdered Metals (425, 524) will exhibit white and black Geoflex PIB single-ply along with Alumanation and Hy-Build acrylic and elastomeric coatings.



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Resolite Division, H.H. Robertson Co. (128) will display fiber glass-reinforced plastic panels that may be used as a light-transmitting medium in sidewalls, skylights and monitors. Corrosion-resistant opaque panels will also be shown.

Reynolds Metals Co. (718) will exhibit its Aluminum Citation mansard panel, Aluminum Shadowcrest shingle shakes and Aluminum Classic shingle shakes.

Rhoflex Division, Teltex, Inc. (503, 505, 602,604) will feature the Rhoflex roofing system, a bi-modified bitumen system that contains the common modifiers SBS and APP. The system is also polyester-reinforced.

Rising & Nelson Slate Co. (2015) will show Vermont natural colored roofing slate.

Rmax, Inc. (1128, 1130) will exhibit its line of polyisocyanurate insulations for all types of BUR and single-ply applications.

Rohm and Haas (621) will feature roof coatings based on Rhoplex acrylic EC technology. The coatings are designed to maintain low-temperature flexibility and resistance to dirt and ultraviolet rays.

Roll Former Corp. (433) will display its double-lapping seamer and other metal-forming roof equipment. Standard or customized models are available from the company.

Ronci Industrial Fastener (312, 314) will display fasteners for all roof decks and insulations. The exhibit will feature the maxi 6-inch threaded toggle in lengths to 12 inches. The fasteners are available in stainless steel and corrosion-resistant coatings.

Roof Insulation Committee/Thermal Insulation Manufacturers Association (1743) will provide information on rigid polyurethane and polyisocyanurate roof insulation products.

Roof Systems, Inc. (2031)

Roofblok, Ltd. (1432, 1434) will present the Roofblok ballast system, a non-combustable interlocking concrete block system that provides wind-uplift resistance with a uniform weight of 11 1/2 pounds per square foot.

Roofing Products International, Inc. (937, 939)

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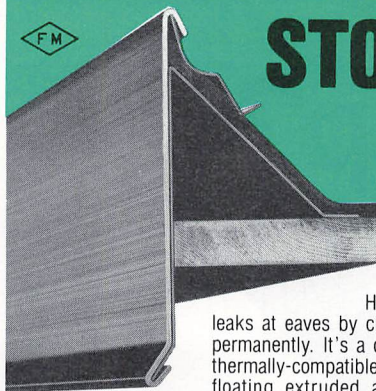
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Roofmaster Products, Inc. (1301) will exhibit selected spray systems, on-deck transport and tools for the roofing industry.

Rubber & Plastics Compound Co., Inc. (2023, 2025) will exhibit its Nervaply roofing systems, which carry the Underwriters Laboratories Class A rating and the Factory Mutual Class 1, I-90 rating. The company will also show Nervaply expansion joints.

San Joaquin Refining Co., Inc. (1910) will display Type III and IV air-blown roofing asphalt. The products are available packaged and in bulk.

Sarnafil, Inc. (921) will show its Sarnafil® fiber glass- or polyester-reinforced PVC roofing and waterproofing membranes. The membranes may be loose-laid, fully adhered or mechanically fastened in single-ply applications.

Seal-Dry, Inc. (711, 713, 715, 717) will show reinforced, reflective, white single-ply roofing systems. The systems feature pre-fabricated sheets and are mechanically attached.

Seaman Corp., Building Systems Division (203, 302) will exhibit Fibertite® single-ply, a mechanically fastened system manufactured with Dacron® polyester reinforcement fabric and EIP coating. The membrane is available in 10-, 15- and 20-foot prefabricated-roll widths.

Senco Products, Inc. (325, 424)

Shake Co. of California (516) will display Cal-Shake, a completely fireproof, lightweight cementitious shake that offers the amenities of cedar wood shakes without the fire dangers.

Sibo, Inc. (1140) will feature its tapered fiber glass roof insulation system, including perimeter slopes and crickets. The system, which is shipped with engineering drawings, is factory pre-cut and packaged by area.

Single-Ply Institute of America, Inc. (1933) will exhibit mechanical attachments for single-ply roof systems. Other roofing-related inventions will also be displayed.

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New LITE-TOP is a single-ply Hypalon®* sheet roof membrane that gives you the best of both worlds . . . the best of both plastic *and* rubber.

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LITE-TOP is especially resistant to contaminants, and is reinforced with a tough polyester scrim for added strength and stability.

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Siplast, Inc. (1021) will show its entire line of modified bitumen roofing systems, featuring Paradiene 20/30 FR and Paradiene 40 FR. Trafbloc, a protective surface for traffic areas, will also be shown.

Smith Hoist Manufacturing Co., Inc. (1929, 1931, 2028, 2030) will exhibit the Golden Boy 500 HY hoist, which features a heavy-duty hydraulic system.

Soprema Roofing and Waterproofing (1239, 1241, 1338, 1340)

Southeastern Metals Manufacturing Co., Inc. (633)

Sprak Water Blasting Equipment (333) will exhibit high-pressure water blasters with 500 to 15,000 p.s.i. The blasters are available in gas, diesel and electric models. Sand and chemical injectors will also be featured.

L.D. Sterns Corp. (122) will display cold process roofing marketed under the trade names Cold-Flow, Siliconed Rubberseal, Tarshield and Seal-Dek. The Cyclone insulation dryer roof vent will also be exhibited.

J.P. Stevens & Co., Inc., Roofing Systems (1503) will exhibit Hi-Tuff® single-ply membrane roofing, a mechanically attached system with hot-air-welded seams, fully encapsulated polyester scrim reinforcement and a white reflective surface.

Supradur Manufacturing Corp. (1812, 1814) will show fireproof mineral-fiber siding and roofing products. Supra-Slate roofing will be featured.

Syn-Kote Corp. (407)

Synergy Methods, Inc. (435, 437) will exhibit its non-penetrating single-ply roofing system available in black or white.

Tamko Asphalt Products, Inc. (1003) will feature its line of residential and commercial products, including Awaplan, a modified bitumen system. Fiber glass and organic BUR systems will also be shown.

Tech Specialties Division, Specialty Products (1719, 1721, 1723) will feature ABS and PVC roof, balcony, uniflex and scupper drains along with one-way and two-way breather vents and commercial flashings. All products may be used with BUR, single-ply or modified bitumen systems.

Technicote Corp. (103, 202) will display Technigum, a modified bitumen, and Technituff, a polyester membrane. Tar and asphalt resaturants, aluminum coatings and emulsions will also be featured.

Temple-Eastex, Inc. (207, 209) will exhibit Temprow, a lightweight insulation made of a polyisocyanurate foam core bonded between two face sheets.

Tennant Co. (142)

Tesco Truck and Equipment Service (614, 616, 618) will feature the Roofer's Special, a combination hi-lift and dump truck. Hydraulic outriggers with 10-ton capacity will also be shown.

Thermal Systems, Inc. (641, 643), manufacturers of polyisocyanurate/urethane boardstock, will display tapered polyisocyanurate, composite, standard and nail-base insulation.

Thermo Materials, Inc. (1836) will exhibit liquid-applied elastomeric membranes that use modified asphalt reinforced with Du Pont's Sontara and Reemay. The systems use two types of barrier coatings to resist ultraviolet rays.

3 E Corp. (706) will show self-adhesive, single-ply waterproof roof membranes and liquid-applied rubber roofs, both polyurethane and plastic.

Tietex Corp. (2035) will feature polyester stitchbonded fabrics to be used for cold-process roofing, puncture relief, slip sheets and modified bitumens. Fabric weights range from 3 to 10 ounces per square yard.

Tramex Electronics, Inc. (1912, 1913) will demonstrate two of its moisture-tracing tools. The Dec-Scanner is an electronic roof moisture detector for non-destructive water tracing in BUR and single-ply systems. The Leak-Seeker is also an electronic detector that traces roof leaks.

Tremco (617, 619) will display its Therm 100 and Therm 200 BUR systems. The Burmastic and Tremply ballasted and adhered systems will also be featured.

Trion, Inc., Special Metals Division (331) will feature its snap-on copings, snap-on gravel stops, flow-through gravel stops, 40-foot roof panels and 90 other architectural metal products.

MacLean-Fogg adds Deck-Gard screw coating

MacLean-Fogg has announced the availability of Deck-Gard™ coating on its Roof-Tite™ screws. The coating helps resist corrosion and maintains the holding strength of the screw.

The Deck-Gard coating has undergone independent testing by both Kesternecht and salt-fog methods. In Kesternecht testing (DIN 50-018), the coated screws showed 3 percent white/red rust after 10 cycles, compared with 100 percent red rust after two cycles for non-coated screws. The results of the independent testing are available upon request.

The Roof-Tite roof fastening systems carry Factory Mutual approval.

See booth #836

INRI introduces Kemper-System to United States

International New Roofing Industries, Inc. (INRI) will introduce the Kemper-System for roofing and waterproofing. The system has been used in Western Europe for 15 years and is now being imported to the United States.

The Kemper-System consists of a thermoset, liquid-applied material, called Kemperol, and a needle-punched polyester fleece scrim. The substrate is coated with Kemperol; the scrim is then laid in the liquid and coated with another Kemperol layer. The scrim acts as a control agent for thickness, elongation and tensile strength, and works with the Kemperol to form a single-ply membrane 98 mils thick.

To maintain its elasticity, Kemperol contains no volatile plasticizers. The Kemper-System also features a high vapor permeability factor. This allows wet insulation to become functional again in renovations.

See booth #737

Tri-Ply, Inc. (1738, 1740) will exhibit Tri-Ply, a single-ply APP modified bitumen system reinforced with 170-gram polyester.

Tropical Industrial Coatings, Inc. (1534) will feature Tropiseal modified bitumen single-ply membranes reinforced with spunbond polyester. Tropical's line of liquid-applied coatings and maintenance products will also be displayed.

Troup Industries (1035, 1037)

Tru-Fast Corp. (223) will display its stainless steel and coated fasteners for roofing systems applied to wood, metal and concrete decking. A stand-up fastening tool and fastener pull-out tester will also be shown.

Trumbull Asphalt (523, 525) will exhibit its BUR asphalt products and provide information on the role of EVT in the long-term life of a BUR system.

UC Industries (2027, 2029) will feature Foamular® extruded polystyrene insulation. Foamular 150 and 250 are designed for single-ply systems; Foamular 404 is used in protected membrane applications.

UCAN (1918)

UIP Engineered Products Corp. (1833) will present custom-designed-and-built turnkey plants, including production line, mixing tanks, heating systems, raw material handling and packaging equipment for producing prefabricated modified asphalt membranes.

Underwriters Laboratories, Inc. (1742) is an independent, not-for-profit organization that tests equipment, assemblies and systems for safety.

Uniroof, Ltd. (411, 413) will show its fiber-backed flexible Hypalon roofing membrane. The product is available in 25-meter lengths with overlap for hot-air seam welding. The membrane is suitable for fully bonded or loose-laid applications.

