

RLW

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By **CHAD FRANK**
Director of System Sales
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WATCH ON DEMAND

The Proof is in the Roof

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Heidi Ellsworth:

Welcome to this month's RLW, Read Listen Watch on Roofer's Coffee Shop. My name is Heidi Ellsworth, and I am so excited to have you all here today because we have Georgia-Pacific in the house. Mr. Chad Frank is here with us today, and Chad and I are going to be talking about cover boards. I tell you, I am so glad you're all here because this is going to be a game changer for the roofing industry. And I'm so happy that Georgia-Pacific has come on today to share this with us. Before we get started, I want to make sure we have some housekeeping. This is being recorded. So if you want to watch it on demand or share it with someone else later on, very easy to do that. And it'll be right there on Roofer's Coffee Shop under the RLW navigation.

And at the same time we have Q and A at the end. So keep your questions, get them into the question box over in your control panel on the right hand side, and also in the chat. Megan Ellsworth is back in the control center and she'll be answering your chats and questions, and getting them all lined up so you can ask Chad questions at the end. So let's get started. I'm telling you this is going to be a great, great webinar today. And so the first thing I want to do, is I want to introduce our guest, Chad Frank. Hello, Chad?

Chad Frank:

Hello. How are you, Heidi?

Heidi Ellsworth:

I am great. Welcome to the show and thank you for being here today. Chad has been with Georgia-Pacific for 22 years. I think we both started about the same time. I may have started a little bit before you Chad, but he's done everything. He is currently the director of System Sales, but he's held multiple positions within Georgia-Pacific, working with DensDeck throughout the years. He was also... Thank you, Chad. He was in the US Army 1st Ranger Battalion. So I always like to say thank you for your service there, the roofing industry brings us all together.

Chad Frank:

My pleasure.

Heidi Ellsworth:

And so Chad is here today and, like I said, we're going to be talking about cover boards, but we're talking about data. Data that has been put together by third parties and that really is going to help every contractor out there explain the importance of cover boards to building owners. So we're going to get started with that. So Chad, are you ready to go?

Chad Frank:

I am. And thank you for the nice introduction and for making me look good. And thank you for the opportunity to be here today for this webinar. It's very much appreciated.

Heidi Ellsworth:

Well, I can't tell you how happy we are to have you. This is a really important issue and it is something that you and your company and everyone there has stepped up, and really brought multiple solutions to the market. But before we get started, before I jump too far ahead, why don't we start with very simple for those who may not know, who are listening in, what is a cover board?

Chad Frank:

Yeah, it's a great place to start, right? So a cover board is a rigid material that's installed in a roof assembly that enhances the resiliency and durability of the entire assembly. It's installed below the membrane and above the insulation to minimize the deterioration of other roofing components during the service life of the roof.

Heidi Ellsworth:

This past decade, Chad, we have seen so much around weather events, around wildfires, and then so much more that's even just going up on the roof. Can you share with us... Let's just work through some of the benefits of that cover board when it comes to dealing with all of these weather events. Maybe you can start with puncture resistance.

Chad Frank:

Sure. And there's a lot more to puncture resistance than just the weather. A lot of people tend to think about hail, but during the construction or reroof process, people may drop tools, there's other trades that come up once the roof is finished. And the roofer has signed off, the membrane manufacturer's signed off, and then the other trades come up to do masonry work and stuff like that, and they may not think about the damage that they're doing to the roof. So generally, the cover boards protect the membrane as well as the insulation, we'll talk about that in a minute. But from rooftop equipment, which like you alluded to, there's a lot more equipment up on roofs now than there ever has been in the past, and with all of that rooftop equipment comes the need to maintain it. So there's an increased foot traffic as well.

And then of course you do have the impacts of weather and hail. But I wanted to talk a little bit, not just so much about puncture, because sometimes we think about puncture maybe hail or some force coming down on it, but that increased foot traffic, if there's any kind of debris on the roof or a screw left from another trade and someone steps on that, you have the potential to puncture it. Or just that increased foot traffic on a roof system that doesn't have a rigid cover board underneath, you may only have insulation that has a 20 or 25 PSI compressive strength. And as that flexes, you could actually break the adhesive bond between the membrane and the insulation, and that would allow the membrane to come loose. So with a rigid cover board, you avoid a lot of that.

