



# PRIVATE LABEL POST

Your Source For Atlas Product, Personnel, Marketing, and Technical Updates

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Hello Faithful Customers!

We at Atlas hope you had a safe Holiday and wish you the very best for a prosperous New Year. This flyer represents the first edition of the Private Label Post, a newsletter intended to give our Private Label customers an inside look at the people, products and ideas that make Atlas run. We hope you will find this information useful, but most of all we hope that it gives you a sense of the commitment we have to making our relationship with you a successful and lasting one. Please feel free to contact my colleagues or myself anytime with questions, suggestions or comments!

Sincerely,  
Craig Villar, Director of Private Label

## PRODUCT NEWS

ACFoam<sup>®</sup>-IV: The Market Calls, Atlas Answers!

By Greg Sagorski

Since its introduction, ACFoam<sup>®</sup>-IV has captured the attention of many architects, consultants, specifiers, building owners, and membrane manufacturers across the country. What is it about this revolutionary new product that has everybody talking?



ACFoam<sup>®</sup>-IV is the most dimensionally stable roof insulation board in the industry. Atlas's new glass mat coating technology has improved facer adhesion to the foam core beyond anything ever seen in the industry. The dimensional stability of ACFoam<sup>®</sup>-IV, along with its more rigid and flatter surface, dramatically reduces the knit-line appearance that can telegraph through to the membranes surface. ACFoam<sup>®</sup>-IV is the answer for all the fully adhered single-ply membranes where smoothness of the finished roof is an aesthetic concern.

ACFoam<sup>®</sup>-IV facer peel tests performed by a third-party testing laboratory has revealed a 200% facer adhesion improvement over industry-standard polyiso. In addition, while testing ACFoam<sup>®</sup>-IV on the widely recognized Rolling Load Emulator (RLE), ACFoam<sup>®</sup>-IV stunned the testing world when the RLE test was discontinued without facer delamination. Those results produced a minimum of a 500% improvement when compared to industry-standard polyiso.

Fastener pull-through tests, performed by fastener manufacturers and FM Approvals, show up to 200% improvement in performance. Improved dimensional stability, advanced facer adhesion, increased strength of the board, and its resistance to breakage, are key elements in ACFoam<sup>®</sup>-IV achieving the never-before-seen maximum FM wind uplift rating of 1-345 without a coverboard! Besides lower ratings of 1-120, 1-150, and 1-240, other ratings from FM Approvals include ACFoam<sup>®</sup>-IV over metal deck in new construction at a thickness of 1 in.

For recover, ACFoam<sup>®</sup>-IV at a thickness of 0.5" meets 1-90 with 10 fasteners in fully adhered systems. And there's more!!! ACFoam<sup>®</sup>-IV achieves a UL Class A rating with a minimum 2" of ACFoam<sup>®</sup>-IV on a combustible deck with a maximum incline of 1:12 slope.



As the Atlas Roofing Corporation continues to lead the industry and provide the commercial roofing market with innovative new products and technologies, we are proud to have developed and introduced the first high performance polyiso roof insulation product. Atlas is pleased to announce the next generation of cutting-edge roof insulation: ACFoam<sup>®</sup>-IV.

For more information regarding this new, revolutionary, cutting-edge product, contact your local Atlas representative.

## The Technical Corner

### What's Driving All This Talk of Energy Efficiency?

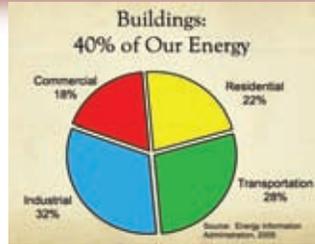
By Richard Roe

You can look hard and long, but you won't find the price of oil, of natural gas, or of gasoline as the cause or the driver of the extraordinary global interest in energy efficiency, the headlong rush toward sustainable building, the ubiquitous advertising for "green" anything. The last in this series might be a sign of recent bandwagon jumping or opportunistic marketing, but the first can no longer be called extraordinary or even new, for that matter. The drive toward improved energy efficiency is now at least a full decade old, gaining steam each year whether the price of oil is the recent \$12 a barrel (1999) or the more recent \$130 (2008).

Now look as hard as you can for discussions about energy efficiency and sustainable building. These won't be hard to find. As you read these discussions, can you avoid concern about carbon emissions, CO<sub>2</sub>, or climate change? Check the daily newspapers or on-line articles and you'll find examples like these: "We Need a Global Carbon Tax" (Wall Street Journal, December 3, 2008); "Brazil Says No to Rain Forest [Carbon] Credits" (The New Republic, September 12, 2008). Whether you prefer a carbon tax or a cap-and-trade approach for bringing carbon emissions under control is not the point here. Instead, just focus on the opportunity for insulation in an industry driven by the need to reduce carbon emissions.

