

**Case Study: JM's extruded EPDM enters market to fulfill demand for a complete, consistent product line**



**Description:** EPDM: It is one of the most versatile and proven membranes for commercial new and re-roof low-slope applications – a favored system where weatherability through a wide range of temperatures and conditions is critical. Today, a full line of high-quality Ethylene Propylene Diene Monomer (EPDM) membranes, adhesives and accessories is readily available from Johns Manville's new state-of-the-art plant in Milan, Ohio – within 500 miles of 80% of its major markets.

When he heard the news that JM would be offering its own EPDM, extruded in the USA, roofing contractor Bill Seppala of Prime Roofing had the new Brookside Plaza specification in hand, and in mind.

**Challenges:** Prime Roofing was a long-time JM built-up roofing customer, but their business had been shifting from bituminous to mostly single ply, and Seppala commented that he'd not viewed JM as a single ply player: "We do about 2 million squares a year in EPDM, but hadn't used JM so much because JM didn't manufacture it." That changed when the JM product started rolling off the lines in Ohio.

Prime Roofing is one of the larger contractors in the New England area, according to Seppala. "We have a high standard of quality and move very slowly when a new system is presented, but based on JM's reputation, their stake in this business and Berkshire Hathaway's backing, we committed to use their new EPDM on Brookside."

**Solution:** It was the extruded 10-foot wide sheet that peaked Seppala's interest for the 31,000-square-foot project. "The rolls were good, straight and true. I can't say that about every job, but the Brookside job looks like a picture. It's flawless. If that's the type of system they're going to produce, JM's got a winner."

**The JM EPDM Advantage:** JM has brought together the latest science and engineering expertise with the most advanced extrusion equipment in its new Ohio plant. In addition to their weatherability and ozone resistance, JM EPDM membranes provide one of the highest tensile strengths in the industry and contain minimal air entrapments for a more uniform finish. And, as this contractor reports, they provide a smooth, aesthetically superior surface finish.

"JM is not known as a big gun in the New England area, but with this product," said Seppala, "it looks like they're coming back!"

**Location:**

**Dracut, Massachusetts**

**Building Representative:**

**Pleasant Street Land, LLC**

Chris Keith, Managing Partner

**Roofing Contractor:**

**Prime Roofing Corp.**

William Seppala

JM Peak Advantage® Summit Club® Contractor

**Roofing System Solution: SE6RA  
15-Year Peak Advantage® Guarantee**

ENRGY 3® Roof Insulation  
JM EPDM 60 mil Reinforced Membrane,  
Fully Adhered