

# The JM BUR Advantage

Johns Manville is the pioneer in developing Built-Up Roofing Systems — in fact JM created the first BUR roof system in America! Our continuous investment in developing materials and manufacturing techniques has taken that heritage to a new level over our 150+ years, and is today the commercial roofing industry standard. The JM brand is synonymous with BUR. We have a lot more to offer than just products, so read on:

## **JM Invented BUR and Continues a Proud Tradition of Pioneering**

JM has just under one billion square feet of BUR systems under guarantee. Since our founding fathers launched us as a roofing products company, we have had a tradition of excellence that no one can match. With a head start like this, you can count on us to continually expand upon our heritage.

We were one of the first to hold symposia on the groundbreaking California Title 24 legislation and how it applies to roofing. Now, we're leaders in providing our customers with highly reflective coatings and BUR cap sheets, and adapting built-up systems for solar photovoltaic systems.

## **We Founded BURSI®, a Highly Regarded Educational Institute**

Originally conceived as the Built-Up Roofing Systems Institute, this widely respected university for roofing is now the Better Understanding of Roofing Systems Institute. Very, very few suppliers in the industry invest in knowledge transfer from roofing experts; the JM faculty is rated for top leadership in the field. Over 40,000 graduates apply good roofing principles in their organizations, as a result of BURSI training.

## **BUR Is a Core Business for Us, Not a Sideline**

JM has thirteen manufacturing locations dedicated to the commercial roofing business; most brands do not have this breadth of resources. We concentrate our efforts in the commercial sector and don't dabble in residential. Other brands shift their operations to the shingle business when the market dictates, resulting in delays and availability issues for commercial builders. Wouldn't you rather work with a company who is focused on your commercial needs?

## **We Are Technology Leaders**

We have FM Global® hail-rated systems, reflective and green systems. With our research and technical center staffed by roofing professionals, JM is at the forefront of advancing roofing expertise. With that depth of background knowledge, let us help you with your specifications. We also have a large number of individuals in our field technical organization; other brands have a shortage of technical professionals.

## **JM Can Issue up to a 30-year Guarantee on Several Bitumen Systems**

We have tested and developed roof constructions that can protect a building for up to 30 years. JM understands the dynamics of materials working together to bring value to owners. That's why we can guarantee that if installed properly, materials in applicable specifications are compatible and are designed specifically to work synergistically to deliver the longest lasting, trouble free, more durable roofing systems available. And, there are a variety of systems – including hybrids – that work. Never build a roof system with components from different manufacturers and without a single source of responsibility.

## **BUR Systems – Still the Best of the Tried and True**

Conventional built-up systems have been used effectively for more than a century and are still popular today. Why BUR? Very few other systems are so long-lasting, durable and worry free - no seams or joints! Plus, these systems have low life cycle costs. For protecting your building and its valuable contents over the long term, make sure your roof is a JM BUR roof system.

