

GreenRoof

UPDATE

A Henry Company Marketing Program Bulletin

> Henry Company and Roofscapes Inc. Collaborate on Green Roof Joint Marketing Program

Henry Company, a North American leader in hot fluid applied waterproofing membranes, and Roofscapes Inc., a green roof consulting and design firm, announce a green roof joint marketing program. The program enables the two companies to provide comprehensive design, engineering, supply, installation and maintenance services to architects and building owners seeking environmentally safe storm-water management solutions.

Henry Company provides the materials, installation and warranted maintenance for two-ply, hot rubberized asphalt waterproofing systems (marketed as Bakor in Canada), and Roofscapes Inc. provides the design, growing media, plant life, installation and contracted maintenance for the vegetative cover. Roofscapes has an established network of trained vegetative cover growers/installers specializing in green roof assemblies.

After working together on projects for the last year, Henry Company and Roofscapes Inc. created the joint marketing program to better convey the benefits of green roofs. As collaborators, Henry Company and Roofscapes Inc. remain separate companies, each with its own warranties and guide specifications.



> The Henry Company/Roofscapes Inc. Joint Marketing Program

Architects and building owners can depend on the combined experience of Henry Company and Roofscapes Inc. in the design, installation and maintenance of green roofs.

Henry Company

- An industry leader with more than 40 years of experience in hot fluid-applied waterproofing membranes throughout North America
- Established and experienced team of building science specialists, authorized contractors and field technical specialists
- Vertically integrated manufacturing of all critical waterproofing components
- Solvent-free 790-11 hot rubberized asphalt waterproofing membrane, formulated for an impervious, monolithic application that is fully bonded to the substrate
- Single-source warranties

Roofscapes Inc.

- More than 10 years of experience in the engineering, design and installation of vegetative cover systems under the leadership of Charles Miller P.E.
- Established network of trained and licensed installers
- Long-term warranted maintenance programs
- Use of green roof simulations to assess storm-water performance and energy transfer
- Comprehensive selection of green roof assembly options that apply the best of European and North American technology

Henry[®]

> The Benefits of a Henry Company/Roofscapes Inc. Green Roof

Green roof technology, while in a mature market in Europe, is now emerging in the North American market. Henry Company and Roofscapes provide zero- and low-pitched green roofs with the durability of two-ply, hot rubberized asphalt waterproofing systems, which offer seamless bonded membranes, easier installation and more cost effectiveness than other waterproofing systems for this application.

Benefits of Green Roof Technology

Management of storm-water runoff:

- Absorbs as much as two and a half inches of water from a downpour
- Offers permanent storm-water storage (retention) of 15 percent by volume and transient storm-water storage (detention) of 15 to 35 percent by volume
- Typically reduces storm-water runoff by about 50 percent, controls runoff from more than 95 percent of storms, prohibits immediate runoff from the smallest 25 percent of all storms and substantially reduces peak flow rates

Extension of service life by two or threefold:

- Absorption of heat enables maintenance of a consistent roof temperature in daylight and darkness, reducing daily expansion and contraction of roofing materials
- Protects roof from ultraviolet exposure and abrasion from the elements

Environmental benefits:

- Absorption of storm water reduces overflow into watercourses, preventing inundation by surges and lead, cadmium, nitrate, phosphate and ammonia compound pollution
- Reduces heat-island effect
- Use of recycled and recyclable materials in all projects
- Enables builders to acquire as many as six LEED credits

Example of one of several assemblies:

Henry 790-11 Green Roof System for "Extensive" Vegetation

Vegetation

Growing Medium

Filter Fabric N04

DBR Root Bloc™ 50

Insulation

modifiedPLUS® G100s/s

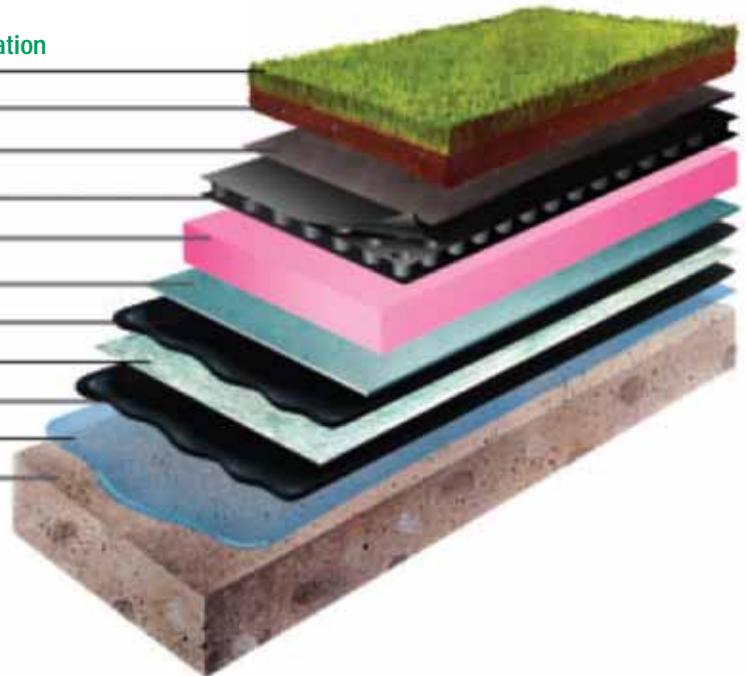
790-11 Hot Rubberized Asphalt

Polyester Fabric

790-11 Hot Rubberized Asphalt

930-18 Primer

Concrete or approved deck



Henry®

Henry Company

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