



**Hambleside Danelaw Ltd**  
**Press Release – 21 October 2008**

### **Hambleside Danelaw's 'cool roof' is now BBA certified**

Hambleside Danelaw's FiberTite single-ply roofing membranes now come with British Board of Agrément technical approval for construction.

The unique cool roof product effectively reflects the sun's energy from the roof surface and delivers the following benefits:

- savings on energy bills by reducing summer air conditioning costs
- increased indoor comfort during the summer months with the reflection of heat away from the roof surface
- reduction in roof maintenance and replacement expenses by extending service life
- highly suitable for green roof installations with total root and rhizome resistance
- reduction in the roofing waste added to landfills.

Developed by the Seaman Corporation, FiberTite is specified throughout North America, Europe and the Far East and it combines:

- a weather surface without equal for chemical resistance and long-term flexibility
- a backing material for superior welding
- an adhesive layer for maximum seam strength
- an underlay fabric with exceptional puncture and tear resistance.

In cold winters, torrential rain and hail, FiberTite remains flexible and strong. It is also resistant to harsh chemicals, including aircraft fuel, and most forms of fungus and algae.

Suitable for new build and refurbishment, this highly reliable system has not suffered a membrane failure in over 20 years on the market.

The BBA certificate offers specifiers and contractors independent assurance that FiberTite 'cool roof' membranes, when installed and maintained correctly, meet standards relating to weathertightness, fire-related properties, resistance to wind uplift, resistance to foot traffic and a service life of at least 25 years.

#### **Free supply of FiberTite as partnership offer**

In celebration of the BBA certification, Hambleside Danelaw is seeking a partnership with a major contractor which could lead to a free offer of 1,000m<sup>2</sup> of FiberTite – an area sufficient to cover the roof of a typical sports hall – in return for access to the installation for joint marketing and publicity purposes. The partner will enjoy very competitive initial installation

costs while the end-user will benefit from lasting value as a result of the product's long-term durability.

ENDS

To register an interest in the free FiberTite offer, contact Belinda Fletcher at Hambleside Danelaw on +44 (0) 1327 701 900 or email [marketing@hambleside-danelaw.co.uk](mailto:marketing@hambleside-danelaw.co.uk) .

#### **Notes to editors**

##### **About FiberTite®**

Hambleside Danelaw are exclusive UK distributors of the FiberTite® roofing membranes that have set industry standards for reliability and durability in the US market. Developed by the Ohio-headquartered Seaman Corporation, FiberTite® single-ply roofing membranes are an innovative integration of Seaman Corporation's state of the art fabric and coating technologies. High strength polyester yarns are tightly knitted to create an internal fabric structure which creates an exceptional barrier to puncture and restricts tearing. The fabric is then coated with a one of a kind "KEE" formulation utilizing DuPont Elvaloy as the principal polymer. The roofing products are renowned for their endurance and resilience in the face of extreme US weather patterns, such as desert heat, arctic cold and high tropical winds.

The FiberTite® membrane incorporates energy efficient composites that result in significant energy cost savings for the end-user. Seaman Corporation was an early partner in the US Environmental Protection Agency's Energy Star program and a charter member of the US Cool Roof Ratings Council.

FiberTite® is available in easily installed 1.9 m x 30.5 m conventional rolls of membrane to provide a highly flexible solution for roofing projects ranging from schools and hospitals to airports and sports stadiums. The rolls are welded together using hot air to create impermeable and permanent water tight seals.

FiberTite® has been independently tested by the Research Institute Geisenheim for its suitability for green roof installations and after 4 years of testing with grey alders and aspen trees, there was found to be no evidence at all of root and rhizome penetration in the product's surface, joint-less corners or seams.

Hambleside Danelaw believes that there is nothing similar to FiberTite® on the UK market. The product's principal advantages are:

- a. Significant energy savings for the building occupier – In the US, the annual energy cost reduction for an "Energy Efficient" roofing membrane is typically between 7 and 20 cents per square foot depending on the local climate, according to an energy saving model developed by the US Department of Energy. FiberTite qualifies as energy efficient roofing membrane under the US DOE criteria with its high solar reflectivity and high infrared emittance. FiberTite also maintains a high ranking among the Cool Roof Rating Council's scores in America. On the 1.5 million sq. feet installation at the Orange County Convention Center in Orlando, for example, the membrane's ability to reflect and diffuse heat means that a hand can be placed on the FiberTite® membrane while exposed to the searing hot afternoon Florida sun without the possibility of it being burnt.
- b. Real cost savings over the lifecycle of the roof – Estimating the cost of a roof requires looking far beyond the sticker price. In the case of FiberTite®, its real value is calculated by factoring the system's proven longevity, the energy cost savings derived from the roof's reflective system and very low maintenance costs. With the less challenging climate variables in this country, British customers can expect a FiberTite roof's service life to extend well beyond its historical performance in the US.
- c. Easy to install and to alter – FiberTite®'s thermoplastic nature requires only simple electric hot air welding equipment to seal the membrane on site, making installation easy and the associated labour costs very reasonable. And since FiberTite maintains its thermoplastic properties for life,

unlike many other roof systems, the ability to make alterations after installation, such as changing the ventilation system or adding roof top equipment is easily manageable with FiberTite®.

More information about FiberTite® can be found at: <http://www.hambleside-danelaw.co.uk/products/roofing-systems.html>.