

THE **THICK** AND THIN OF TPO ROOFING



Will a thinner membrane fatten your bottom line?

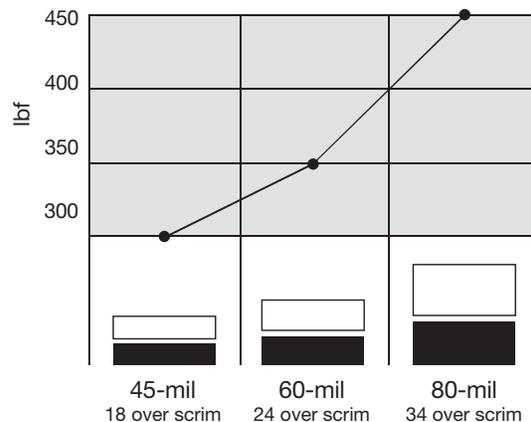
Sure, for now. But take a minute to think about why some of the country's most savvy, bottom-line driven businesses, such as Wal-Mart and Lowe's, have increased their standards from 45-mil to 60-mil TPO. A roof is not a short-term investment, and therefore, the cost of your roof must be analyzed over its entire lifetime compared to just the installed cost. The first step in understanding the long-term benefits is to know why thicker membrane is better.

Thicker TPO increases puncture resistance.

Most rooftops have air conditioners, skylights, heating units and other penetrations that are added after the membrane is installed. In addition, this equipment can require upkeep, which leads to increased foot-traffic by maintenance personnel... in industries other than roofing! Thicker membrane helps to protect against damage during construction and maintenance activities. 60-mil TPO

provides 25% increased seam strength and 17% greater puncture resistance than 45-mil TPO membranes.

Puncture (Federal Test Method FTM 101-C)
"Typical Values"

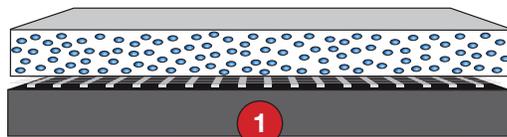


INCREASE YOUR ROOFTOP SUNSCREEN

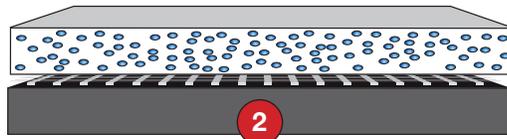


Thicker membrane increases weather resistance.

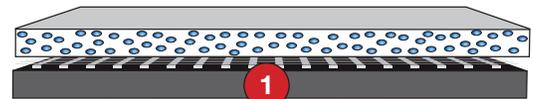
Carlisle Sure-Weld TPO membrane is enhanced with a patented blend of 8 heat and UV stabilizers we call the OctaGuard XT™ weathering package which helps protect the integrity of the membrane and prolongs its service life. As the sun beats down onto a rooftop, the reservoir of weathering package protects the surface of the membrane from UV degradation. The thicker the membrane, the more weathering package is present per unit of surface area and the longer the membrane will retain its smooth, glossy finish. We call this phenomenon the reservoir effect. Properly protected from the sun with this added OctaGuard XT weathering package, thicker membranes will perform longer with no change in surface characteristics. With 33% more weathering package than 45-mil membrane, 60-mil Sure-Weld TPO provides premium weather resistance and long-term performance. **Think of it like switching your sunscreen from SPF-15 to SPF-50.**



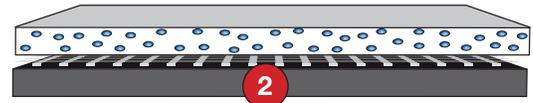
New 60-mil membrane with full OctaGuard XT weathering package.



60-mil membrane after exposure to UV.



New 45-mil membrane with full OctaGuard XT weathering package.



45-mil membrane after exposure to UV.

Make a small investment now, reap big dividends later.

What's the cost to add increased thickness to your roof? The answer is approximately a 5% increase, a minimal expenditure for a significant payoff.

Any roofing project involves costs for design, insulation, labor and materials. A membrane upgrade only affects material costs – oftentimes adding as little as 5% to the cost of the total roofing installation. Return on investment is substantially improved as the projected lifespan of the roof is increased by as much as 33%.

Benefits of thicker membranes:

- Limits the degree of UV degradation - with 33% more weathering package

- Reduces the potential for damage with increased puncture resistance and 25% greater seam strength
- Reduces long-term operating costs by retaining the high reflectivity associated with the membrane's smooth, glossy finish
- Improve return on investment
- Additional warranty coverage

Protect your valuables with a thicker, stronger barrier.

When evaluating roofing system alternatives, building owners must consider the operations and assets that their roof is meant to protect. Buildings are constantly under attack by the elements, and a rooftop is the first, and most important, line of defense. An increase in thickness can provide many extra years of performance and priceless peace of mind.