

March 15, 2005

To: Firestone Licensed Contractors  
Firestone Sales Representatives  
Firestone Distributors

Subject: Multi-Purpose MB Cold Adhesive W70-RAC-MCA5 and Flashing Cement W70-RAC-MFC5

**New from Firestone “Multi-Purpose MB Cold Adhesive and Flashing Cement”**

As restrictions on torching and hot asphalt application of Modified Bitumen systems increase, many roofing contractors are choosing to install cold adhesive applied systems. Cold applied systems also are being used to overcome installation challenges such as roofing projects with difficult access or where odor is a concern. Initially, cold applied systems were somewhat limited to smaller roofs or installations during warmer temperatures due to equipment constraints, but with the improvements in equipment and application techniques, they can now be installed successfully year round.



Firestone is pleased to announce Multi-Purpose MB Cold Adhesive and Flashing Cement. Multi-Purpose MB Cold Adhesive and Flashing Cement are modified with SBS, increasing adhesion to insulation and between plies, offering greater wind uplift resistance. ***With the addition of SBS to the adhesive matrix, it is now possible to complete seams with adhesive in two-ply SBS or two-ply APP Cool systems***, eliminating the need to heat fuse the seams with a hot air welder or torch.

Recent testing completed at Factory Mutual has provided new wind uplift ratings as follows:

Insulation	Fasteners/board	System	FM Rating*
Min. 2.0” ISO 95+	16	APP 80 Glass Base/APP 180 FR Cool	1A-90
Min. 2.0” ISO 95+	16	Any SBS Base/APP 180 FR Cool	1A-90
Min. 2.0” ISO 95+	16	MB Base/SBS FR or SBS Premium FR	1A-60
Min. 2.0” ISO 95+	16	Any SBS Base/SBS FR or SBS Premium FR	1A-90

Note: Minimum thickness over structural concrete decks is 1.5” ISO 95+.

\*Contact your Technical Coordinator for specific information. Factory Mutual ratings, currently available using Firestone’s current MB Cold Adhesive, apply to the new Multi-Purpose Cold Adhesive as well.

The application parameters of this new adhesive remain the same as Firestone’s current MB Cold Adhesive and Flashing cement. A Technical Bulletin addressing technical related items is included with this mailing. Technical Information and Material Safety Data Sheets have been posted to Firestone’s website for your reference.

Multi-Purpose MB Cold Adhesive will be packaged in 5-gallon pails (W70-RAC-MCA5), 55-gallon drums (W70-RAC-MCAD) and 275-gallon non-returnable totes (W56-RAC-MCAT) (requires up to a 3-week lead time). Flashing cement (W70-RAC-MFC5) will be available in 5-gallon pails only. For price and packaging information, refer to Firestone’s product list at [www.firestonebpco.com](http://www.firestonebpco.com) or contact your Firestone Sales Representative. Because the totes are non-returnable and must be recycled, each tote will be labeled with a phone number of a recycling company to call and arrange for pickup of the used totes. Firestone’s current MB Cold Adhesive and MB Flashing Cement will no longer be available when inventory is depleted.

Jim Jannasch  
Manager, Product Planning and Development