United Construction Products, Inc. (815, 817) will display its Hot-Shot roofing torch line for heat-fused roofing. Three Dragin Wagon Torch Machine models for 1985 will be featured.

Upjohn Co., CPR Division (1613) will exhibit polyurethane insulation systems.

U.S. Intec, Inc. (1706, 1707, 1808, 1809) will feature Brai modified bitumen roofing and waterproofing membranes along with associated products. The membranes are suitable for new and reroofing applications,

and carry Underwriters Laboratories and Factory Mutual approvals.

Vacuum Engineering Corp. (623, 625, 722, 724) will demonstrate a portable wet/dry vacuum for industry use. The vacuum may be used to remove hazardous products as well as other materials.

Vermont Structural Slate Co., Inc. (304) will display color samples and roof lay-ups of Vermont roofing slates. Heathermoor, a new grey slate, will be featured.

Vincent Metals (609, 611) will exhibit Colorklad, a prepainted, hot-dipped galvanized metal for fascia, mansard, copings, gravel stops and metal roofing. The product carries a 20-year warranty against fading and chalking.

Vulcraft Division, Nucor Corp. (1639, 1641) will feature its standing seam roof system for use in new construction and retrofit.

W-W Sales (768)

Wasco Products, Inc. (1708, 1710) will show its line of architectural, commercial and residential skylights. Smoke and heat vents will also be exhibited.

Wat Pro, Inc. (1712, 1714)

Wausau Tile, Inc. (622, 624) will feature Terra-System One concrete slabs for roof ballast paving. The slabs are available in a variety of sizes, colors, surface textures, custom colors and aggregate surfaces.

WeatherGard Roofing Systems (417, 419)

Brian R. White Co., Inc. (429, 431, 528, 530) will offer a continuous demonstration of Leister hot-air welding equipment, both hand-held and automatic. A new reverse overlap nozzle for welding along the parapet will be featured.

Wilson Distributing Co., Inc. (620) will exhibit its polyester BUR system. Smooth and soft polyester, base coatings and reflective white or aluminum coatings will be on display.

Win-Tec, Inc. (1541) will exhibit its complete line of isocyanurate insulation materials.

Wrisco (206)

York Manufacturing, Inc. (1731) will display its line of copper-laminated flashings, Wascoseal PVC waterproofing membrane and Superflash roof accessories.



Hot-Shot,TM the use-tested torching system For successful heat-fused roofing

Now, get proper flame control and positive flame shutoff in a line of roofing torches that have been extensively use-tested by one of the nation's largest roofing contractors.

If you apply torched-on modified or straight bituminous roofing systems, you can't afford to work without Hot-Shot torching systems. A full line of general-purpose and specialty torches and equipment all **designed specifically for roofing jobs.**

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Hot-Shot systems feature the torch, used in Europe since the 1950's for

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There are single and double head hand held torch designs with a range of extension tube lengths in a variety of complete kit packages. **And, for real speed in application, the powerful, five-torch-power, Dragin WagonTM shown above** (patent pending) which combines torches and roofing layer in one unit. All controls at the handle, with positive control of both flame intensity and the distance of the torch heads from the roll surface.

There is a full line of individual components, parts, and accessories, too, all in stock for immediate shipment.

So, don't waste another day using equipment adapted from some other purpose. Start working right with job proven Hot-shot torching systems.

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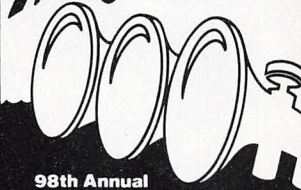
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Quite frequently, Warren Edwards receives the highest compliment in all of business: repeat customers. "They just keep coming back for more of the same," explains Warren. And "the same" includes two important components.

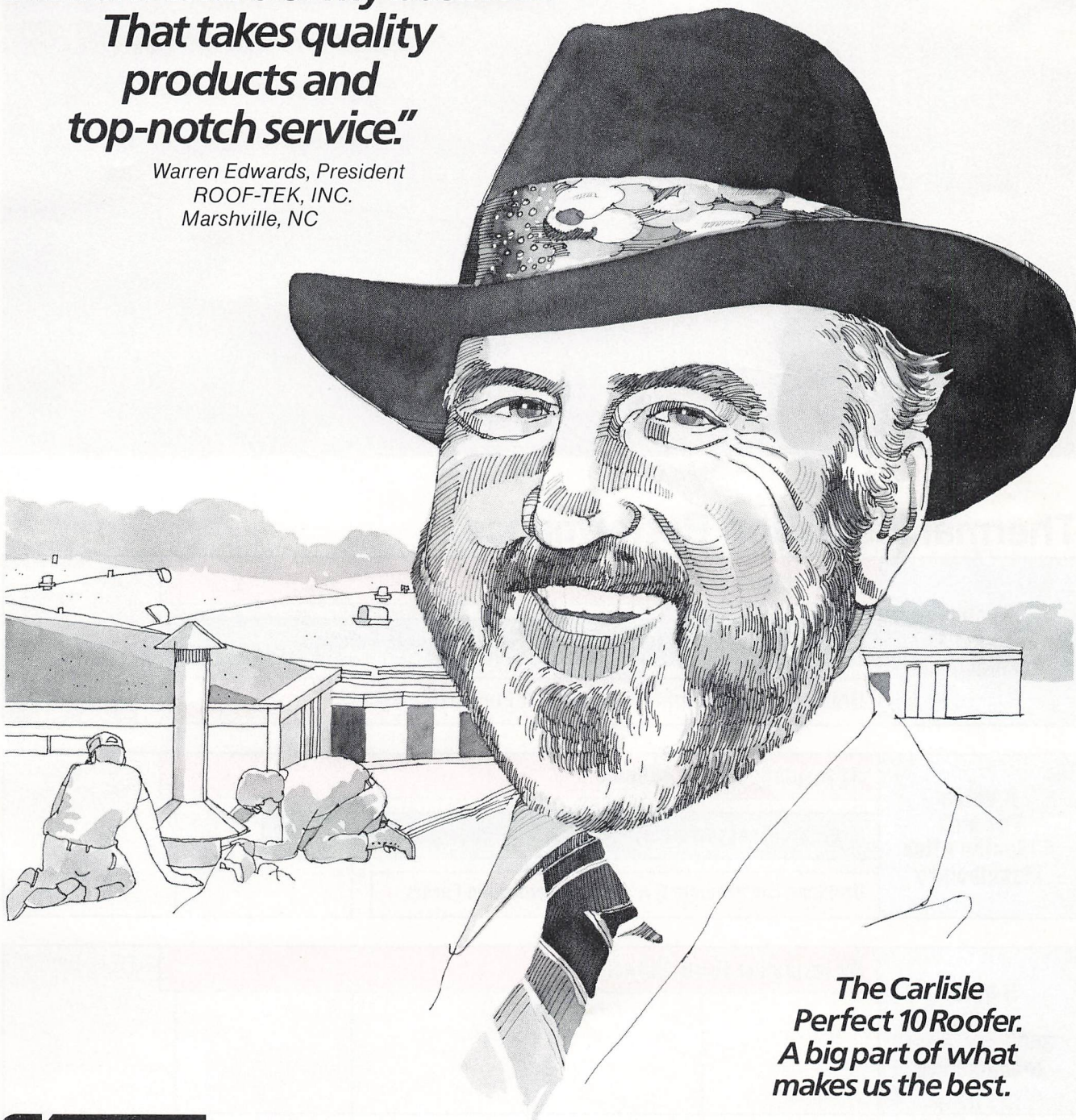
First, top-notch service. Warren sees teamwork as the key. "All our people—in the office and out in the field—share a common attitude. They really care and try hard at their jobs," says Warren.

***"Repeat customers are
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That takes quality
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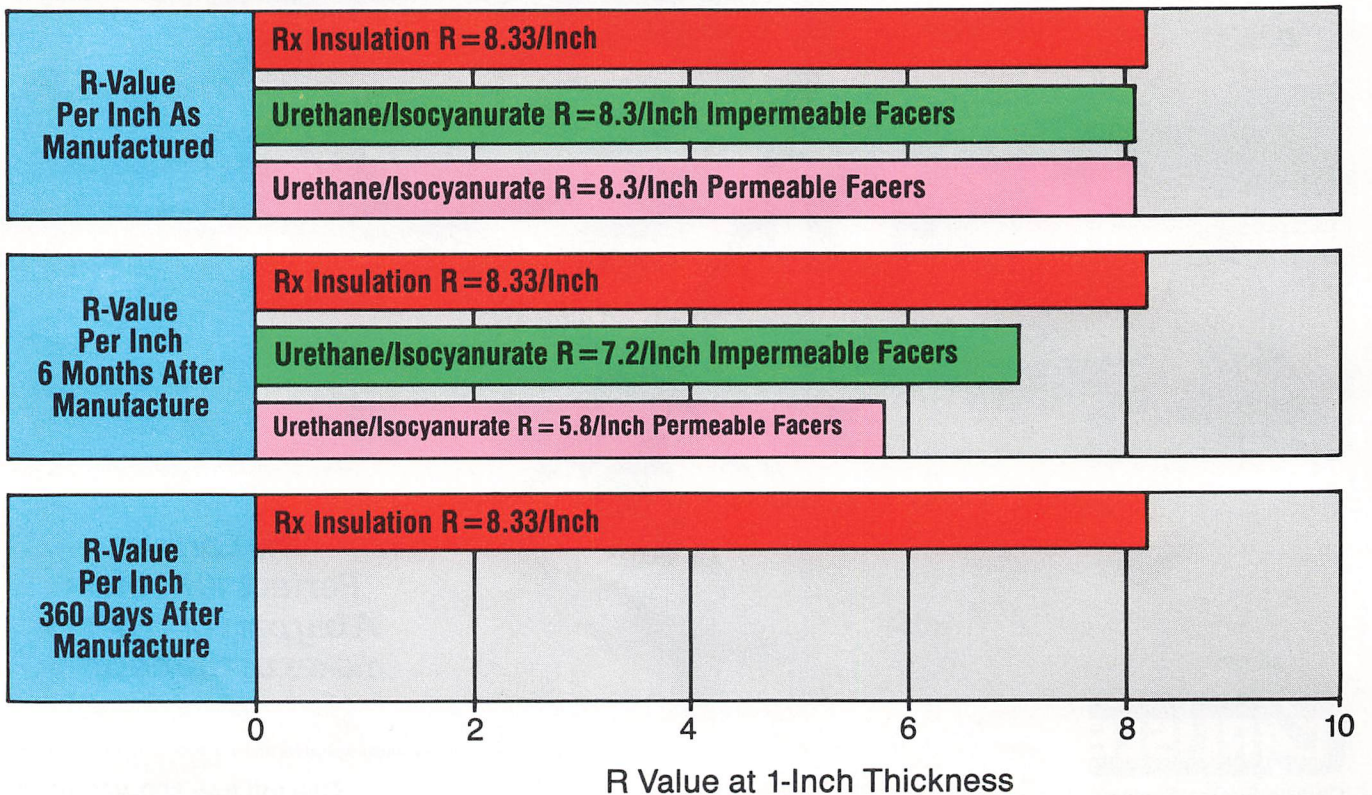
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Thermal Insulation Performance



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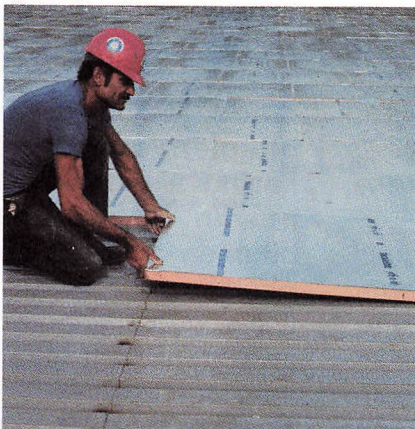
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Koppers Rx Roof Insulation is available with asphalt emulsion-coated fiber glass facers on both sides for built-up and all attached roofing systems; and with an aluminum foil facer (top) and asphalt emulsion coated fiber glass (bottom) for loose-laid ballasted single-ply roofing systems.

