

# 30 Years: The Age of Sustainability

## Lifecycle is Key to Sustainability

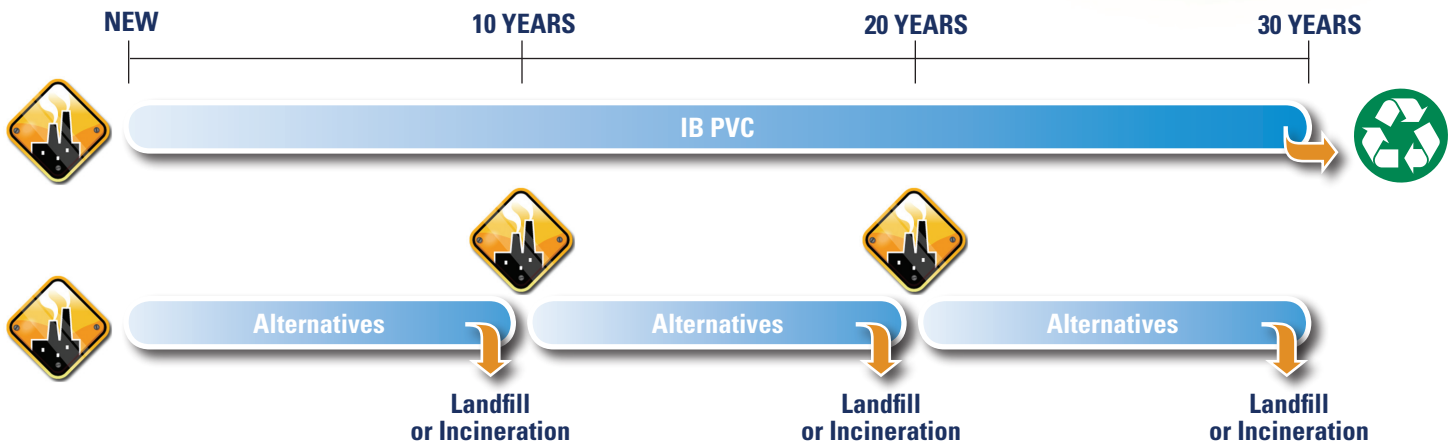
"You have to think about durability — using high-efficiency roofs without known longevity is a tad foolish. Replacing systems that fail prematurely doesn't do a lot of good for the environment."

*Craig Silvertooth,  
Executive Director of the Center for Environmental Innovation in Roofing*



## How do we measure up?

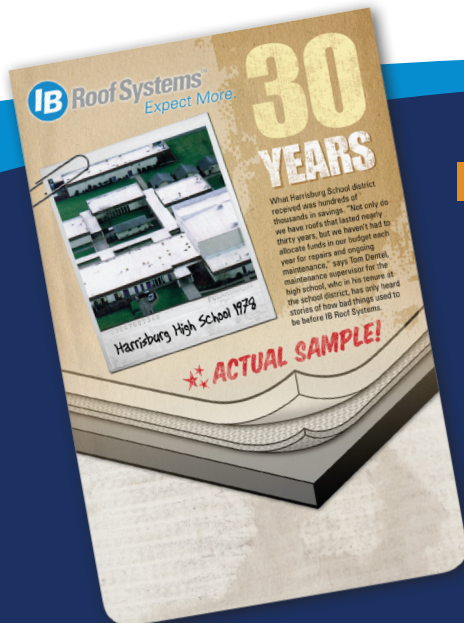
IB PVC membrane has a service life of 30 years. Compared with alternative roofing systems, IB PVC is clearly the sustainable solution.



## What really goes into roofing materials?

**IB PVC:** 50% Natural Gas / 50% Salt

**TPO, EPDM, BUR, Torch-Down:** 100% Hydrocarbons (fossil fuels)



## IB PVC: The New Lifecycle Standard

The longer a roof system lasts, less raw materials will be used, less manufacturing will be needed, less transportation pollution emitted, less construction waste to fill landfills and less energy needed to incinerate or recycle the spent product. Lifecycle takes on a whole new environmental significance when looked at from this angle.

**IB Roof Systems™**  
Industry's Best.