Prepared by the Communications, Marketing and Education Committee (CMEC) of the Asphalt Roofing Manufacturers Association (ARMA)

2010 ARMA/CMEC Beyond the Printed Page Proposal

Including

Low Slope Commercial Roofing Systems

Steep Slope Residential Shingles

ARMA News and Activities

Overview: The Changing Face of ARMA Communications

To effectively promote asphalt roofing, ARMA must keep pace with what's become the "new normal" vehicles of communication.

Current challenges ARMA members face:

1) Evolving media: Beyond the Printed Page

2) Evolving issues: Why Asphalt?

3) Evolving audience: Reaching/influencing decision-makers

Why Asphalt? Low-sloped Messaging

New trends and issues offer ample story angles…

- Applications (versatile mod bits, vegetative roofs, solar)
- Technologies (reflective, cold applied)
- Regulations (wind, fumes, gravel, solar index, insulation)
- Priorities (green, environmental, recyclable, sustainability)

… all underscoring advantages of asphalt

- Long life • Reliability • Maintenance
- Problem free installation • Energy efficiency

and

- marketing asphalts roofing's multi-ply performance, durability, and adaptability

by aggressively implementing new media tactics

Steep Slope Messaging

- Why Asphalt Shingles?
  - Versatility, Longevity, Durability, Aesthetics , & Affordability
  - Metal's Sharp Edge
- Solar and Asphalt Shingle Roofs
- White Lies: Myths of White Roofing
- Rid Your Roof of Algae
- Breath Easy: Proper Ventilation for Steep Sloped Roofs
- Hurricane, storm, seasonal crisis preparedness/outreach

Low and Steep Priority Messaging Issues

- Sustainability and Green Messaging
  - Shingle Recycling
  - Life Cycle
- Cool Roofing
  - Op-Ed Pieces
  - Challenging the Science
  - Whole Building Envelop Approach
  - Trade Offs and Using the Calculators
- Fast Facts about Roofs
  - History of Asphalt Roofing
  - Cleaning Algae
  - Reflectivity Tax Rebates
  - Solar photovoltaic
  - Fumes

Overview: Overarching Objectives for 2010

- Introduce asphalt roofing to a new generation
- Raise awareness to asphalt roofing in a noisy marketplace
- Clarify the features and benefits of asphalt roofing
- Debunk myths about asphalt roofing
- Showcase the versatility of asphalt roofing
- Demonstrate the competitive advantage of asphalt roofing
- Build perception of asphalt roofing as a sustainable material

Challenge #1: Evolving Media

Media Tactics

THEN: Feature articles in core roofing trade publications

NOW: Leverage "new media" to achieve goals

Media: Migrating content online

Audience demands:

- Relevant, practical info, educational content
- Interactivity
- Quick answers
- Searchable content and links
- Electronically delivered communications

Challenge #1: Evolving Media

The E-dialogue begins with a strategic change of message delivery through:

- Integrated newsletters / email lists
- Continuing educational credits, online component
- Brochures, fact sheets: updated, online, downloadable
- Webinars (Live/Recorded)
- Podcasts
- Streaming video

Challenge #1: Evolving Media

Promote the e-dialogue in the mainstream:

- **Wire service:** increase distribution, reach
- **Interactive news releases:** video/digital components
- **News engine:** generate constant visibility, ONLINE — news, features, op-eds, mat releases, calendar listings
- **Media go-to:** ARMA experts as resource
- **Strategic alliances:** CSR initiatives, footage swaps, etc.

Challenge #2: Evolving Issues

Additional Opportunities

Book: Schiffer Sales Book / Shingles around the World

Explore Cause Based Partnerships / Strategic Alliances

- Make it Right Foundation: Brad Pitt's New Orleans rebuild project
- Homes for our Troops: Builds/ modifies homes to accommodate injured servicemen
- Rebuilding Together: Preserves, revitalizes affordable housing in low income areas

Live and Online Speaking Engagements: Experts speak at trade, engineering, design, architecture schools to educate about asphalt and influence the next generation of industry professionals

Challenge #3: Evolving Audiences

Reaching and Influencing Decision Makers

Metrics: Measurable Results

- Basic deliverables: news engine, releases, educational modules
- News clippings, online placements: circs., impressions
- Web: traffic, visitors, downloads
- Google search visibility
- Opt-in subscribers
- Entries in asphalt competitions
- Schiffer book sales

Hot-Applied Asphalt Sets Quality Standard for Endurance in Commercial Roofing

By Robert Almon

This article examines the quality of commercial roofing systems in general, and specifically, hot-applied asphalt and modified bitumen (MB). Asphalt built-up roof (BUR) systems continue to set the endurance standard by which other roof products can be measured. Although the traditional, hot-applied asphalt BUR may be the benchmark for quality, modified bitumen products offer other top-quality options.