Rx Insulation has low flame spread and low smoke development ratings as determined in ASTM test method E-84.

To find out more about this outstanding product, send the coupon or write Koppers Company, Inc., Dept. 3C-1, 1901 Koppers Building, Pittsburgh, PA 15219.

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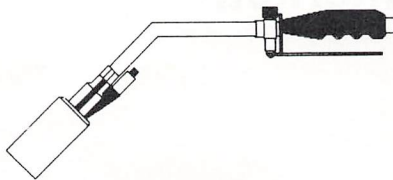
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modi-systems

accessories for modified bitumen

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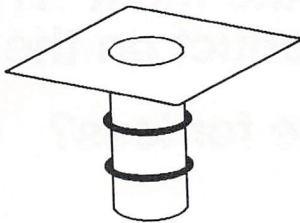


magnum

The **magnum** torch is the first torch engineered for fast, efficient heat fusing of modified bitumen membranes. It has been used longer than any other torch manufactured for this purpose (over 15 years).

A lightweight, quality torch with some unique features of benefit to all roofers.

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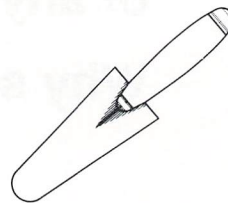
modidrain

The **modidrain** is a new concept in flat roof drainage.

Material and characteristics make it a safe and functional element for any application from new roofing construction to reroofing and roof maintenance.

The modidrain unit is one piece flange/spigot and the ribbed flange face ensures positive adhesion to the waterproofing membrane.

It is economical, easy to install and the installation costs are very low.



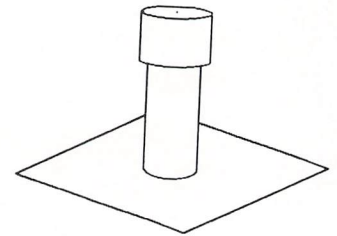
moditrowel

The **moditrowel** is the proper tool for troweling the seams of modified bitumen.

It is the number one trowel for modified bitumen in the world today because of its flexibility, lightness, and strength.

It has a round point, so that the compound moves easily and evenly.

moditrowel outlasts all others because of its single unit construction (the handle is not welded to the blade).



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The **modivent** allows the evaporation of moisture in new and existing built-up roofing systems.

It has been especially made for modified bitumen and BUR, having a perfect adhesion to modified bitumen and hot asphalt.

It keeps insulation dry and does not allow the moisture to decrease the thermal efficiency of the roof insulation.

It is resistant to UV rays and weather.

modi-systems
accessories for modified bitumen

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To better plan its future operations, NRCA conducted a member and non-member survey in 1984.

The roofing contractors' survey responses allowed the Association to:

- examine the extent of member participation in Association activities as well as how much they perceived their participation to be;
- assess the general attitudes of NRCA members toward the Association;
- evaluate members' perceptions of NRCA's current programs and services;
- obtain members' opinions on major roofing industry issues;
- learn how Association programs and services might serve members' needs; and
- analyze non-member characteristics.

NRCA learned from the survey that, generally, the industry perceives the Association as highly effective. Over two-thirds of its members rated the Association as "very effective" or "effective" in addressing the practical needs and challenges members face. In addition, 91.9 percent believe that NRCA provides "a great deal" or "a fair amount" of guidance and leadership for the roofing industry.

Many NRCA members participate in Association activities. This is a key indicator of NRCA's organizational strengths. Overall, 11.4 percent of the member respondents have served on an NRCA board or committee. In addition, 25.8 percent indicated a greater sense of involvement in the past three years. NRCA members, on the average, attend one-third of the Association's annual conventions; 22.5 percent attended all three of the most recent Conventions.

The survey also indicates that NRCA communicates well with its members. Almost half the members reported receiving at least one contact (written, telephone or personal) from NRCA staff in the past year. In an average year, members have 2.5 staff contacts.

On a related point, 87.2 percent of the membership said NRCA keeps its members effectively informed. And, 94.7 percent regarded the staff as being "easily accessible."

An overwhelming number of NRCA members are familiar with the Association's core programs—*NRCA Roofing and Waterproofing Manual*, *Roofing Spec* and other publications; safety and health information programs; and the annual Convention and Exhibit. A majority of these members rate the programs as "very valuable."

According to the survey, NRCA's planning should be directed towards enhancing its already strong program structure. Survey responses suggest that the Association could strengthen its effectiveness and be more responsive by developing new programs and services to forecast industry changes and trends.

The non-member segment of the survey, on the other hand, indicates that if NRCA wants to pursue its non-member market, the Association will need to expand its programs to reach a different segment of the industry.

For instance, the survey found that non-members do more residential work than members. Members' businesses average 6.5 percent residential, while non-members' businesses average 18.85 percent. In addition, non-member firms are generally smaller; 78.5 percent of them have annual sales of less than \$2.5 million and only 9 percent make more than that. In contrast, 33.5 percent of NRCA's members are above the \$2.5 million mark.

NRCA due for a checkup

Improving the industry's public image and providing educational programs should be the selling points in recruiting new members.

Nearly half of the non-members interviewed had limited or little interest in the general subject of trade associations. However, they were members in trade and general business associations, indicating that they do recognize the value of trade association participation.

According to survey results, non-members believe that two core benefits—improving the industry's public image and providing educational programs—should become selling points for NRCA if the Association wants to expand its membership. However, non-members also feel that such benefits could be best provided on the local or regional level.

Consequently, NRCA should work to establish in the minds of non-members that delivering such benefits is a legitimate and effective role for a national organization, the survey indicates. In addition, NRCA must continue to build effective affiliate relationships.

Many non-members are familiar with NRCA and regard it as an effective trade association. If NRCA wants to gain new members, according to the data collected, it should pursue a selective marketing program that focuses on larger firms that primarily serve commercial markets.

The survey was conducted by telephone interviews. During late September and early October 1984, a random sample of 201 members and 144 non-members was interviewed. The telephone data were collected by professional interviewers in the Telephone Research Center of Westat, Inc., Rockville, Md. All questionnaires were treated confidentially and the responses were used only for statistical analysis.

The overall telephone survey response rate was 86.1 percent for members and 52.2 percent for non-members. The member response rate indicates an extremely high cooperation level.

It should be noted that while members needed, on an average, about 16 minutes to complete the telephone questionnaire, it took 12 minutes to administer the questionnaire to non-members.

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In addition, Derbigum's built-in adhesive layer ensures easy, torch-on application, high-strength bonding and a smooth, finished surface.

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With all this going for it, it's small wonder that Derbigum is one of the world's best-proven, single-ply roofs. With over 1.6 billion square feet installed since 1967. On roofs all over

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Since it was first introduced in the

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Owens-Corning knows that Derbigum roof systems are called upon to endure torturing extremes. Driving winds, ice, snow and roof temperature variations of over 100 degrees in a single day can be expected on a commercial roof.

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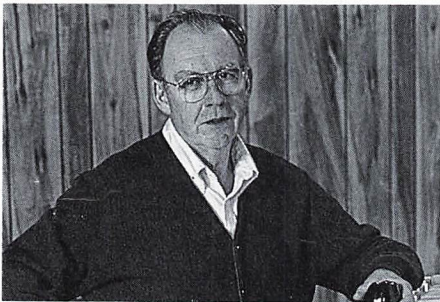
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A menu of roofing options was presented to seven Elias Bros., Big Boy restaurants in Milford, Mich. Their contractor, Dana Roofing, Inc., wanted to give them all the information available without biasing their decision. The roofing the restaurants finally chose for their new and reroofing projects was Tri-Ply, Inc.'s TP-4 modified bitumen.

What sold the Big Boys on Tri-Ply was the integrity of the product. TP-4 is backed by a 12-year warranty, Larry Monacelli of Dana Roofing said. Besides its 12-year guarantee, the Big Boys were pleased with TP-4's price and the fact that many of Dana's roofers had attended Tri-Ply training seminars and were qualified, experienced modified bitumen applicators.

TP-4 is manufactured from quality, non-blown, straight, asphaltic bitumen and qualified APP resins. This formulation gives the membrane heat resistance, and low temperature and application flexibility. The homogeneous bitumen compound is 30 percent resins and 70 percent asphalt.

The finished membrane is impervious to ultraviolet rays and cracking. TP-4 is reinforced with Trevira non-woven polyester fabric.

The Big Boy reroofing project was recently completed, just ahead of the inevitable rough Midwestern winter. The existing roof was a conventional BUR with gravel ballast. Dana removed the gravel and mechanically attached a 1/2-inch rigid insulation board with a 28-pound fiber glass base sheet to the metal deck. TP-4 was then applied over the base sheet and an aluminum coating was added to reflect ultraviolet rays.

continued on page 92

**Big Boy
chooses
Tri-Ply
from menu
of options**



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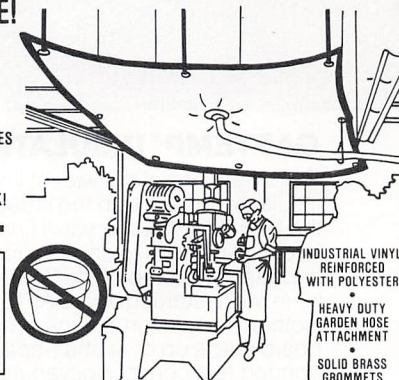
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At last a product has been developed to make those untimely leaks a little less frustrating.

Our Water Diverter protects those valuable areas and equipment from roof leaks until a more permanent solution can be accompanied.

It is our opinion that every building that has a fire extinguisher in case of a fire, or a first aid kit in case of an injury, should have at least one Water Diverter in case of a disastrous roof leak.



It is better to have one and not need it, than - to need it and not have it.

Water Pails in the middle of the floor are not considered Fire Protection.

