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**FOR IMMEDIATE RELEASE**

From: **Fred Sitter, Marketing Communications Director**

## ***Duro-Last® Roofing, Inc. Adds Dark Gray Membrane To Product Line***

*Saginaw, Michigan – March 11, 2009 – Duro-Last® Roofing, Inc. is introducing a new color – dark gray – to its standard membrane offerings. Other standard Duro-Last membrane colors include white, tan, and gray.*

*Duro-Last developed dark gray material in response to customer suggestions, according to Steve Ruth, Vice President of Sales and Marketing. “We’ve always prided ourselves on our tradition of taking customer ideas and putting them into practice,” he said. “This new color will give our authorized contractors another option when the aesthetics of a roofing project need to be considered.”*

*Like the other standard Duro-Last membranes, the dark gray material is a proprietary thermoplastic formulation that provides exceptional flexibility, resistance to U.V. radiation, and flame retardance. Standard Duro-Last membrane thicknesses are 40 and 50-mil. Duro-Last adds no “filler” material to increase membrane thickness; our material is the same proven formula from top to bottom. A key Duro-Last difference is the reinforcement scrim within the membrane. It’s a weft-insertion knitted scrim with a density of 14 x 18 threads-per-inch – among the highest in the industry.*

*Duro-Last has met or exceeded all major fire and wind code requirements, and regional approvals as necessary throughout the country. These certifications reinforce Duro-Last's leadership in providing the consistent, watertight integrity that building owners expect.*

*With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, the Duro-Last roofing system has become known as the "World's Best Roof"®. Since 1978, Duro-Last Roofing, Inc. has manufactured a custom-fabricated, reinforced, thermoplastic single-ply roofing system that is ideal for any flat or low-sloped commercial or industrial building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, punctures, and high winds. For more information, contact **Fred Sitter at 800-248-0280** or visit [www.duro-last.com](http://www.duro-last.com).*



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