



525 Morley Drive
Saginaw, MI 48601
800-248-0280
FAX: 800-432-9331
www.duro-last.com

FOR IMMEDIATE RELEASE

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

Duro-Last® Introduces New Vinyl Rib Roofing System

Saginaw, Michigan – November 2, 2009 – Duro-Last® Roofing, Inc., is pleased to announce the introduction of the Duro-Last Vinyl Rib roofing system, part of the Duro-Last Designer Series of roofing products.

The Duro-Last Vinyl Rib roofing system is ideal for commercial and residential roofing applications where both the aesthetic appearance of architectural standing seam and the proven, watertight performance of a single-ply roofing system are desired.

The Vinyl Rib system consists of the Duro-Last single-ply membrane and separate vinyl ribs that are attached to the installation membrane. After membrane sections are fully-adhered to the roof deck, ribs are heat-welded to the membrane to ensure a permanent, secure installation.

Flashings for penetrations and other transition areas are precision-fabricated in a Duro-Last facility; there is no on-site assembly of these pieces. The Duro-Last Vinyl Rib system is complete, with all components delivered to the job site, ready to be installed by an authorized Duro-Last contractor.

The Vinyl Rib system is available in light gray and white, and uses Duro-Last's 60-mil membrane, fully-adhered to the roof deck (no mechanical fasteners) to provide a smooth roof surface.

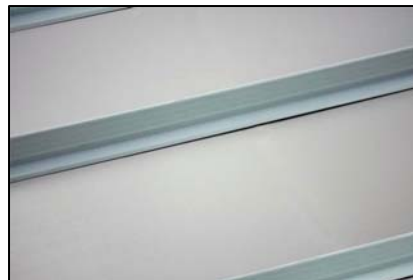
“Much of our business focuses on providing innovative product options that enable authorized Duro-Last contractors to address their customers’ unique roofing needs,” said Steve Ruth, Vice President of Sales and Marketing at Duro-Last. “The Vinyl Rib system combines the proven watertight characteristics of our single-ply membrane with the aesthetic appearance of standing seam. Another benefit is that, in most areas, this solution will be less expensive than a traditional architectural metal roof.”

For more information about the Duro-Last Vinyl Rib roofing system, contact the Duro-Last Sales Department at 800-248-0280 or visit www.duro-last.com/vinylrib.

*With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other locations in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, Duro-Last® Roofing, Inc. is the manufacturer of the “World’s Best Roof”®. Since 1978, Duro-Last has produced a custom-fabricated, 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. In addition to the Duro-Last roofing system, the company’s brands include the Duro-Last Cool Zone®, the Duro-Shield metal retrofit, and the Duro-Last Designer Series roofing systems. For more information, contact **Fred Sitter at 800-248-0280** or visit www.duro-last.com.*



Vinyl Rib roofing system installed.



Close up of Vinyl Rib roofing system.

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