Imagine the impact we can have. Since buildings account for 40-50% of all our energy use, 70% of our electricity use, and 48% of our green house gas (GHG) emissions, they are clearly low-hanging fruit in the war on carbon emissions. Now imagine an energy efficient world: A 30% improvement in energy efficiency in our buildings means we will not need 80 new nuclear power plants over the next 20 years (DOE Office of Energy Efficiency and Renewable Energy). Given these potential benefits, all of this attention to energy efficiency should not surprise.

Recognizing the important role building designers could play in reducing carbon emissions, an architect from New Mexico created Architecture 2030, a policy commitment and organization devoted to the systematic reduction of carbon emissions from buildings, reaching the carbon-neutral building by the year 2030. Many influential groups throughout the world soon offered support and signed on to this challenge: U.S. Conference of Mayors; U.S. Green Building Council (USGBC); Leadership in Energy and Environmental Design Green Building



Development (WBCSD); and the U.S. Environmental Protection Agency (EPA).

As a result of this attention to carbon emissions reduction, new opportunities abound for insulation used in roof systems. The American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. (ASHRAE), for example, recently updated its benchmark document ASHRAE 90.1-2007, the foundation for energy codes, calling now for a meaningful increase in minimum roof R-values. Climate zones that formerly called for R-15 now call for R-20, a substantial 33% increase in minimum requirements. Similarly, increases are also required for wall insulation. ASHRAE 189, envisioned as a code-required sustainable building design standard, also calls for increasing the required minimum in roof insulation to R-25 in certain climate zones. Although this standard is temporarily on hold, its clear intent falls directly in line with the many other more rigorous standards.

At the state level, Title 24 of the California Code of Regulations bumps required R-values from R-19 to R-25 for much of California. LEED, the most used and influential green building rating system, is calling for the increased R-values required in ASHRAE 90.1-2007 plus an additional 10% in whole building energy efficiency. Prescriptive measures in LEED 2009 also call for new R-values ranging between R-20 and R-35, some of the highest minimum insulation requirements found in any standard.

As this quick review shows, the days of business as usual are behind us. Today, meeting the minimum allowed under the law will no longer do. Industry initiatives and many project design teams are now clearly calling for improved energy efficiency and whole building performance far beyond the legally permitted minimum. Likewise, insulation requirements in the future will no longer be established solely by financial analysis. The driver for these decisions has shifted from dollars alone, from ROI and simple payback, to environmental, to CO<sub>2</sub> emissions and climate change. The new driver, carbon emissions, doesn't care whether the ROI on higher R-values is 5% or 30%, whether the payback comes in 3 years or 30, whether the price of oil is up or down. For providers of energy efficiency solutions, such as Atlas and our valued partners, the time is ripe to lend our support, to jump on board, joining the others on the journey toward energy efficiency, sustainable building practice, and reduced carbon emissions. But hurry! The train is leaving the station.

Rating System (LEED); American Institute of Architects (AIA); Royal Architecture Institute of Canada (RAIC); World Business Council for Sustainable

## Put A Face To A Name

Spotlight on Michelle Grace,  
Senior Account Executive

Diboll, TX, USA



Before coming to work for Atlas Roofing Corporation in Diboll, Texas 6

years ago Michelle Grace lived in the Los Angeles, CA area for 11 years. Her varied work history has included public relations and marketing for spas and resorts from Montana to Tahiti. For the last 6 years she has lived in Lufkin, Texas with her wonderful husband and their four beautiful children.

What does Michelle do as the Senior Account Executive for the South Central Region?

At Atlas Roofing Corporation we view our private label customers as partners, and as partners we must go far beyond taking orders to be of assistance to them. Account Executives function as liaisons between customers and manufacturing, shipping and often time accounting departments.



What does this mean for you, an Atlas partner? As an A.E. we work with your representatives and Atlas

managers to help quote jobs and secure orders. We serve as your advocates when working with manufacturing to see the material you need is produced. We interact with our shipping department to make sure your orders get to the job or warehouse when requested. We step in when needed to help solve payment issues. In essence we work diligently to solve any and all the issues that may arise in servicing your orders.

I'm happy to say I work alongside a wonderful team of people that makes serving your accounts a joy, and although I've been assigned private label accounts for the Diboll Sales Office you can always feel free to speak to my fellow A.E. Lillie Bounds.

