

June 15, 2005

To: Firestone Licensed Contractors
Firestone Sales Representatives
Firestone Distributors

Firestone's New UltraPly™ TPO XR 100 and 115

Firestone is pleased to announce the development of a break-through roofing system that provides solar reflectivity, puncture resistance, long-term weathering, and unmatched ease of installation for both new or re-cover applications. By combining a thick and durable Energy-Star compliant TPO membrane with fast and simple installation techniques, UltraPly TPO XR offers outstanding rooftop performance for many roofing applications.

UltraPly TPO XR Membrane: Resilient, Reflective and Ready!

UltraPly TPO is Firestone's TPO membrane that combines the durability and flexibility of rubber membranes with the heat-weldability of thermoplastics. UltraPly TPO XR contains no halogens or plasticizers, and the white upper surface of the membrane meets the EPA's Energy-Star requirements for both new and aged reflectivity.

UltraPly TPO XR incorporates both an internal reinforcing fabric as well as a thick and resilient external polyester non-woven reinforcement. The internal reinforcement provides the strength to resist wind uplift forces while the external reinforcement provides the resilience to resist puncture damage. Because TPO XR has an external reinforcement of heavy 8 oz. polyester, it can be installed directly to a variety of substrates, including plywood and existing mineral cap or modified bitumen roofs. As an added benefit for the roofing installer, UltraPly TPO XR can be installed using hot asphalt or the new one-sided Firestone XR Bonding Adhesive.

UltraPly TPO XR membrane is available in 76" and 120" widths in 100' lengths and two thicknesses – XR 100 and 115. TPO XR is compatible with all UltraPly TPO accessories, including pipe penetrations, corners, walkways, and QuickSeam™ TPO flashing.

UltraPly TPO XR Bonding Adhesive: One Side Fits All!

As a key component of this new roofing system, Firestone is also pleased to introduce a new and innovative adhesive requiring application only to the roofing substrate. This "one-side-only" application offers both a high coverage rate and reduced installation time as compared to traditional two-sided contact adhesive application. In addition, UltraPly TPO XR Bonding Adhesive requires **no expensive spray equipment** and can be applied using a solvent-resistant textured paint roller, mechanical adhesive spreader or spray equipment. As an added benefit, UltraPly TPO XR Bonding Adhesive can also be used as a two-sided adhesive to install standard UltraPly TPO membrane and flashings at parapet walls and curbs, eliminating the need for ordering a second bonding adhesive.

In addition to the ease of installation, UltraPly TPO XR Bonding Adhesive also offers environmental benefits. With only 206 grams / liter of V.O.C. content, UltraPly TPO XR Bonding Adhesive meets or exceeds most if not all outdoor air quality standards across the United States, including the requirements of all current State of California Air Quality Districts.

UltraPly TPO XR: The Right System for Fast & Easy Re-Roofing!

Because it can be installed directly to many existing roof surfaces, UltraPly TPO XR is ideal whenever a fast and durable roof re-cover system is required. TPO XR Bonding Adhesive can be installed directly to smooth asphalt roofs and mineral cap roofs, as well as plywood and many lightweight cellular concrete roof decks. In addition, both UL and FM code ratings are available for many assemblies over these substrates, including Firestone ISO 95+. This includes ratings over existing rated mineral cap and granule surfaced modified bitumen membranes. Specific information on code ratings will be included as part of a Technical Bulletin that will follow.

Information on pricing and application as well as Technical Information Sheets can be found on Firestone's website at www.firestonebpco.com. Contact your Firestone Sales Representative for additional information on this new technology from Firestone.

Best Regards,

A handwritten signature in black ink that reads "Jim Jannasch". The signature is written in a cursive style with a large, looping initial "J".

Jim Jannasch
Manager, Product Planning and Development