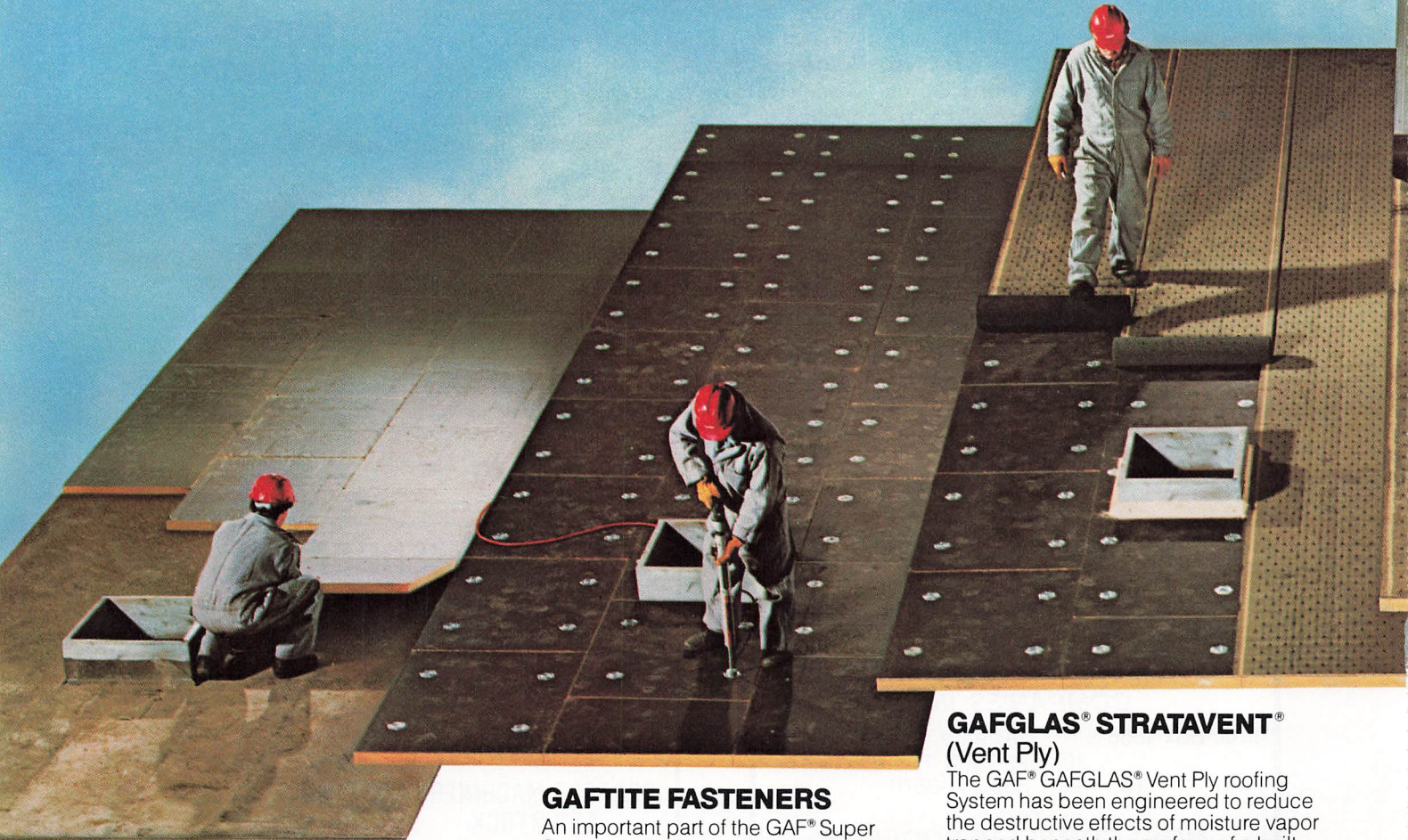
Keep the buckets out of sight - liability claims are there already.

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GAF TITE FASTENERS

An important part of the GAF® Super System roofing is the GAF TITE Roof Insulation Fastening System. It's the time-saving, and the money-saving, way to lock insulation down to stay. No more bitumen or other adhesives. No more hot mopping. No more nailing. 50% less labor. Quick and easy installation with half as many fasteners as most traditional nailing methods. Fewer problems during installation and after, with positive protection against wind uplift, vibration, and construction movement. Factory-Mutual Approved Systems.

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The GAF® GAFGLAS® Vent Ply roofing System has been engineered to reduce the destructive effects of moisture vapor trapped beneath the surface of a built-up roof. Granules on the underside of Stratavent Base Sheet provide venting for any trapped moisture vapor. Moisture won't rot, shrink, or expand it. It's easy to apply and can be specified for any type of roof deck. Since it's rolled out dry, it yields significant savings in asphalt and labor. Carries the U.L. Type G 2 BUR label.



A SUPER ROOF

The Super System provides many ways to finish off a roof — with GAFGLAS® Mineral Surfaced Cap Sheet, GAF® Granules, GAF® Asbestos-Free Fibered Aluminum coating, GAF® Asbestos-Free Weather-Coat Emulsion, or GAF® Special Roofing Bitumen or Roofing Asphalt and aggregate. Whichever way you choose, you'll have a Super Roof that solves problems, and not just a cover-up.

GAFGLAS® FLASHING & VENT STACKS

The best roofs deserve the best flashing — GAFGLAS® Flashing. The specially formulated long fiber glass mat and heavy asphalt coating give maximum protection from the elements and insure long lasting strength and durability. It's easy to install using GAF® Asbestos-Free Jetblack™ Flashtite Cement, the asphalt plastic cement that's unequalled for longlasting adhesion. And for maximum moisture protection, you'll want to install GAF® Vent Stacks that let warm air and vapor from the sun-heated roof out, and keep cool outside air from coming in.

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GAFGLAS® PLY 4 glass ply roofing sheet is the *superior* membrane for all built-up roofs in all climatic zones. You'll like the ease of application. It's light in weight and rolls out fast, so your labor costs will be lower. It has high tensile strength, great dimensional stability, and resists blistering, fishmouthing and rot. Interply adhesion is excellent. GAFGLAS® PLY 4 roofing sheet meets Fed. Spec, SS-R-620B Type III requirements, and exceeds ASTM D2178 Type IV. It carries the U.L. Type G 1 BUR label.

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OF THE WAY

Membrane tackles Texas weather

Thermal shock, ponding water and pollution are common roofing hazards in Houston, a rapidly expanding and highly industrialized city. One CPE single-ply roofing membrane being put to the test by these harsh conditions is Alkor®. The roofing was installed last year on five area schools.

According to the membrane's manufacturer, the Alkor Division of American Solvay, and the school project's roofing contractor, Ewing Tex Co., these conditions have not deteriorated the material.

Thermal shock is prevalent in the Houston area year-round, making it a major consideration. Unlike the North, where temperatures vary only about 30F between winter daylight hours and night, Houston's daytime temperatures can be in the 70s and drop to freezing at night—a 40-degree difference. During the summer months, 50- to 65-degree temperature differences between night and day have occurred. These severe conditions can rip a normal roof apart.

The BUR roof, consisting of foam board topped with 4 to 6 inches of light concrete and gravel, was left intact. Only the gravel was removed, Stiegel said. The unballasted retrofit roof was adhered directly to the old roof, instead of mechanically fastened, to save costs. Because the roof was basically flat and high winds weren't a problem in the Houston area, a mechanical fastener was unnecessary, Stiegel added.

Spring Branch's new roof consists of a layer of asphalt, insulation, a second layer of hot asphalt and then the Alkor membrane. The asphalt acts like a glue, with the Alkor membrane adhering to it. The combination of CPE and asphalt also creates a watertight seal and is an economical roofing method, Stiegel said.

According to Bill Ewing of the Ewing Tex Co., the membrane is easy to install and seam. Because the CPE in this membrane is compatible with most built-up roofing materials—including coal tar and asphalt—tie-ins are simple to make. This eliminates the need for a special tie-in material, saving both time and money.



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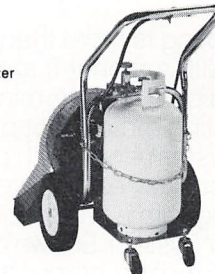
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The hexagon shape, which occurs in nature's structures, provides strength and economy of space.

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A lawyer looks at AGC 600

By Hendrick, Spanos &
Phillips

The Associated General Contractors of America (AGC) recently published a revised edition of its recommended standard subcontract form. The previous edition of the AGC's subcontract form (April 1980) contained numerous provisions that were unfavorable from the subcontractor's standpoint.

The AGC has continued this tradition in the August 1984 edition of its subcontract form. In lieu of using the AGC 600 Form, the roofing contractor should consider substituting a more equitable "American Institute of Architects Document A 401, Standard Form Agreement Between Contractor and Subcontractor," promulgated by the AIA. If this is not possible, the subcontractor should modify the AGC document to neutralize the language.

The subcontractor should be aware of the following provisions.

Scheduling

Article 3, "Schedule of Work," deals with time of performance and scheduling. In most construction contracts, the overall performance duration and completion times are stated to be "of the essence." However, Article 3.1 extends a time-is-of-the-essence clause to apply to the schedule of work as well, and not just to the time of completion. This would appear to firmly bind the subcontractor to all interim durations and milestones on the detailed schedule. This could be a problem because in practice (as well as in the proposed procedure of Section 3.1) the contractor does not even prepare the schedule of work until after the subcontract has been executed. It would be unwise to commit to this. By agreeing to this provision, the subcontractor would be committing himself to an unknown schedule of work that would be entirely within the general contractor's control.

Withholding

Section 5.1.6, "Subcontractor Payment Failure," provides the general contractor with certain withholding rights if the contractor has "reason to believe" that the subcontractor is not paying for the material or labor he is using. The general contractor may exercise these rights upon written notice to the subcontractor.

Before exercising this right, the general contractor should at least be required to have "reasonable evidence" that the subcontractor is not meeting his obligations. And, as Section 5.1.6 stands now, payments

to the subcontractor could be withheld immediately upon the contractor's written notice, without any grace period in which to alleviate the problem.

Retainage

The subcontractor should try to ensure that the contractor does not withhold a greater percentage of retainer from him than the owner is withholding from the contractor. Otherwise, the contractor may generate a sizable fund of working capital composed of his subcontractors' money. This situation can naturally deter the general contractor from making a prompt final payment to the subcontractor, because the contractor will be required to pay out more in retainage fees to its subcontractors than he is entitled to receive from the owner for the subcontractors' work.

The new AGC Form 600 generally deals with the retainage issue favorably, if the subcontractor furnishes a payment and performance bond at the project's outset. However, the effect of section 5.2.2, "Retainage/Security," for a non-bonded subcontractor is not as favorable. Section 5.2.2 provides that if the subcontractor fails to furnish a bond upon the request of the general contractor, retainage will be fixed at a certain amount, presumably determined by the general contractor.

Section 8.1 requires that the subcontractor be bound to the contractor to the same extent that the contractor is bound to the owner for the performance of the subcontract work, regardless of whether the subcontractor furnished a payment bond, so the subcontractor's retainage should parallel the retainage the owner withheld from the general contractor. The retainage withheld from the subcontractor should be based on the same percentage as that which is being withheld from the general contractor, subject to a reduction. That same reduction should be granted the contractor.

