

NEWS

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PR Newswire

Farmers Insurance Opens a 'Roof Farm'



Farmers says the information it gathers ultimately will help homeowners save money on repairs and replacements. The work is being carried out in collaboration with the Insurance Institute for Business & Home Safety (IBHS), a non-profit industry research group.



What Farmers calls the "roof farm" officially opened on Nov. 3 in Olathe, Kan. It consists of five 15-foot-square roof structures. Four of them will be devoted to evaluating different roofing materials, while the fifth will be used to test drones.

The company says roofing materials will be monitored over the next few decades, with panels 3, 12, and 16 years for their resistance to wind, hail and wildfire. Roof farms in other regions will vary on other climates.

Impacted by aging, but this is the first comprehensive multi-peril, research project that addresses the long-term roof performance," said Murray Morrison, vice president of research for IBHS. "Many roofing materials degrade over time, depending on the local environment. Controlled aging of roofs in various climates and testing of wind and impact resistance at four-year intervals will provide us with the data needed to make informed decisions."

The facility should give Farmers a chance to learn more about a new part of its business. The company is using drones in some parts of the country to help assess storm damage to residential roofs.

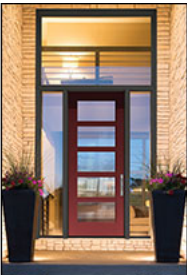
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