

Sustainable Building Trends Take Root in Roofing Industry

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By, Simon Roofing

BOARDMAN, Ohio - (Business Wire) The sustainable building movement extends far beyond energy efficient home appliances or biodegradable products — it's spurring new laws and codes across the country while creating new opportunities for companies to reduce their overall impact on the environment. One way for companies to incorporate sustainable policies and products into their practices is to look up...to their roofs. Sustainable roofing systems are a fast growing and developing industry.

Brian Dolansky, Environmental Director at Simon Roofing, a leading national roofing manufacturing and installation company, works daily to help companies find eco-friendly and energy efficient roofing solutions. "It's important for companies to explore sustainable roofing options because it will reduce the overall impact a building or company has on human health and the natural environment," he said. These practices efficiently use energy, water and resources, protect the health of employees and reduce the amount of waste and pollution being generated at these facilities.

"Additionally, sustainable and eco-friendly roof owners reduce their operations costs through lower energy consumption, disposal costs and regulatory compliance," Dolansky said.

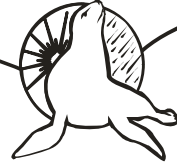
Roofing options for companies looking to make the sustainable transition include a vegetated roofs, which target storm water pollution and runoff, reflective or "cool" roofs, which reduce energy costs, and sustainable roofs which consist of roofing materials that can be recycled and reused.

Using roofing products that include sustainable materials and non hazardous or non toxic chemicals also offers companies a way to reduce their impact on the environment while addressing all of their roofing needs. Products such as Simon Roofing's SuperiorFlex Eco, which uses recycled rubber and contain no ozone-depleting chemicals also known as volatile organic compounds (VOCs).

While sustainable roofing provides an excellent opportunity for cost savings and environmental protection; companies offering sustainable services such as waste diversion or recycling can also prove to be beneficial. Orin Ponchak, Account Manager at

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Simon Roofing, was part of an effort to divert 80,000 pounds of PVC roofing membrane from being disposed of in a landfill. Thanks to the sustainable services program initiated by Ponchak, the roof membrane was removed and sent to a recycling facility for reprocessing.

Dolansky said companies can also perform simple corporate sustainability practices each day that will help to diminish their effect on the environment. Simon Roofing performed a sustainability audit of the company's practices, resulting in the development of the company's Corporate Sustainability Policy. Since its implementation, Simon's in-house recycling program has reduced waste output by 50 percent and eliminated the purchase of all non-recyclable products. Dolansky said practices, such as these, show the company's responsibility for the impact it has on the environment, consumers, employees and the community.