



For Immediate Release

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*ERA Joins The Business Council for Sustainable Energy
Roofing Industry Group Expands its Support of Resilient Design*

WASHINGTON, DC, January 9, 2018– The EPDM Roofing Association (ERA), the leading trade association representing the manufacturers of EPDM single-ply roofing products and their suppliers, has joined The Business Council for Sustainable Energy (BCSE), a coalition of companies and trade associations that promotes the use of commercially-available clean energy technologies, products and services. Since its founding in 1992, BCSE has been an outspoken advocate of public and private initiatives to prepare the country for significant climate events, and will intensify its efforts in 2018 to support policies that promote the creation of resilient structures.

“ERA shares the goal of BCSE to advocate for the construction of resilient, energy-efficient buildings that can withstand frequent cataclysmic natural events, and quickly recover from their impact,” said Jared Blum, Executive Director of ERA. “The specific attributes of EPDM make it uniquely valuable in attaining resilience in a structure, and the availability of EPDM in both white and black provides energy efficiency in every climate.”



In a letter welcoming ERA to BCSE, Lisa Jacobson, President of the coalition, noted the importance of the roofing system to a resilient structure. “Clearly the physical, mechanical, and thermal performance of roofs are a critical component of these kinds of buildings,” said Jacobson. “One of the reasons we are especially pleased to have the EPDM Roofing Association as a member is that its members are building envelope performance experts.”

Responding to the heightened interest in and concern over the resilience of the built environment, ERA last year launched its microsite, *EpdmTheResilientRoof.org*. The site details the need for resilience in roofing systems, and the specific attributes of EPDM that make it uniquely valuable in attaining resilience in a structure. In addition, to add context to the information about EPDM products, the website provides a clearinghouse of sources about resilience, as well as an up-to-date roster of recent articles, blog posts, statements of professional organizations and other pertinent information about resilience.

To access the complete ERA website, go to www.epdmroofs.org. To access the resilience microsite, go to www.EpdmTheResilientRoof.org.

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