The performance attributes of traditional asphalt BUR are reviewed here with respect to the changing needs of the industry and the introduction of new bituminous roofing products.

Quality Standards

The word "quality" often is used simply to refer to a characteristic or attribute. As used by industry today, "quality" refers to the standard or grade of a product, and the word is often modified by another word or phrase, such as "high" quality or "good enough" quality. In a third sense, "quality" means excellence or superiority. When a company advocates "quality" as a corporate ideal, it declares that its products or services meet the highest standards, i.e., they are first rate, second to none, or perhaps comparable to the best of the best.

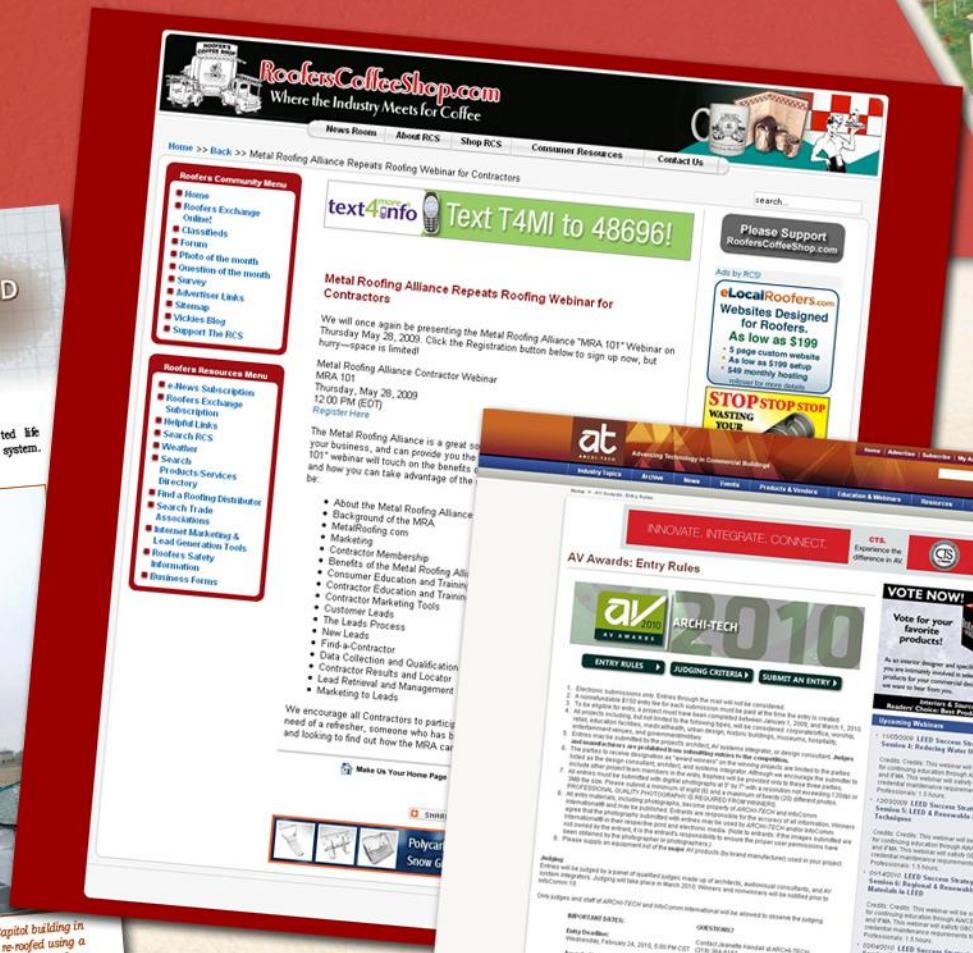
Three Durations

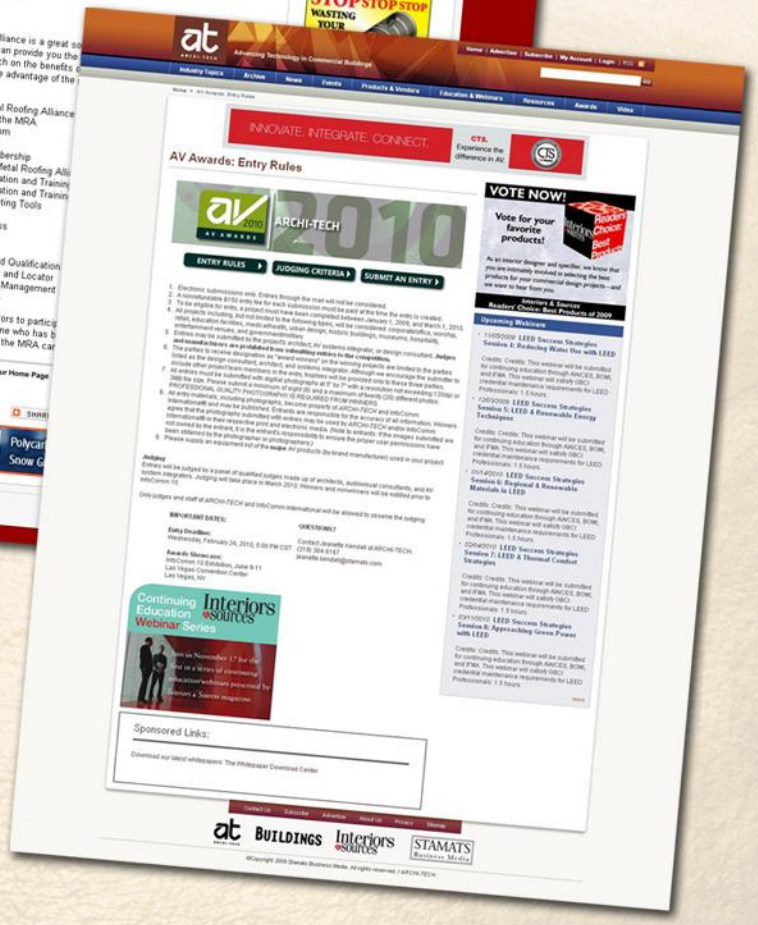
Now the stage is set for a closer examination of the meaning of quality with respect to commercial roofing. This can be analyzed in the context of three time periods characterized by three qualities. A superior system should receive high marks in all three and be a clear favorite in at least one.

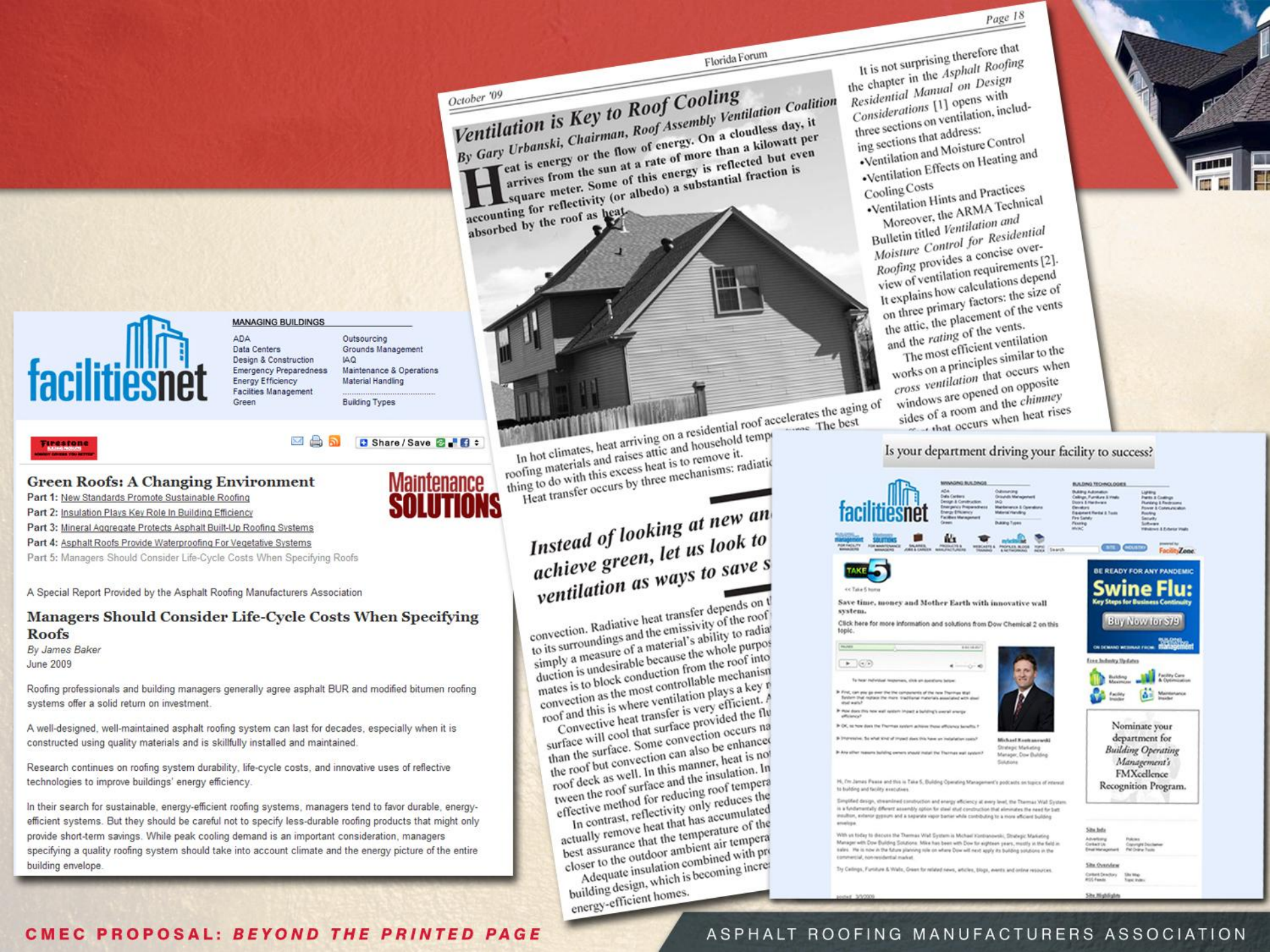
- **Reliability**, as it relates to short-term performance immediately after installation. (What are the chances of early failure because of improper installation?)
- **Endurance**, or the expected life cycle of a properly installed system. (How long does it last?)