Stored materials

Section 5.2.4 of AGC Form 600 appears to give the general contractor the option of paying or refusing to pay the subcontractor for stored materials, even though the contract documents specifically state that the contractor is to be paid for stored materials. If the contract documents allow the contractor to be reimbursed for materials delivered to suitable storage, the subcontractor should also automatically be entitled to reimbursement.

continued on page 99

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Timing of progress payments

Section 5.2.5 says that progress payments shall be made to the subcontractor "no later than seven (7) days after receipt by the contractor of payment from the owner for such subcontractor's work." When we compare this "timing of payment" provision with 1) corresponding provisions in the 1980 edition of the AGC Subcontract Form and 2) similar provisions in individual general contractors' subcontract forms, it is not clear whether this Section 5.2.5 should be construed as a "contingent payment clause" or not. Section 5.2.5 appears to make payment by the owner an outer limit on payment timing, while the typical contingent payment clause makes the contractor's payment to the subcontractor expressly contingent upon the contractor's receipt of payment from the owner.

Right to stop work for non-payment

Section 5.2.6, "Payment Delay," gives the subcontractor the right to stop work if he is

not paid within seven days after a progress payments due date, upon giving an additional seven days' written notice to the contractor. Section 5.2.6 gives the subcontractor the additional right to terminate the subcontract when work has been stopped for 30 days because of non-payment, upon an additional seven days' written notice.

There are two basic concerns here. The first is: when is the progress payment's due date that in turn starts the first seven-day period at the end of which the subcontractor could stop work? As the AGC Form is currently drafted, Section 5.2.5 says that progress payments will be due "no later than seven (7) days after receipt by the contractor of payment from the owner for such subcontractor's work." If there is a dispute between the contractor and owner, causing the owner to not pay the contractor, there is some question as to when the subcontractor's progress payment is due, and when the seven-day period begins running.

Payment by the owner appears to be an outer limit on payment timing.



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The subcontractors receipt of final payment constitutes a waiver of all claims relating to his work.

Thus, the right to stop work clearly depends on the resolution of the issue of progress payment due dates. If through no fault of his own the subcontractor is not paid, the subcontractor should be entitled to a progress payment on demand.

Suspension costs are another problem area in Section 5.2.6. There is some question about the suspension payments to which the subcontractor is entitled if work is stopped for non-payment and later restarted, or about termination payments if work is not resumed. Section 5.2.6 limits the subcontract sum adjustments to that amount "obtained by the contractor under the contract documents."

Final payment

Sections 5.3.3 and 5.3.4 of the AGC Subcontract Form deal with the final payment timing. It is clear that final payment is intended to be contingent on the contractor getting paid by the owner.

There are also certain concerns about the administrative requirements in Sections 5.3.2 and 5.3.4 as preconditions to

final payment. First, clause (a) of Section 5.3.2 requires the subcontractor to submit payment affidavits for raw materials, equipment and other indebtedness before receiving final payment. This would require the subcontractor to advance payments to all his lower tier subcontractors and suppliers before receiving final payment from the contractor.

Also, under Section 5.3.2 the subcontractor's receipt of final payment would constitute his waiver of all claims relating to his work.

There is an additional requirement stated in Section 5.3.3, making it a condition that the contractor receive some form of waiver from the owner of all claims related to the subcontractor's work before the contractor makes final payment.

Entitlement

Section 5.3.4 of the AGC Subcontract Form confirms that final payment to the subcontractor is contingent upon the owner's final payment to the contractor. Under

continued on page 103



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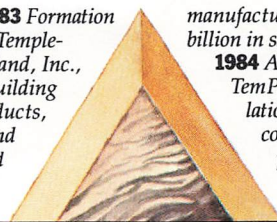
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Section 5.3.4, in the event that the contractor does not receive payment for any cause that is not the fault of the subcontractor, the subcontractor agrees that the contractor should start legal proceedings to pursue payment from the owner.

If, for example, the owner's non-payment is the fault of the contractor or another subcontractor, the owner may simply have no liability to pay the contractor at all. The subcontractor agreement to pursue his right to payment against the owner through the contractor may be worthless. On the face of the document, the subcontractor would simply not be entitled to final payment, given its contingent nature. There are a number of states whose courts will enforce this contingent payment language even when the problem is not the subcontractor's fault.

Interest on delinquent payments

The AGC, like the federal government and many state governments, is beginning to recognize a contractor's equitable right to receive interest on late payments. However, as with many other provisions of the

AGC Subcontract Form, Section 5.4 limits the subcontractor's right to receive interest on delinquent payments to that which the contractor is able to obtain on delinquent payments from the owner. Again, if payments are held up because of the contractor, it is highly unlikely that the contractor (and under existing Section 5.4, the subcontractor) will be entitled to receive any interest on payments otherwise due.

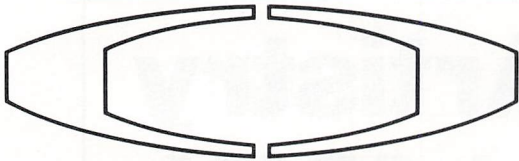
Claims procedures

Sections 6.2 and 6.3 relate specifically to subcontractor claims, whether they arise out of owner-related (Section 6.2) or contractor-related (Section 6.3) conduct. The concern with these two provisions is that they both impose unreasonably short notification requirements on the subcontractor as a condition of asserting a claim.

Damages for delay

Section 6.4 constitutes the AGC Subcontract "No Damage for Delay" clause. Under this clause, the contractor specifically excludes the subcontractor from any delay damages resulting from the conduct of any person "not a party to this Agreement."

The subcontractor's agreement to pursue his right to payment against the owner through the contractor may be worthless.



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A subcontractor's performance is generally measured against the "norm" of the "good and workmanlike" standard.

This would include any of the parties upstream in the contracting chain, that is, the owner or architect/engineer. The subcontractor's recovery of delay damages against the contractor arising out of any conduct of other subcontractors or suppliers would also be precluded. The subcontractor is clearly responsible to the contractor under this subcontract form and prevailing law for any delay or disruption to the project work caused by its lower tier subcontractors or suppliers. There is no reason the contractor should not bear corresponding responsibility.

Temporary services

At bidding time, it is customarily assumed that the general contractor will arrange to have all temporary services provided at no cost to the subcontractors, unless temporary services are clearly made the responsibility of a particular trade subcontractor by the bidding documents. Section 8.3 of the AGC Subcontract Form, however, reverses the normal assumption, saying that the subcontractor will provide all temporary services and facilities necessary to perform its work.

Layout responsibility and levels

Section 9.1 requires that "the actual final conditions and details shall result in perfect alignment of final surfaces." The process of construction rarely results in "perfect" results. Furthermore, this presents a performance-type specification that may not be attainable because of design deficiencies.

Workmanship

Section 9.2 states that the subcontractor's work will be performed "in strict accordance" with the contract documents. The language "in strict accordance" is generally interpreted by courts as comparable to "in perfect accordance with every detail." This is an unnecessary, impractical and dangerous departure from the "substantial accordance" normally applied to performance standards in construction contracts. And, a subcontractor's performance is generally measured against the "norm" of the "good and workmanlike" standard.

In the March issue: bonding requirements, warranties, termination, arbitration and more.

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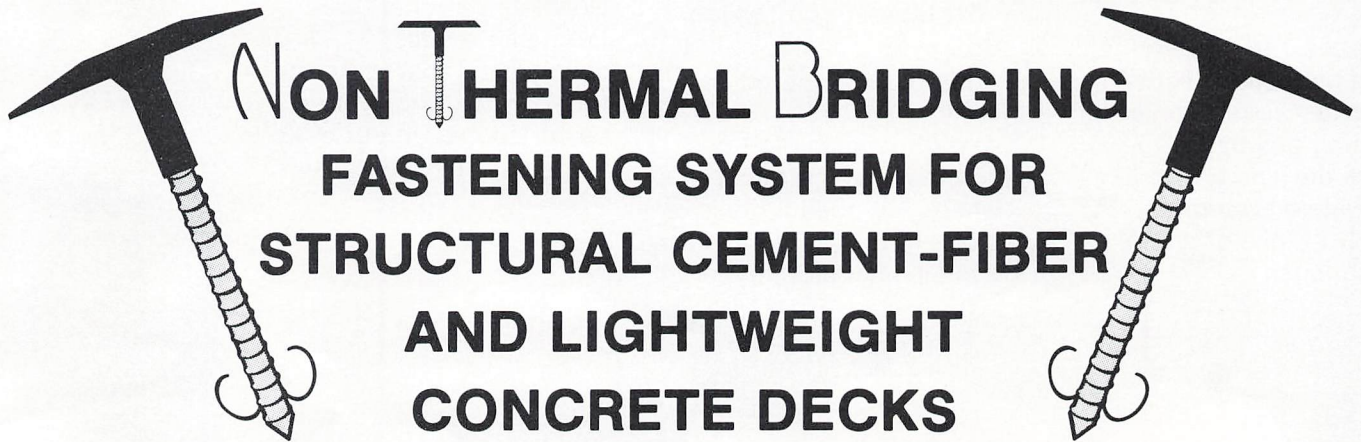
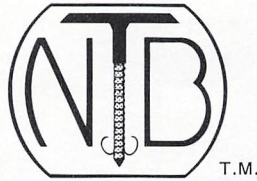
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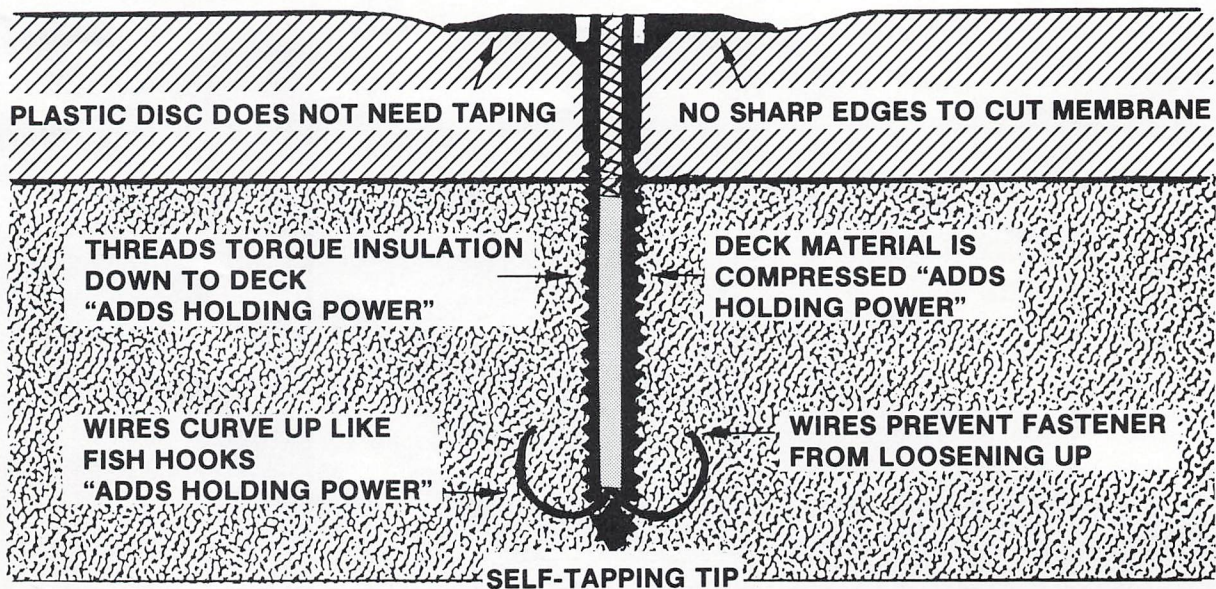
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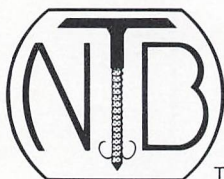
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Polyurethane liquid makes roof coating application easier

The Polymer Plastics Corp. has produced an easy-to-handle, one-component liquid polyurethane roof coating.