Heidi Ellsworth:

Yeah. As we prepared for this and talked, I love how you talk about, that it's the cover board that's protecting the membrane. And so maybe, talk a little bit more about that.

Chad Frank:

Yeah, it's great. I'm glad you brought that up because a lot of people have a challenge comprehending how can something like a cover board under the membrane, actually protect the membrane? And we used to do a little sales technique would be, if you held a piece of paper on your hand, right? Which is soft, and you dropped a pen, it's going to poke through the paper. If you put that paper on the desk and you drop a pen, it doesn't poke through it, right? It's the same philosophy. So it's actually helping to protect that membrane from those punctures, even though it's below it.

Heidi Ellsworth:

Yeah. And then also, moving on to fire resistance, but we also have moisture issues. I mean, it all goes together, how does the cover board help with that?

Chad Frank:

Well, as far as moisture, so moisture intrusion... When we go back a few years, we did a survey, and the number one concern was puncture. And then second was moisture, right? So if you can eliminate or highly reduce or minimize the ability for the membrane to be punctured, then you also minimize the ability for water to find its way into the roof system.

Heidi Ellsworth:

Yeah. And it's the same... And I mean, DensDeck, what a name, but we know... I mean, talk a little bit about the fire resistance.

Chad Frank:

Sure. So some cover boards perform better than others, especially around fire. And gypsum has a natural fire resistant quality, it's made from mineral, a rock, right? And so rigid cover boards that contain gypsum provide an enhanced fire resistance that further protect the roof assembly.

Heidi Ellsworth:

And I live in the West Coast, we know this is important, this is happening all the time, and to be able to add that added protection to the building. And you talked a little bit about the insulation, and that makes so much sense, but let's talk a little bit about wind uplift, another thing being driven by the elements. How do the cover boards help that?

Chad Frank:

Yeah, and actually, I don't want to skip over too much on the insulation because the insulation is one of the most important, but also most expensive parts of a roof assembly, right? So we're protecting that membrane from those punctures, but then we're also protecting that insulation from being crushed. We're helping to reduce the intrusion of moisture through puncture where that moisture then would affect the insulation and not allow it to do its job, and preserve that maximum R-value and energy efficiency. So very important point there, that we're not just protecting the membrane, but also protecting the insulation. And then onto wind uplift. Sure. So again we mentioned rigid cover boards in the

roofing assemblies, and they stand up to high winds that can produce damaging uplift pressures, preserving the integrity of the building or preventing the need for future repairs.

Heidi Ellsworth:

Yeah. Well thank you, because I think it's really important that we get some of that baseline of just what the cover board is, what it's already doing to protect the roof. We know that's so important. Now I want to get into this last bullet point and we're going to actually move on to the next slide because, we want to talk about data. Data about savings, data that has come through. So I know that FMI Corporation, which is a leading provider of consulting and surveys, and works with a lot of different folks in the industry, have come out with an amazing study that really, really started to show how contractors can help building owners. So Chad, let's talk about that a little bit. What was this survey?

Chad Frank:

Sure. So the survey that was completed by FMI was based off... We understand that the majority of new roofs are specified with the cover board, right? Somebody that's designing that roof has already seen the value. They understand the value in specifying a cover board to provide that additional durability and fire resistance, and decrease the negative effects of weather related events like we spoke of and the foot traffic. But we had the hypothesis that, that wasn't necessarily the case for reroof applications. So we wanted to better understand that. And in a reroof situation, what we learned was, the owners don't typically engage in a design expert. What they do is they get with their roofing contractor. Many times it could be the roofing contractor company that installed the roof 10, 12, 15 years ago or more, and they've been maintaining it. And so that's who they turn to. So that's what we refer to as the decision-making dynamics.