Above: The State Capitol building in Frankfort, Kentucky was re-roofed using a 2-ply modified bitumen roofing system from Siplast, an ARMA member. The base layer of modified bitumen was installed in hot asphalt and the modified cap sheet was installed with cold process adhesive. (Photo courtesy of Patrick D. Murphy Co., Inc.)

Left – A traditional built-up roof (BUR) covers this laboratory building. BUR is one of the longest-lasting roofing systems available. (Photo courtesy of GAF, an ARMA member)







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Part 4: Asphalt Roofs Provide Waterproofing For Vegetative Systems
Part 5: Managers Should Consider Life-Cycle Costs When Specifying Roofs

A Special Report Provided by the Asphalt Roofing Manufacturers Association

Managers Should Consider Life-Cycle Costs When Specifying Roofs

By James Baker
June 2009

Roofing professionals and building managers generally agree asphalt BUR and modified bitumen roofing systems offer a solid return on investment.

A well-designed, well-maintained asphalt roofing system can last for decades, especially when it is constructed using quality materials and is skillfully installed and maintained.

Research continues on roofing system durability, life-cycle costs, and innovative uses of reflective technologies to improve buildings' energy efficiency.

In their search for sustainable, energy-efficient roofing systems, managers tend to favor durable, energy-efficient systems. But they should be careful not to specify less-durable roofing products that might only provide short-term savings. While peak cooling demand is an important consideration, managers specifying a quality roofing system should take into account climate and the energy picture of the entire building envelope.

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Ventilation is Key to Roof Cooling

By Gary Urbanski, Chairman, Roof Assembly Ventilation Coalition

Heat is energy or the flow of energy. On a cloudless day, it arrives from the sun at a rate of more than a kilowatt per square meter. Some of this energy is reflected but even accounting for reflectivity (or albedo) a substantial fraction is absorbed by the roof as heat.

In hot climates, heat arriving on a residential roof accelerates the aging of roofing materials and raises attic and household temp... The best thing to do with this excess heat is to remove it.

Heat transfer occurs by three mechanisms: radiati...

Instead of looking at new an... achieve green, let us look to ... ventilation as ways to save s...

convection. Radiative heat transfer depends on t... to its surroundings and the emissivity of the roof ... simply a measure of a material's ability to radiat... duction is undesirable because the whole purpos... mates is to block conduction from the roof into ... convection as the most controllable mechanism ... roof and this is where ventilation plays a key r... Convective heat transfer is very efficient. A ... surface will cool that surface provided the flu... than the surface. Some convection occurs na... the roof but convection can also be enhanced ... roof deck as well. In this manner, heat is not ... tween the roof surface and the insulation. In ... effective method for reducing roof tempera... In contrast, reflectivity only reduces the ... actually remove heat that has accumulated ... best assurance that the temperature of the ... closer to the outdoor ambient air tempera... Adequate insulation combined with pr... building design, which is becoming increa... energy-efficient homes.

It is not surprising therefore that the chapter in the *Asphalt Roofing Residential Manual on Design Considerations* [1] opens with three sections on ventilation, including sections that address:

- Ventilation and Moisture Control
- Ventilation Effects on Heating and Cooling Costs
- Ventilation Hints and Practices

Moreover, the ARMA Technical Bulletin titled *Ventilation and Moisture Control for Residential Roofing* provides a concise overview of ventilation requirements [2]. It explains how calculations depend on three primary factors: the size of the attic, the placement of the vents and the *rating* of the vents.

The most efficient ventilation works on a principles similar to the *cross ventilation* that occurs when windows are opened on opposite sides of a room and the *chimney* ... that occurs when heat rises

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Michael Kontanowski
Strategic Marketing Manager, Dow Building Solutions

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Recommendations for 2010

- Change Communications Committee name to Communications, Marketing and Education Committee (CMEC)
- Endorse $100,000 funding support of the CMEC within the proposed 2010 budget