Polybrane 186 is sprayed or troweled on cold without mixing, speeding application. Because it is moisture-cured, however, it gives users as much time as needed for any job. It is long-lasting and tough, according to the company. The rubbery, seamless membrane self-bonds to urethane foam, new and old roofing, decking substrates and common roof obstructions.

The membrane requires almost no maintenance, the company claims. It remains waterproof even under severe ponding while allowing moisture to escape from within.

Polybrane 186's in-service temperature ranges from -40F to +180F. It is fire rated by Underwriters Laboratories. When the product is applied over foam urethane, its R-value increases. Polybrane 186 contains special pigments and absorbers to inhibit ultraviolet degradation.

Check #86 on Reader Service Card

Hilts announces two new products

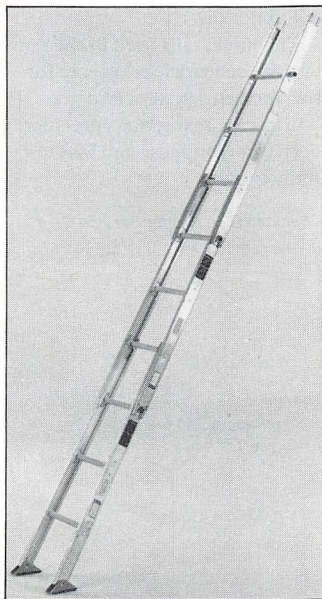
E. L. Hilts & Co. has introduced the Floodmaster water pump outfit. This new roof water pump moves 6600 gallons per hour (110 gallons per minute) and comes with a 2-inch by 10-foot reinforced intake hose with quick disconnects, a 2-inch by 30-foot lay-flat discharge hose with quick disconnects and a large screened sucker plate. A handy pump cart is optional for moving the 56-pound power unit around rooftops.

Besides its large output, the Floodmaster features a cast-iron impeller and housing assembly. This rugged unit is said to outlast flexible rubber impellers. Hilts is offering the pump at a special introductory price. Distributor inquiries are welcome.

Also new from Hilts is the aluminum estimator's ladder. Certified to meet the ANSI A 14.2 code for type-I industrial metal ladders, the sections are strong, yet light, weighing only 7 pounds per section. The 4-foot bottom section is equipped with safety feet. Each 4-foot middle section connects with 1 foot of overlap per section. This allows strong support throughout the system.

The ladder is small enough to fit into a car trunk or the back of a small truck, making it handy for roof inspection and repaint work.

Check #87 on Reader Service Card



Software locator service goes on-line

Searchmart Corp., a south Florida firm specializing in computer-readable databases, has announced its free-access Software Library.

This electronic software locator service allows anyone with a telephone and modem-equipped computer (set for 8 bits, 1 stop bit, no parity) to obtain descriptions, prices and other details of thousands of software products stored in the on-line Software Library's database. Updated facts on applications, operating systems, language compatibilities, memory and configuration requirements are provided for mainframes, minicomputers and microcomputers.

By offering this unique service, Searchmart hopes to eliminate the difficulty software buyers face trying to sift through the profusion of software products on today's market.

Searchmart, however, does not sell the products advertised in its database. The Library is maintained by software manufacturers and vendors. It offers the software vendor a unique and cost-effective marketing tool that can deliver timely advertising messages directly to end users.

The firm explains that contractors can gain access to the information by calling 305/84 LOGON.

Check #88 on Reader Service Card

Garland Co. introduces new membrane

Garla-Ply II is a light-colored, mineral-surfaced, 200-mil, SBS-modified roofing material. The membrane is torch-applied and polyester-reinforced.

The rubber modifier SBS enables the use of a soft asphalt that improves the membrane's flexibility, particularly at low temperatures.

Garla-Ply II is thicker than conventional roof membranes and affords greater puncture resistance. The light-colored mineral granules eliminate the need for gravel or reflective topcoats. Each roll has a special lap-seam edge that simplifies the welding process and makes special glues or adhesives in this area unnecessary.

Check #89 on Reader Service Card

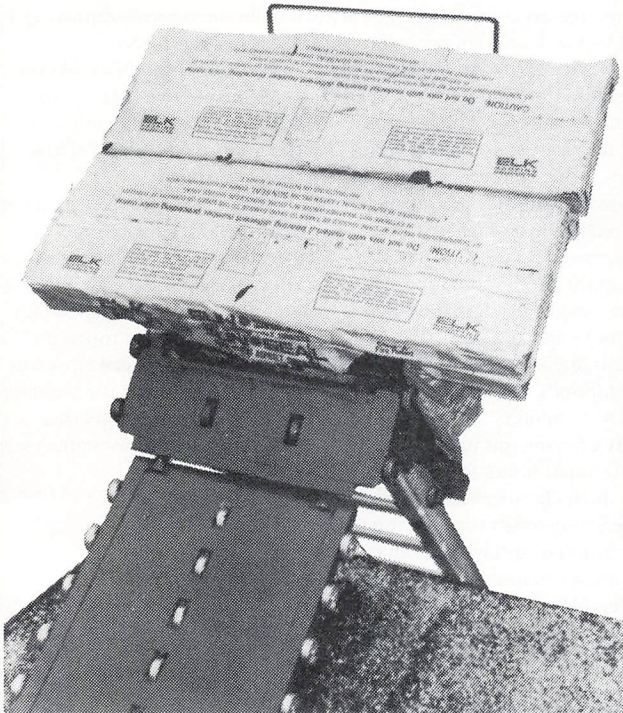
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NEW IDEAS

Goodyear brings new flashing system to market

A new pre-engineered flashing system for single-ply rubber roofing accelerates roof installation and eliminates up to 75 percent of the caulk and adhesive usually required for the job, Goodyear says.

Flashings ordinarily are labor-intensive and consume large quantities of sealing materials.

Goodyear's Versigard PE (pre-engineered) flashing concept centers on a weathertight compression seal formed between two metal rails. One rail is positioned on top of the other and the Versigard rubber roofing membrane is sandwiched between the rails.

The bottom rail fastens to the roof deck and the top rail secures to the bottom rail with 1-inch, EPDM rubber gasketed fasteners. No adhesives or caulks are required to finish the flashings. The compression seal forms as the fasteners are tightened.

Versigard flashings cost about 25 percent less to install than the conventional systems and can be applied at about 200 linear feet an hour on the average job.

The new system is intended primarily for use with Goodyear's mechanically fastened and fully adhered Versigard roofing systems and is included under the Versigard roofing system guarantee, backed by the Goodyear Tire & Rubber Co.

The metal rails used in the new design are made exclusively for the Versigard system under a worldwide marketing agreement between Goodyear and R&D Industries.

Check #90 on Reader Service Card

Contractor's reference book available

Roofing, Siding and Painting Contractor's Vest Pocket Reference Book, a new addition to a seven-book series, contains answers to on-the-job questions.

Compact enough to fit in a pocket, the book contains fingertip facts, charts, diagrams, tables, conversions and illustrations that make any job smoother and easier.

This pocket book provides a quick but complete overview of roofing and siding materials, their properties, weights and installation methods. It includes discussions on such siding materials as wood, aluminum siding, brick and stone facing, and painting materials. Information on the various types of paints and finishes is also included.

The book is published by Prentice Hall.

Check #91 on Reader Service Card

continued on page 112



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Survey Confirms that over 60% of Building Owners/Managers Consult Roofing Contractors for System Recommendation

This 60% percentage is almost twice as high as for the next group consulted. This high degree of confidence carries responsibility. U.S. Intec supports and backs your recommendation of BRAI.



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BRAI roofing is a single-ply APP modified bitumen membrane system. It is applied by heat welding to assure weathertight bonding on all surfaces—penetrations, flashings, and slopes up to and including vertical. Guaranteed not to leak, and backed by U.S. Intec with up to 12 years' leakproof warranty. BRAI is applied only by reliable, professional roofers who have earned the U.S. Intec "Certificate of Merit." BRAI roofing has been approved by the major laboratories of the industry.

Over 125 million square feet of BRAI, the APP modified bitumen roofing/waterproofing, have been applied throughout the U.S.A. during the first nine months of 1984.

BRAI roofing promotion reaches the building owners/managers, architects and building contractors in the trade magazines these specifiers rely on. BRAI roofing contractors are supported by training, samples, video cartridges, brochures, mailers and technical information.

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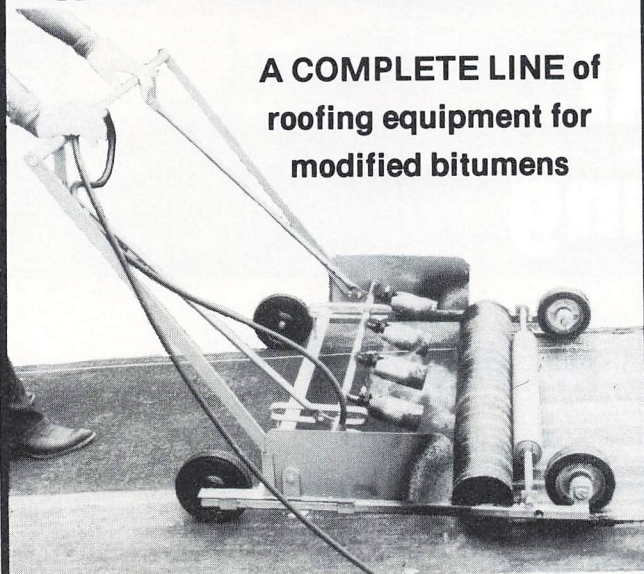
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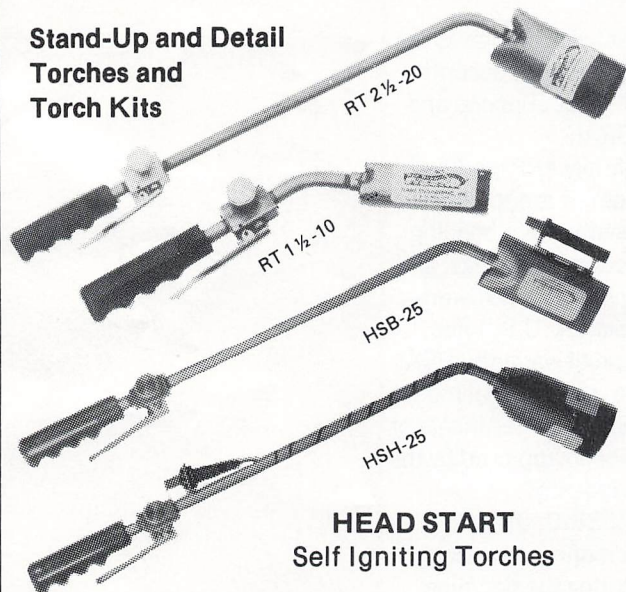
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Check #25 on Reader Service Card

NEW IDEAS

Rhoflex and Dow give single-source warranty

Dow Chemical Co. and Teltex, Inc. have agreed to promote the first single-source warranty for Dow Styrofoam™ roof insulation and Rhoflex, the solid-state, bi-modified bitumen roofing system.

