

A DURO-LAST® CASE STUDY



Enid High School

PREFABRICATION MAKES THE GRADE FOR ENID PUBLIC SCHOOLS

At Duro-Last Roofing, Inc., we pride ourselves on the partnerships we have made with our network of authorized roofing contractors. This partnership really paid off for Heritage Roofing Systems of Enid, Oklahoma and ultimately for their customer, the Enid Public Schools.

Duro-Last contractors receive all the marketing tools they need to help them grow their businesses, including plant tours where their prospective customers can view the entire manufacturing process.

Approximately 85% of our roof seams are prefabricated in a Duro-Last factory, making installation easier for the contractor. Also, when building owners see the quality of our manufacturing operations, it puts their minds at ease, and affirms that they made the right decision in purchasing a Duro-Last Roofing System.

After Enid school decision-makers completed a plant tour, they contracted with Heritage to install 700,000 square feet of roofing on 22 schools over a two-year period.

"The Enid schools project is one of the best long-term projects we've had," said Heritage Owner and President, Rod Heitfeld. "Our relationship with school personnel has been fantastic. Plus we have excellent communications with Duro-Last, which is also a key in getting sales support/market penetration."

The Enid school district had tried built-up and modified bitumen systems, but had run into a lot of flashing and blistering problems. Their stop-gap solution was to put trash cans under the leaks. In evaluating roofing options, the district did not want to worry about replacing the roofs every few years, so they began leaning toward mechanically-attached thermoplastic systems.

Why Duro-Last? Because the roof system is prefabricated, there are fewer problems with field installations. Furthermore, for the Enid school district, school is in session year round, so officials wanted to avoid a messy tear-off. With Duro-Last, installation is clean and safe with no tear-off required, saving the school district money.

Plus, the Duro-Last Roofing System is a long-term investment with little or no maintenance necessary. Once installed, the Duro-Last roof system provides worry-free shelter from inclement weather and burdensome repairs.

Oklahoma weather ranges from extreme heat to extreme cold, and prior to being covered with the Duro-Last membrane, the roofs in the Enid school district showed cracking, blistering, and bubbling. A Duro-Last roof can withstand high winds and is resistant to chemicals and fire. Moreover, cracking, blistering, and bubbling are not a concern with a Duro-Last roof.

An extra bonus for the Enid school district was cooler building temperatures. The Duro-Last white membrane reflects over 86% of the sun's energy, according to the EPA's ENERGY STAR® Roof Products Program testing criteria, saving the district money on energy costs.

The Duro-Last roofing system proved to be a "win-win" situation for both Heritage Roofing Systems and Enid Public Schools. The Enid school district no longer has roof leaks and Heritage Roofing has a new customer that will recommend Duro-Last to others.



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The Duro-Last® roofing system is proudly manufactured in the United States of America.

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