

September 29, 2008



To: Trade Media – **FOR IMMEDIATE RELEASE**

From: Frederick Sitter, Marketing Communications Director  
Duro-Last® Roofing, Inc.  
525 Morley Drive  
Saginaw, Michigan 48601  
800-248-0280, Ext. 1044

## **La Ferney, Inc. Sets Record For Largest Single Duro-Last® Roofing System Order In Manufacturer's History**

SAGINAW, MICHIGAN --- Duro-Last® Roofing, Inc., a national thermoplastic single-ply roofing system manufacturer, is pleased to announce that authorized Duro-Last contractor La Ferney, Inc. of Kingsport, Tennessee, has set a new record for the largest single roofing order in Duro-Last's history.

The roofing order for a large wholesale distributor in Birmingham, Alabama, was placed in late May and included more than 830,000 square feet of the Duro-Last roofing system.

The Duro-Last installation included re-roofing a distribution center in Birmingham, which had a ballasted EPDM roofing system on it. La Ferney started the project in June and completed the installation on September 10.

According to Chris Pickwell, National Sales Manager at La Ferney, the Duro-Last roofing system was the perfect fit for the distribution center due to its prefabricated sheets.

“There were a large number of skylights on this roof that we had to deal with,” said Pickwell. “Because the Duro-Last roofing system is prefabricated, the membrane fit the building’s specifications exactly and made the installation around every skylight and penetration quick and easy.”

“Our prefabricated system is definitely a plus for a large installation like this,” added Steve Ruth, Vice President of Sales at Duro-Last. “Most of the work is done in our controlled factory environment so that roofing crews only have to perform minor welding on the jobsite. That means less opportunities for installation errors and long-term, watertight protection that building owners can depend on.”

Furthermore, the highly energy-efficient white Duro-Last membrane is expected to reduce the distribution center’s energy consumption significantly.

“The Duro-Last roofing system is well-known for its high reflectivity and emissivity qualities,” noted Pickwell. “With a huge project like this, the distribution center can not only cut its energy costs dramatically, it can provide more comfortable internal temperatures for employees. Plus, the energy savings are immediate and last for decades.”

An authorized contractor since 1989, La Ferney, Inc. has earned numerous prestigious honors from the roofing manufacturer, including the 2002 Contractor of the Year Award and Golden Eagle Award (for Duro-Last sales over \$2.0 million) and nine John R. Burt Awards (for Duro-Last sales over \$1.0 million), to name a few.

With its headquarters in Kingsport, Tennessee, La Ferney, Inc. also has offices in Jacksonville, Florida; Charlotte, North Carolina; Cleveland, Tennessee; and Gate City, Virginia.

La Ferney, Inc. is a family-owned-and-operated roofing business that was started by Don La Ferney, Sr. in 1976. Today, his son, Don La Ferney, Jr. runs the successful business that employs 40 individuals.

“We are honored to perform this work for this distribution center and feel the Lord has blessed our company with such great customers and wonderful suppliers like Duro-Last,” said Don La Ferney, Jr.

La Ferney’s large roofing material order has helped Duro-Last continue its successful pace in 2008. The manufacturer has experienced several consecutive record sales months for an overall year-to-date increase of 4.9% over 2007.

“We congratulate La Ferney, Inc. on setting this new record – they continue to meet the high-quality standards and work ethics that we promote at Duro-Last,” concluded Ruth.

With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, the Duro-Last roofing system has become known as the "World's Best Roof"<sup>®</sup>.

Since 1978, Duro-Last Roofing, Inc. has manufactured a custom-fabricated, reinforced, thermoplastic single-ply roofing system that is ideal for any flat or low-sloped commercial and industrial building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, and high winds.

For more information, contact Duro-Last Roofing, Inc. at 800-248-0280 or visit [www.duro-last.com](http://www.duro-last.com).

###