



Hambleside Danelaw
Building Products

Hambleside Danelaw Ltd
Press Release for 100% Detail Show
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Hambleside Danelaw brings leading US roofing product to UK market

Hambleside Danelaw Ltd, the award-winning roofing materials manufacturer, is launching in the UK 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, high tropical winds, torrential rains and hail. They are also resistant to harsh chemicals (including aircraft fuel) and most forms of fungus and algae.

Significant energy cost savings for the building occupier

Just like Hambleside's own Insulator rooflight which recently won the Queen's Award for Enterprise: Innovation, 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. Seaman Corporation estimates that after more than 25 years on the market, more than 99% of all FiberTite® roofs ever installed are still protecting.

Speaking at the UK launch of FiberTite® at the 100% Detail exhibition in Earls Court, London, Robin Jeffery, Hambleside Danelaw's vice chairman, said: "We are delighted to be the Seaman Corporation's chosen partner to introduce FiberTite® to the UK market. The addition of FiberTite® to our product offering means that British architects and contractors now have access to the most innovative and energy efficient roofing and rooflight solutions available from a single supplier."

Richard N. Seaman, president and CEO of Seaman Corporation, said: "Our partnership with Hambleside Danelaw is based on shared values of innovation, reliability, first-rate customer service and a firm commitment to regularly invest in state-of-the-art technology. With environmental concerns and energy efficiency moving to the top of people's agendas on both sides of the Atlantic, we are confident that demand for FiberTite® roofing membranes will be as strong in Great Britain as it is in America."

Hambleside Danelaw will market FiberTite® in the UK through a select group of contractors which share the same standards of delivery and service that are enjoyed by the existing customers of both Hambleside and Seaman Corporation.

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Notes to editors:

1. About FiberTite®

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: www.fibertite.com .

2. About Hambleside Danelaw Ltd

Hambleside Danelaw Ltd (www.hambleside-danelaw.co.uk) manufactures Glass Reinforced Polyester (GRP) rooflights and other roofing and ventilation products in Daventry and Inverness. As part of the Hambleside Danelaw Group with headquarters in Waterlooville in Hampshire, its turnover is currently in excess of £10 million a year and it employs almost 90 people. The group was established in 1975 with its first factory at Inverness for manufacturing GRP products becoming operational in 1978. The factory has won a Green Apple Gold award and a VIBES commendation for its efforts to reduce its environmental impact and has attained BS 14001:2004 in recognition of its environmental management systems. In 1992, the company began producing in Daventry non-GRP products primarily for roof and cavity wall ventilation. FiberTite® represents a significant addition to Hambleside's roofing materials portfolio. This year, the company has won a Queen's Award for Enterprise: Innovation for its Insulator GRP thermally efficient rooflight and a Business Commitment to the Environment award.

3. About Seaman Corporation

Founded over 50 years ago, Seaman Corporation (www.seamancorp.com) traces its origins to a basement workshop in Canal Fulton, Ohio, equipped with two sewing machines and fuelled by Norm Seaman's dedication to create fabrics that could set a new world standard for versatility and performance. Today, Seaman Corporation has modern corporate headquarters, product development laboratories and a primary manufacturing facility in Wooster, Ohio. In addition, the company also has a state-of-the-art weaving and coating facility in Bristol, Tennessee. The two facilities produce fabrics for roofing, truck tarps, landfill liners, inflatables, architectural structures and various products for military applications. Those products are marketed under various trade names including FiberTite®, Shelter-Rite®, XR® Technology, Play-Rite™ and more. The Corporation is among the few companies in Ohio to receive a Governor's Workforce Excellence Award for Employee Training and Development.