



DURO-LAST IS THE RIGHT FIT FOR FRANK LLOYD WRIGHT-STYLE HOME

Paul Holzschuher absolutely loves his Frank Lloyd Wright-style home in Lebanon, Ohio and all that it entails – the beautiful architecture in a secluded setting and the unique and historical building design, which includes a flat roof.

The only characteristics that Holzschuher didn't appreciate were the roof leaks, which were caused by the contraction and expansion of an aging membrane roof.

So he decided to do some research to find a roofing system that would solve his roof leak woes. An engineer by trade, Holzschuher knew the importance of finding the right roofing system to protect his elegant home, and the valuables inside.

The three attributes that Holzschuher knew he wanted in a roofing system were:

- A long-term solution to his roof problems that required little maintenance.
- A prefabricated system that was easy to install without hazardous chemicals or messy kettles.
- A roof that saved him money on energy costs.

During his research for a new roofing system, Holzschuher looked into rubber roofs, but decided against them due to their non-reflective attributes.

"I wanted a white roof that would be reflective to help save money on energy costs," recalled Holzschuher.

Built-ups were not an option either. Holzschuher had already had a built-up roof on the home prior to the membrane roof and had experienced constant leaks due to cracks in the tar.

Holzschuher then came across the web site for the Duro-Last single-ply roofing system, a white thermoplastic PVC that is prefabricated to a building's exact dimensions. Although predominantly used in industrial and commercial applications, the Duro-Last roofing system is designed to be used on any flat or low-sloped roof. Holzschuher decided to E-mail the corporate headquarters of Duro-Last to request additional information.

"I didn't think that I would get a response because I didn't have a 100,000 square foot building," he joked. "But Duro-Last responded immediately!"

Duro-Last Sales Representative Bryan Gottron contacted Holzschuher and provided him with all the details he needed about Duro-Last.

"That sold me on Duro-Last," said Holzschuher. "That a representative would get back with me and listen to my needs, really impressed me."

Holzschuher was also pleased to learn that the three main characteristics he wanted in a roofing system were present in the Duro-Last roofing system.

(Continued on reverse side)



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The Duro-Last roofing system is a long-term solution to roof problems because it is a complete system with all accessories included. There is no need to routinely coat or patch the roof. Once installed, it is virtually maintenance-free.

"Duro-Last manufactures all of its products, including the accessories," said Holzschuher. "I also liked the fact that the system has vents; my other roofing system didn't have any vents and therefore could not breathe properly."

The Duro-Last flashings and deck sheets are custom prefabricated, which makes for easy installation. Approximately 80-85% of the roof seaming is completed in a controlled factory environment at one of the Duro-Last plants, ensuring high product quality. In addition, there are no hazardous chemicals, vapors or messy kettles to deal with during installation.

"Because of the prefabricated sheets, I knew my money was going into the roof itself and not the labor installing it," stated Holzschuher.

Lastly, Holzschuher preferred a white, reflective roof which would save on energy costs. The Duro-Last white membrane has the

highest retained reflectivity of any single-ply membrane rated by the EPA's ENERGY STAR® Roof Products Program, saving significant energy and money for building owners all over North America.

There was no need to look any further – Holzschuher had found the perfect fit for his residential dwelling. He contacted Duro-Last authorized contractor Rainbow Enterprises in Cincinnati, Ohio, who visited his home, measured the roof, and began the 4,084 square foot project.

During the installation, Holzschuher's daily activities at his home did not change and there was no inconvenience to him whatsoever.

"I am very pleased with the results," he noted. "Rainbow Enterprises was experienced with the Duro-Last product and even solved a roof drain problem that I had with the previous roofing system."

"Plus, the Duro-Last roofing system has reflected much of the heat during the summer months, saving me money on air conditioning costs," Holzschuher concluded.



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