A ten-year, full-system replacement warranty is now available from Teltex for Styrofoam and Rhoflex roofing systems installed by Rhoflex-approved applicators. To be covered by the warranty, the application must pass mandatory inspection by a Rhoflex technical expert.

Rhoflex is modified by both APP and SBS, giving it adhesion, flexibility and elasticity at high and low temperatures, the manufacturer claims.

Rhoflex is the only compatible flashing material currently specified by Dow Chemical for use with coal tar bitumen built-up IRMA systems.

For more details contact the Rhoflex Division of Teltex, Inc.

Check #92 on Reader Service Card

Malco redesigns tape rules

Malco Products, Inc. has introduced a redesigned line of 1-inch wide Tru-Lok tape rules, available in both 25-foot and 30-foot lengths.

Malco 1-inch Tru-Loks feature identical-size, lower profile cases and larger lock-button surfaces. An improved slide lock mechanism provides a positive, no-drift lock on the blade.

A handy inside-read measure is printed on the back of the blade along with a circumference/diameter conversion scale and decimal equivalent table. The inside-read feature shows the full measure at case opening and eliminates the need to add case dimensions.

The yellow blade is imprinted with easy-to-read jet-black graduations and bright red markings for feet and 16-inch stud centers. A tough, non-peeling, epoxy coating protects blade printing, reduces friction and prolongs blade life.

The concave, 1-inch blades are self-supporting up to 7 feet.

Other Tru-Lok features include: a true-zero blade hook, which slides to allow for its own thickness; a hook notch for accurate line marking; and a nail pivot slot for drawing circles and arcs. A sturdy belt clip is attached to the case.

Check #93 on Reader Service Card



New membrane combines fabric and coating

A new material developed and marketed exclusively by Duro-Last Roofing, Inc. is made from woven scrim reinforced with fibers of Celanese Fortrel® polyester. The scrim is coated with a proprietary thermoplastic polymer alloy.

This lightweight membrane features enhanced flexibility, durability and strength. It resists damage from punctures, tears, peeling, weathering, ultraviolet radiation and contaminants such as greases, oils and industrial chemicals.

The finished material is a white, 32-mil roof membrane with seams that seal easily with conventional heat-welding equipment. It has achieved I-60 and I-90 wind uplift ratings from Factory Mutual and a Class A rating from Underwriters Laboratories.

The roof membrane is fabricated to customer specifications by dielectric welding, a process used exclusively by Duro-Last. In-factory cutting and welding reduce the number of field welds, reducing both installation time and the possibility of error. Mechanical fasteners anchor the membrane to the roof.

This Duro-Last membrane is suited for both new and retrofit applications.

A 20-year limited warranty is available from Duro-Last for roofs installed by one of the company's authorized dealer/applicators.

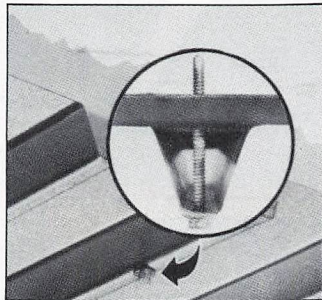
Check #94 on Reader Service Card

Steel roof gets new fastening system

The Steel Deck Manufacturing Co. announced the introduction of its Type AB System II steel roof with a patent-pending fastening system for new construction or retrofit requirements.

The system's configuration and rigidity allows fast, no-leak fastening to purlins through high ribs without clips or seaming machines. Manufactured from 24-gauge Galvalume®, Type AB System II's thickness, strength and configuration assures high quality and long-lasting durability.

Check #95 on Reader Service Card



Long life is the true beauty of a modern roof system.

Contour Taper Tile® expanded polystyrene (EPS) combines high insulating value with drainage for dead level roof decks. Small roofs or thousands of squares, economical Contour Taper Tile lengthens roof life and cuts energy costs.

Compatible with loose-laid and adhered systems — built-up or single-ply designs — Contour Taper Tile's positive drainage adds life to any system you choose. The best roof membrane is a dry roof membrane.

Independent labs monitor R value, flame retardancy, density and strength. Contour Taper Tile quality meets building code requirements. Layout and design are done to architectural specifications and every piece of EPS is marked for easy installation. Regional plants offer on-site job guidance.

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continued on page 115

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Check #76 on Reader Service Card

Watpro adds new membrane to its single-ply products

Watpro Inc. has announced the addition of a new fully adhered membrane to its line of single-ply roofing products. The membrane material, SF Tri-Polymer, is produced from three polymers—PVC, rubber and polyester—fused together into a single high performance sheet.

Factory Mutual and Underwriters Laboratories labeled, SF Tri-Polymer exhibits a high resistance to ozone and ultraviolet aging, showing no change in laboratory tests after 10,000 hours. It is reinforced with a fiber glass scrim for complete dimensional stability. The membrane seams are fused together rather than glued.

Furthermore, the membrane backing allows the roof to be adhered with asphalt.

A free four-color, four-page brochure is available. It contains a complete product description, physical properties by test, product installation photography and a cut-away describing the features of the product.

Check #96 on Reader Service Card

Urethane membrane installs like carpet

It is a combination of technology from the roofing, plastics and carpet industries.

Ura-Seal, a new urethane roofing membrane, is manufactured on standard carpet industry machinery. It is a urethane elastomer coated on a non-woven polypropylene or polyester backing. Like carpet, it is produced in 6- to 15-foot widths.

Unlike spray-on urethane foam roofs, which require substantial installation skill to apply properly, Ura-Seal may be applied by a crew with minimal experience. The crew needs only the membrane, adhesive and seaming tape.

For retrofit installations, the Ura-Seal membrane is adhered to the roof with a hot bitumen mixture or a rubber/asphalt emulsion for direct gluing to an asphalt, coal tar or scraped gravel roof. In new constructions, Ura-Seal can be glued to most insulation boards.

A special seaming tape, Ura-Seam, seals the edges of the overlapped seams. It is also used for flashing, vent pipes, skylights, gravel stops and membrane termination.

To qualify for a manufacturer's 10-year warranty, the membrane must be topcoated with an aliphatic urethane. A white coating is recommended. The warranty can be extended by adding extra coats.

The white coating reduces energy consumption as much as 20 percent and gives the roof better aging characteristics.

Because Ura-Seal may be installed in freezing temperatures, the membrane can be laid in the colder months and topcoated in the warmer months.

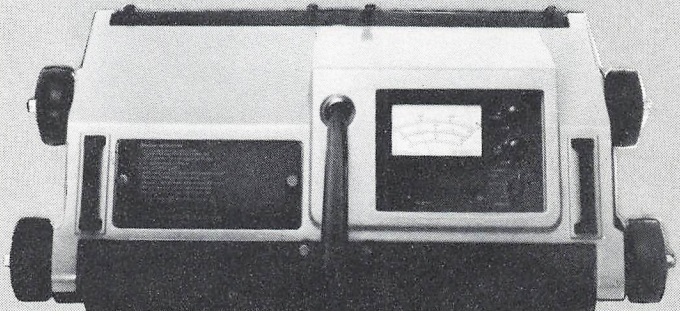
Ura-Seal's polyether urethane composition makes it inert to fungus attack. Walkboards are unnecessary due to the product's abrasion resistance.

And, because it installs like carpet, Ura-Seal can be laid at up to 12 squares per hour. Its price is competitive with the average EPDM or PVC roof.

Check #97 on Reader Service Card

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Check #79 on Reader Service Card

Brit-Am develops non-combustible board

Brit-Am has developed a new asbestos-free building board, Ultra Board-FS. This board has received the highest possible American Society of Testing and Materials E84 fire rating. Its test score was 0, 0, 0, deeming it non-combustible.

Ultra Board-FS is suitable for floor, roof and wall linings, partitions and encasement of steel beams and columns. It is easy to work with and can be cut, drilled, bonded, stamped and sanded without cracking, breaking or flaking. Conventional tools can be used to work the boards. Accelerated aging tests indicate an expected life span of more than 40 years.

Ultra Board is available in convenient building sizes and in four thicknesses.

Check #98 on Reader Service Card

Metal finish brochure available

The Petersen Aluminum Corp. has announced the availability of its recently updated publication, *Finishes on Metal—From the Field*.

This brochure presents a variety of architectural coatings available for steel and aluminum. It also includes a discussion of each finish's merits.

Finishes discussed include: Kynar coatings, anodic finishes, acrylics, siliconized polyesters, and porcelain and powdered metals. For a free copy contact Petersen Aluminum.

Check #99 on Reader Service Card

FINISHES ON METALS FROM THE FIELD

Petersen Aluminum Corp.



IS YOUR EPDM MANUFACTURER FUZZY ON THE FACTS?

Is your roofing manufacturer sometimes fuzzy on your installation technical problems?

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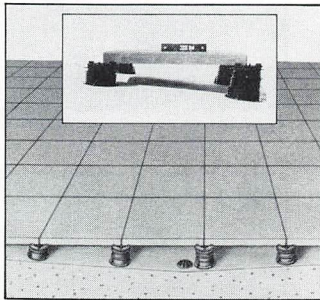
Roof paver pedestal form available

Wausau Tile has introduced a roof paver pedestal form that both tilts and telescopes to accommodate changes in roof pitch and height. It also makes concealing below-deck services such as drainage, electrical and plumbing systems easier.

Called Terr-adjust, its adjustable forms adapt to the height needed to keep the paver surface level over roof irregularities. After adjustment, concrete is poured inside the form, and a Wausau Tile Terring is positioned on top to locate and secure the paver. The resulting concrete pedestal is completely and permanently encased.

Initially developed for the Wausau Tile Terra System One roof deck system, the new Terr-adjust Forms are now also available separately.

Check #100 on Reader Service Card



Fastening tools described in brochure

The Paslode Co. is offering a new eight-page, full-color brochure describing its line of pneumatic fastening tools and fasteners for the construction industry.

The brochure, *From Start to Finish*, features tools illustrated in actual use, a convenient application selection chart detailing each tool, operating specifications and the variety of fasteners available.

Also included is the new CM-2 Sub-Assembly machine that produces a variety of building subcomponents in one pass.

The brochure further focuses on how builders and remodeling contractors can save time and money using Paslode tools, the company says.

Free copies can be obtained from the company.