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## Atlas Special Services

### The Tapered "SuperGroup"

By Peter Winant



In the late 1960s, the term "supergroup" was coined to describe music groups composed of members who had already achieved fame or respect in other groups or as individual artists. Atlas has built a state of the art tapered design center, with the most advanced equipment and programming in the industry, and organized our Tapered Services Team into one supergroup. Since October 1st 2006, this group has been servicing our tapered insulation sales all across North America from our headquarters in Atlanta, GA.

Much the way a musical "supergroup" combines individual talents to make great music, this group's individual strengths, along with a strong team mentality, make it the preeminent Tapered Insulation Department in the industry. This group is comprised of: Senora Cross, Jennifer Tyree, Flint Edwards, Shaun Kerschen and Peter Winant. Let's take a look at a brief introduction of each performer in this group.

**Peter Winant** came to Atlas in 1997, with 5 years experience as a tapered estimator/designer. During his 12 years with Atlas, Peter has worn many hats ranging from Tapered Specialist, Residential Territory Manager, and Commercial Technical Manager.



### Senora Cross

joined Atlas in 2004, and brought her experience in project engineering. Senora's extensive education includes: an MBA, a degree in Civil Engineering, and a certificate in Construction Project Management.



### Jennifer Tyree

came to Atlas in 2005. She was an Account Executive in Camp Hill, Pennsylvania and quickly worked her way into the Tapered Group. In July 2006, she moved to Atlanta to be part of the new team. Jennifer has a degree in Architectural Technologies and has spent over 5 years working in Division 10 Specialties.



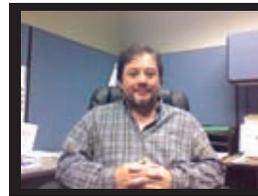
### Shaun Kerschen

moved to Atlanta from the Byron Center facility where he had been designing tapered Iso and EPS since 2002. Shaun is a graduate of Western Michigan University, with a B.S. in Industrial Design (product design) and a minor in Art.



### Flint Edwards

brings over 15 years of tapered design experience to the group. Flint has experience doing tapered designs for Iso, EPS, and Perlite with NRG Barriers, Johns Manville, Firestone, and Atlas. An avid hunter and fisherman, Flint moved to Atlanta from Maine. Flint received a B.S. in Business Administration from the University of Maine. Each one of these artists brings an exciting element to the group.



With a combined experience of over 40 years, this group is ready to handle the most difficult tapered designs. In addition to providing tapered quotations and shop drawings, Atlas' Tapered Services (super) Group provides free architectural assistance. This program helps architects and design professionals develop tapered insulation designs for incorporation into their bid documents.

Please contact the Tapered Services Department Toll Free: (800) 933-1476

**Isological.com** is the comprehensive source for the latest industry trends, code changes, and building materials information. A wealth of resources at your finger tips, a whole world to discover. This site was designed to give visitors an understanding of what is happening in the building materials industry, with a focus on the happenings and history of Polyiso insulation.



**OneDegreeChange.com** is designed to give users (of all types) practical information and links to important content on other sites about "Going Green" in many aspects of our daily lives. No gesture or action is too small and there is not time like the present to get started! We have arranged information into four main categories: The Home, The Office, Transportation and Construction. You will find useful tips, links to many different sites, and articles with pertinent information to each category.

Check out these great new tools at: [www.GreenZone.com](http://www.GreenZone.com) and be sure to sign up for the GreenZone Newsletter!



For Marketing inquiries, please contact Stan at [sbastek@atlasroofing.com](mailto:sbastek@atlasroofing.com)

## Marketing News

### Introducing the NEW "GreenZone"



The All New GreenZone has just arrived. At GreenZone.com you will find some great references for educating yourself on all things "green." GreenZone is a great resource for finding information about ASHRAE 90.1, PIMA, LEED™, USGBC, Atlas product innovation, environmental articles, energy efficiency ideas and more.

GreenZone provides access to three Atlas sites devoted to Polyiso, Industry Information, Green Building Trends, and ideas you can use to help reduce Global Warming.

**GreenPolyiso.com** is the official "Green" website for Atlas Roofing Corporation. This site was designed to give visitors an understanding of what Atlas represents and how using Atlas products can help you go green in your building projects.

The term "Green Polyiso" refers to Environmentally Friendly, Zero Ozone Depleting, Zero Global Warming Potential polyisocyanurate insulation material. Atlas manufactures "Green Polyiso" insulation materials for a variety of different building applications. All Atlas ACFoam® products consist of state-of-the-art polyiso foam with superior fire performance characteristics and the ability to retain high R-values.



