

# 30 Years: The Age of Sustainability

## Lifecycle is Key to Sustainability

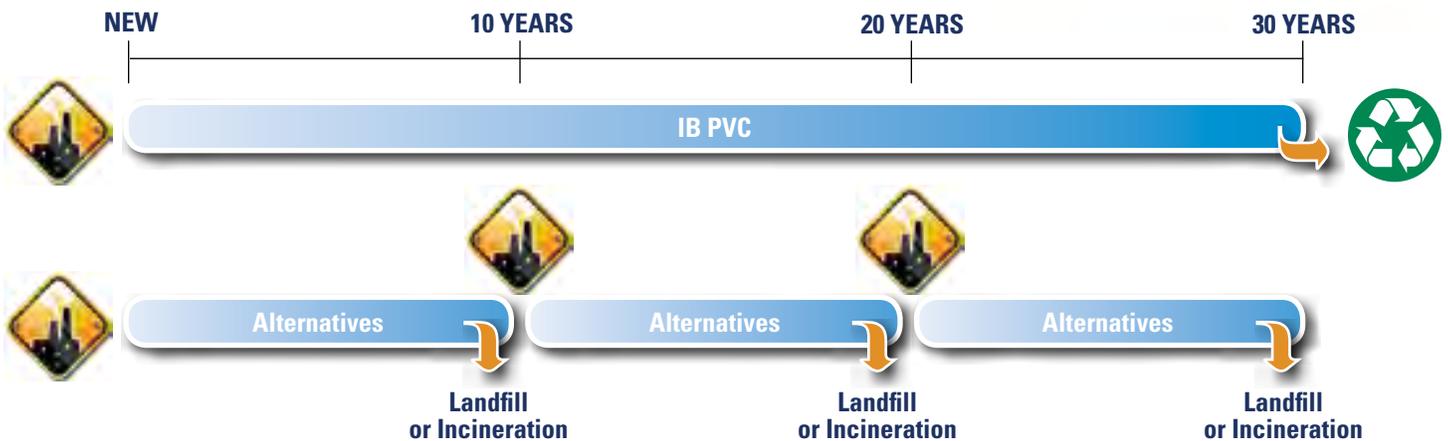
"You have to think about durability — using high-efficiency roofs without known longevity is a tad foolish. Replacing systems that fail prematurely doesn't do a lot of good for the environment."

*Craig Silvertooth,  
President of the Center for Environmental Innovation in Roofing*



## How do we measure up?

IB PVC membranes have a proven service life of 30+ years. IB PVC membranes are also recyclable which reduces landfill consumption, avoids incinerating materials that introduces toxics/pollutants to the environment, and reuses product once considered "waste". When compared to alternative roofing systems, IB PVC membranes are clearly the sustainable solution.



## What really goes into roofing materials?

**IB PVC:** 50% Natural Gas / 50% Salt

**TPO, EPDM, BUR, Torch-Down:** 100% Hydrocarbons (fossil fuels)

## IB PVC: The Lifecycle Standard

When a roof system is built to last longer...

- Less raw materials will be used
- Less transportation pollution will be emitted
- Less construction waste will be sent to fill landfills
- Less energy will be needed to incinerate or recycle the spent product

The word "Lifecycle" begins to take on a whole new environmental significance when you begin to look at the entire problem.



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