Check #101 on Reader Service Card

continued on page 119

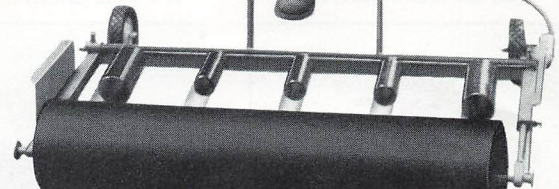
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New Ready-Flame FUSER

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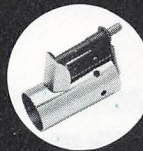
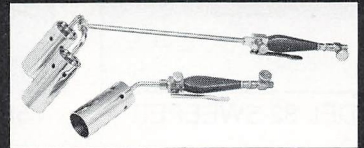
Ready-Flame FUSER (Item No. KP-300)

For fast-fusing single-ply roofing materials.

Has five adjustable burners, with the outer two burners being larger for improved seam fusing. A built-in Goss Torch at the handle provides a constant pilot flame, or at the squeeze of a lever, instant brush flames. Like all Goss Ready-Flame Torches, the Fuser comes with a positive on/off safety valve at the controls. Made of durable welded steel but designed for portability. Weighs approximately 30 lbs.

Ready-Flame Roofing Torches (Item No. AP-50)

Stocked in complete kits or individually. Also available are six sizes of extra hot tips, seven different torch extensions and all are interchangeable. With just one torch roofers can go from seaming to full-roll fusing by changing extensions and/or tips.



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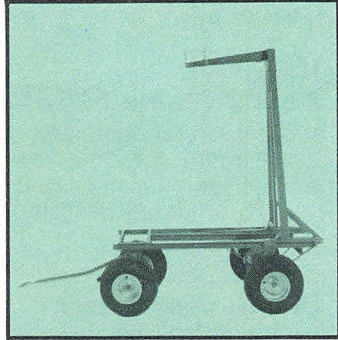
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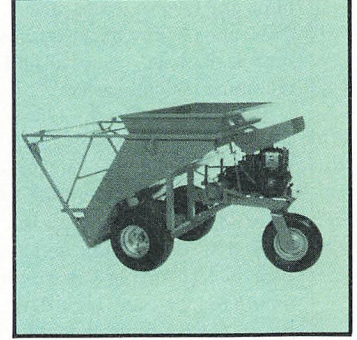
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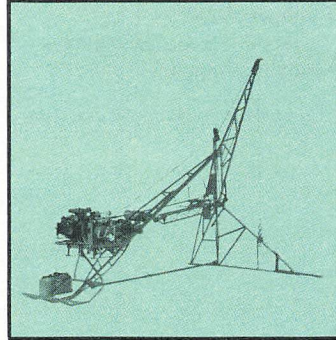
78 ONE-PLY GRAVELER



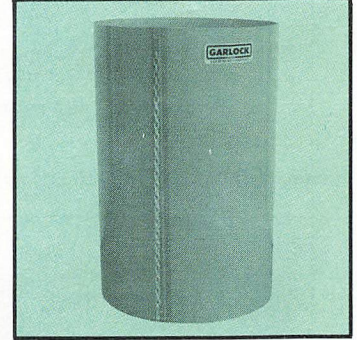
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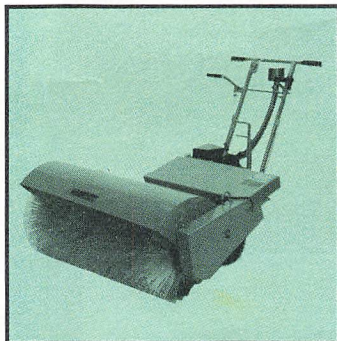
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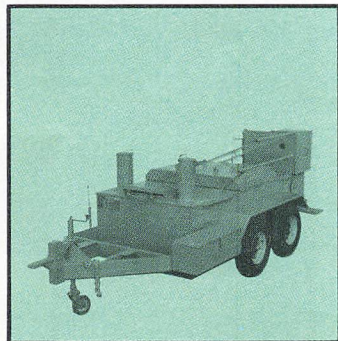
HYDRAULIC HOIST



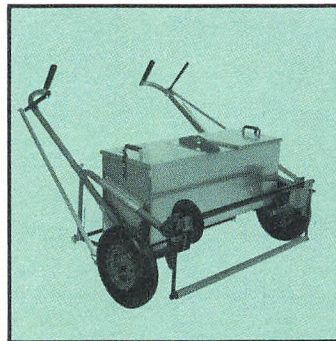
TRASH CHUTE



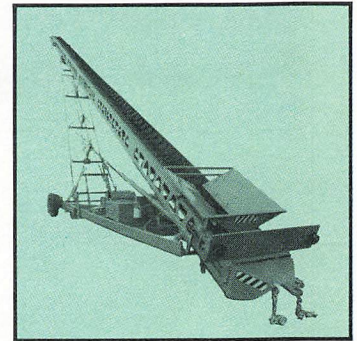
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Wilson introduces polyester membrane

The Wilson Distributing Co. presents Poly-Soft, the new soft polyester membrane for cold-process roofing.

This flexible polyester is especially suited for gravel and rough surfaces because it conforms easily to irregularities, forming a tight bond by eliminating voids or air pockets.

Poly-Soft becomes saturated easily and weighs only 22 pounds per 18-square roll.

This new polyester material is available from Wilson Warehouses in Los Angeles, Denver, Memphis, Tampa, Chicago and New York.

For a limited time, orders will include one free mini-roll of Poly-Soft.

Check # 102 on Reader Service Card



Grover offers air-operated pumps that do it quietly

Capable of volume outputs to 50 gpm and pressures to 2500 psi, Grover Manufacturing Corp.'s air-operated pumps are used for applications, transfer and supply, high-pressure cleaning and foaming, extrusion, lubricating and spraying heavy coatings and paints.

Air-operated pumps can be used in hazardous conditions. Standard on every pump is a muffler system designed to bring air exhaust noise levels well below OSHA requirements. The pump's fluid section incorporates a unique wet-cup design, which assists in preventing air-hardening fluids from damaging the inner pump seals.

Air-operated Pumps and Equipment, an informative six-page brochure featuring Grover pumps and their applications is available from the company.

Check # 103 on Reader Service Card

For the most reliable roofing installation, the toughest single-ply is CPE*.

The best CPE roofing is Alkorflex®.

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*CPE—chlorinated polyethylene from Dow Chemical

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Place a classified ad in *Roofing Spec* for 50 cents per word. There is a minimum charge of \$20. Boxed or display advertisements are available in the classified section for \$40 per inch (one inch minimum). Ads using blind boxes available at no additional charge to NRCA members; non-members add \$10 to total order. Send ad copy and payment to: Advertising Manager, *Roofing Spec*, 8600 Bryn Mawr Ave., Chicago, Ill., 60631

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Changes still the industry norm

By Bob LaCosse



Over the past few years, the roofing industry has changed so rapidly that contractors have barely been able to catch their collective breath. New materials, bringing new opportunities, competition and problems, have kept everyone busy.

Well, if you were planning to sit back and take a breather in 1985, you might have to revise your plans. With another round of changes and innovations just around the corner, it doesn't look like you'll be resting anytime soon.

Standards will affect industry

This year's parade of new products may have to meet stricter standards than products introduced in years past. The United States standard-making bodies are putting the finishing touches on their requirements for EPDM, PVC and built-up roofing, and the effects of these standards should begin showing up in specifications and codes during 1985.

The Rubber Manufacturers Institute (RMA) was the first group to issue standards covering EPDM. RMA released these standards last year through the American National Standards Institute (ANSI).

ANSI's standards address three different types of membranes: non-reinforced black EPDM rubber sheets, fabric-reinforced black EPDM rubber sheets and fabric-reinforced black polychloroprene rubber sheets. Requirements are listed for thickness, tensile strength, elongation, tear resistance, ozone resistance, heat aging and other characteristics of the products.

RMA is also developing rubber roofing weathering test standards and application methods.

The American Society of Testing and Materials (ASTM) is just about to release its rubber roofing standards as well. In addition, the Society will be publishing standards specifications for PVC roofing early this year. A standard specification for aggregate used for roof ballast and a standard test method for mineral aggregate adhesion in hot bitumen are also in the works.

Because ASTM has already approved its PVC standards, they will probably be the first to show up in the codes. ASTM's standards will probably have the most impact on the industry. Where ANSI's standards conflict with ASTM's, ASTM's standards take precedence. It will be ASTM's standards that will show up in most specs and codes.

The new standards may affect which companies can stay in business in the com-

petitive single-ply market. Some of the smaller companies won't be able to compete with the larger ones when it comes to producing materials that can meet those standards.

Better roofing by design

A document NRCA is working on with the Air Conditioning and Refrigeration Institute and the Sheet Metal & Air Conditioning Contractors National Association may affect the way equipment is installed on a roof. The document will offer guidelines for installing roof-mounted equipment without causing leaks. NRCA has also been able to get the other associations to cooperate on better equipment curb designs.

The design of the rest of the roof may also improve in 1985. It looks as though architects are finally beginning to heed NRCA's message about the need for positive roof drainage. The design community will be trying to solve the problems of wind damage and aggregate blow-offs as well. Recent disasters such as Hurricane Alicia have made the need for design improvements apparent.

Applications to improve

There will also be some changes in application techniques in 1985. Several new techniques for sealing the seams of elastomeric systems have been introduced and new techniques for applying modified bitumen are being developed. Manufacturers of coal tar bitumen and pitch will be making equiviscous temperature information available to contractors who use these products. This information tells the contractors the correct bitumen temperature at the point of application.

Even tried-and-true built-up roofing won't be immune to changes in the coming year as the use of wet-process glass fiber felts increases, and other innovations, borrowed from the cold-process and single-ply industries, become more popular. One product, introduced last year, that may end up on more roofs in 1985 is a polyester membrane that can be used with hot asphalt. Another product uses polymers instead of the traditional blowing method to modify bitumen's elasticity.

Building owners will be using roof management programs more often in the coming year. These programs offer the owners a regular routine of inspections and repairs that keep the membrane in good shape and prevent small problems from destroying a roof before its time.



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NOW YOU CAN INSTALL A PRE-ENGINEERED, PRECUT TAPERED ROOF SYSTEM THAT HAS ALL THE BENEFITS OF OWENS-CORNING FIBERGLAS® ROOF INSULATION.

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A modular system utilizing 3'x4' boards of Fiberglas roof insulation the Siboroof system is totally pre-engineered and precut at the factory to insure a precision fit. Each job is custom designed and tapered to fit the exacting requirements of any roof. The Siboroof system is available in slopes of 1/8", 3/16" and 1/4" per foot. All corners, regardless of angle, are precut. Crickets and saddles are simply mopped into place.

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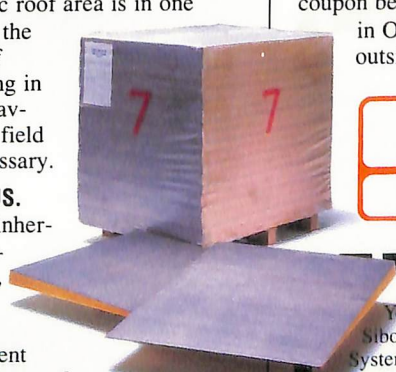
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