Heidi Ellsworth:

Yeah. And so on those decision dynamics, I mean, I think there's a number of us who would have said, "Oh yeah, we know the roofing contractors are making those decisions." But a lot of times you really do need to hear that from the building owners. And so that makes us even more important, right? This data that you're going to share with us is even more important because we need to get this in the hands of the contractors, and that's what you're doing today, in order for them to communicate with the building owners. Okay, so tell us about the survey, how was it collected, what were they looking for, what was the overall program?

Chad Frank:

Right. And back to your point, I think, we have that kind of tribal knowledge, those of us that are in the roofing industry, right? About the importance that the contractor plays in the role of helping owners decide what system, what assemblies they should go with when they reroof. So once we helped solidify that through the survey, then it was to take it to the next step and try to understand, and collect that data from those owners. And get those findings so

that we can get it in the hands of the contractor, so that they can help articulate that value to the owner. So the survey by FMI was conducted by interviewing and collecting data from owners, facility managers, and property managers of 74 different organizations.

There weren't a lot of limitations put out, the only ones that they really had were, they wanted roofs under a 100,000 square feet, so that way it wouldn't skew the numbers in one way or the other. The roofs that had been reroofed couldn't have experienced a catastrophic event, again, because that would skew the data. And actually, they had over I think it was 123 roofs, that they had the data on. Once they went through to make sure that everything had met that criteria that I just talked about, they ended up with 112 roofs that are in that 25, which is common, the typical low slope commercial roof is about 25,000 square feet. They also wanted fresh or recent data, so the roof replacement had to happen within the last five years. And then the owner's life expectancy to be that of about 20 years.

Heidi Ellsworth:

Then in this survey, they were looking to find out how these roofs were performing, right? For these building owners?

Chad Frank:

Yeah. So they looked at what their expectations were as the owner. They also gathered the information on what the warranty life was, but it was more so around how did the roof with the cover board perform compared to a roof without a cover board. And then what were those costs that were associated with that life of the roof?

Heidi Ellsworth:

Wow. Okay. So now the contractors are going to have some real data to go and talk to the building owners about with or without, that's what we're looking at here. And so as we go on and start talking to them about the cost savings for operations and maintenance, what did they find?

Chad Frank:

Right. So single-ply roof systems with cover boards reduced the O&M cost by an average of \$1,750 annually on those 25,000 square foot roofs. So \$1,750 annually, that's the reduction in their O&M costs. And those O&M costs ranged from 33% to 65% depending on the single-ply membrane type. In the survey, the single-ply that were in the survey were TPO, PVC and EPDM, but I would just want to caution that the intent of the survey was not to compare the single-ply membrane types, right? It wasn't to look at which one performed better or worse compared to other single-ply membranes. The purpose of the survey was to, again, like you just said, with or without a cover board, but to understand how long the roof lasted. And then what were some of the costs associated with that throughout its life? So the overall finding there was, no matter what single-ply membrane was used, all of the roofs benefited from the use of a cover board.

Heidi Ellsworth:

Wow. So let's just talk about that for a little bit. So when you're looking at roofing contractors, as so many roofing contractors also have service and maintenance programs, where they're going up and taking care of the roofs afterwards. And so when you are talking to a building owner about cover boards, and you can show these kinds of numbers, I mean, \$1,750 annually on average savings, that's quite a tool for the salespeople of that roofing company.

Chad Frank:

Right. And it's no secret whenever you enhance a roof system with the use of a cover board, let's say, there's going to be an increase in cost, right? And if you were a contractor trying to have a conversation with an owner without data, it could be an emotional discussion, right? They may think that they're just trying to upsell them on something that they don't need. So the point of having the data, and having a survey like this to back up those claims, is really to help the contractor be able to articulate the value that a cover board brings to the roof, and then have some numbers to back it up. The contractors themselves see the value in a cover board, and it's just a matter of how to articulate that to an owner.

Heidi Ellsworth:

Yeah. And just over the years, as we were talking about before, being in this industry a while both of us, I really have seen just how much the growth of requiring data has happened. It seems like in the past decades, it'd be like, this is just what you have to do, that's how it is. And now it's like, no, show me the data. What are the analytics, how does this work?

