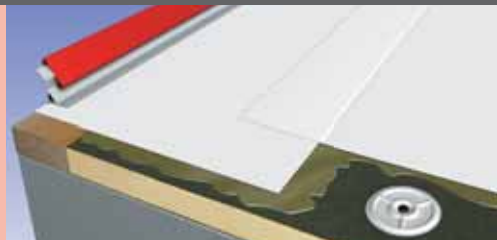




VERSIWELD



THE **THICK** AND **THIN** OF **TPO ROOFING**



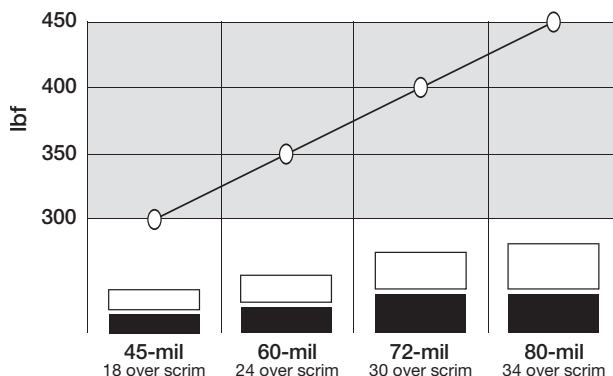
Will a thinner membrane fatten your bottom line?

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 from maintenance personnel ... in industries other than roofing! Thicker membrane helps to protect against damage caused during construction and maintenance activities.

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



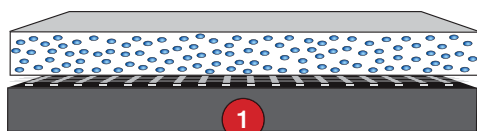
INCREASE YOUR ROOFTOP SUNSCREEN



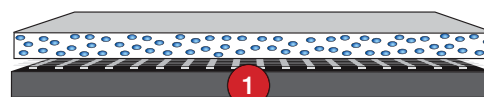
Thicker membrane increases weather resistance.

VersiWeld TPO membrane is enhanced with Versico’s high-performance OctaGuard XT™ weathering package that helps protect the integrity of the membrane and prolong 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 protection, thicker membranes will perform longer with no change in surface characteristics.

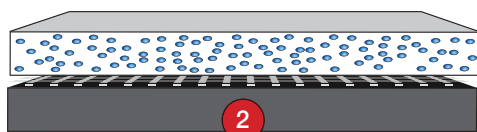
Think of it like switching your sunscreen from SPF-15 to SPF-50.



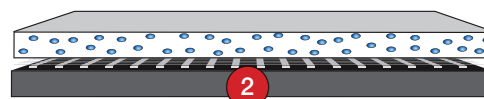
New 60-mil membrane with full OctaGuard XT weathering package.



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



60-mil membrane after exposure to UV.



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 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 roofing installation. Return on investment is substantially improved as the projected lifespan of the roof is increased by as much as 50%.

Benefits of thicker membranes:

- Limit the degree of UV degradation
- Reduce the potential for damage
- Reduce long-term operating costs by retaining the membrane’s smooth, glossy finish
- Improve return on investment as the roof’s lifespan is extended at minimal cost

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 from 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.