## New Employee Spotlight

Atlas Welcomes Bill Judge



We are pleased to welcome Bill to the Atlas Family as the new VP of Operations. Bill has succeeded Ron Jadlocki who has retired after a long successful tenure with Atlas. Bill received his BS in Chemistry from Upsala College and MS in Business Technology Management from Stevens Institute of Technology.

Bill has worked in many different industries most recently as VP of Operations for the world's largest paint sundries products manufacturer specializing in home improvement. "My main focus in the past was developing world class manufacturing facilities and supply chain, customers come first... you must have or be able to manufacture the product when the customer needs it...on time, every time." Bill has brought that continued customer focus and sense of urgency to the Atlas Roofing Corporation. "Atlas has done a fantastic job focusing in on service and quality, it is evident in every product that leaves the manufacturing facility. The employees continuous quality training and dedication to service is second to none!"

Bill will be focusing on specific areas of improvement including, Innovation and Research and Development. "Atlas has been in the forefront of technology change in the past, we will continue to push the envelope of innovation. If there is an emerging technology out there...our goal is to be first to market!"

Atlas has added bench strength to the R&D facility located in Meridian, MS. In this location we have state of the art development and testing centers. "Atlas has invested and will continue to invest capital in areas that will bring value to ourselves and our partners." Additional areas of concentration will include IT/Quality systems and employee training and succession programs. "We will continue to invest in our employees and systems, this will ensure consistent quality and customer service for years to come. Atlas has a long tenure in our employee base. Our average associate has worked at Atlas for 15+ years, I believe that this is one of the reasons for success. Employees are our strongest attribute, and we will continue to invest in them to insure Atlas future success."



## Closing Remarks - Outlook for 2009

By Tom Rowe, VP Commercial Sales & Marketing

As we end 2008 and start into 2009, we face more challenges and obstacles than we have had to face for the last 10 years combined! Everywhere in industry news, the same sad story is reported: a record number of jobs lost, a sharp decrease in financing, an unemployment rate that continues to skyrocket, and a lack of consumer confidence not seen in most of our lifetimes. However, there is a bright spot on the horizon. The simple fact is that during these lean times, there is a pent-up demand gaining momentum. Once financing returns, there will be a full-scale push for new roofing and re-roofing with added insulation (R-value) to meet new codes and capitalize on tax credits and rebates being offered by both Federal and State governments.

Although there will be less squares of roofing sold in 2009 (approximations vary between 10% to 18%), there will definitely be the need for thicker insulation to meet new higher R-value requirements! ASHRAE, LEED, and USGBC will drive the use of insulation. ISO is now used in over 70% of all roofs! Projections show ISO will grow to 80% market share for all roof insulation in the next 2 years. Low thermal (R-value) products such as Wood Fiber, Perlite, and Fiberglass will be gone as less hot asphalt-based roof assemblies are put in place. Interest in energy efficiency improvements will give building owners justification for re-roofing and added R-value prior to installing energy saving solar devices on their buildings.

The bottom line in these times of economic uncertainty is one of cautious optimism. The need for roofing and re-roofing, though temporarily abated because of economic drivers, will eventually resume activity due to new requirements in energy efficiency and the demands within the marketplace.

## Innovation

Packaging Improvements at Atlas Polyiso Manufacturing Facilities  
By Bill Judge, VP of Operations

Atlas Roofing Corporation is proud to announce our new polyiso packaging, a one-piece stretch wrapped bag. This innovation has been implemented in 4 of the 7 Atlas Polyiso manufacturing facilities: East Moline IL; LaGrange GA; Denver CO; and Diboll TX. Installation for the final 3 manufacturing facilities will be completed by 2nd Quarter 2009. These include Phoenix, AZ (1/17), Toronto, CN (5/1) and Camp Hill, PA (5/15).

Atlas Roofing Corporation's drive for customer satisfaction, innovation initiatives and market monitoring has made this improvement a reality. The new bags will allow loads to be shipped untarped, saving time and money for our customers and partners (Polyiso, like all roof insulation products, is required to be tarped at the jobsite). This will also eliminate the safety issues for the driver and allow easy transition by warehouse or job site personnel.

Atlas expects our new bag to improve the quality of our product. Stay Tuned for future manufacturing improvements at Atlas Roofing Corporation!



## Quarterly Quote:

**"We are what we repeatedly do. Excellence, therefore, is not an act but a habit." -Aristotle**