Chad Frank:

It's a smarter industry, right? It's a much more technical industry now than it was decades ago. Building designs have changed. Owners are smarter. They want more for their money. And this is one way for the contractor to be able to do it. And again, contractors typically the first 24 months of a roof install, they are liable for a lot of that piece of the warranty, right? So they want the roof to perform. And we've done Voice-of-Customer in some surveys to see that a large number of roofs experience puncture and water intrusion within the first 12 months. So if we can help the contractor get through those first 24 months where they have a lot of liability, then just one more reason for them to be a fan of cover boards,

Heidi Ellsworth:

Right. It does. And really, as we're looking at this, and we think about the life expectancy, so again, a lot of contractors are using service and maintenance and talking about life expectancy, and how important service and maintenance is. Now, you're able to, with this data, give one more example of how you can increase that. So how did that work?

Chad Frank:

Well, you can see the numbers here of the single-ply roofs that didn't have a

cover board. Only 52% of them actually met the owners' life expectancy. So that was shocking. We knew that with the cover board, you would experience a longer life expectancy, but when there wasn't a cover board used, I think the 52% was eye-opening for us. But 86% of the single-ply membrane roof systems that had a cover board, met the owner's life expectancy. And actually a side note on that interestingly enough, that there were eight systems that had a cover board that didn't meet the owners' life expectancy that were in the study, but four of those did surpass the warranty life. So if you were to include those, you'd be up as high as 93% would have met the life expectancy. So that's a pretty high number, especially when you compare it to the 52% without a cover board not meeting their owner's life expectancy.

Heidi Ellsworth:

I think that's a great example, too, because really this is about setting the correct expectations. There's warranty life. There's what a building owner may have in their mind and how long they think it should last, so being really able to have these kind of discussions; with or without cover boards, the type of system, that really helps set proper expectations for that building owner also.

Chad Frank:

Right. I mean, in the end, the contractor wants the owner to be happy. They want them to be happy with the roof system that they've selected. They want them to be happy and satisfied with the work that they've provided, right? And then continue on with that relationship over the life of that roof so that when they do need to reroof, they come back to them, right? So it's very important for them to be able to have this information and be able to share it. And really the big takeaway out of this here is that, roof systems with the cover board are much more likely to meet the owner's life expectancy. And you called it out, you mentioned that there's owner's life expectancy and then there's warranty life, and those are different. And in some of these cases, the warranty may have been 15 years, the owner expected 20. And in some cases it may have been opposite, 30 years or 25 years versus 20 years. But yeah, so they are different. I'm sorry, Heidi. I can't hear you.

Heidi Ellsworth:

Oh, I'm sorry, it's all about good communication. Sorry about that, I had a little glitch. So as we're looking at that too, and the name of this webinar was The Proof is in the Roof. So summarize what you found from that survey, and then we are going to get more into how to use it. So what was your biggest takeaways?

Chad Frank:

Yeah. You can see right here, the lower O&M costs, significantly lower when they utilize a cover board. The roof's going to last longer, it's more apt to meet the owner's life expectancy. So again, you have a happy owner, you could have a repeat customer, right? And then roofs with the cover board, they experience four more years of their roof life with single-ply membranes, when you compare that to roofs without a cover board. And during the lifespan of the roof... Again,

the roofs with the cover board are just much less likely to be impacted by outside forces. We spoke about hail and weather, and foot traffic, and of course, catastrophic events as well.

Heidi Ellsworth:

Right. Four years, that's quite a number. That is really something that contractors can use when talking to facility managers, building owners. And talk just a little bit more about how important that is in that sales process.

Chad Frank:

Sure. So we looked at it and said it was better to present it as 20% longer life, four years, I mean. If you're talking about a 20 year owner's life expectancy and you throw four years at it, you think about, that's four years. Everybody, every company... It's always a battle for capital, right? If you know you're going to get the life expectancy or a longer life out of a roof with a cover board, then it makes sense to put it in now, and then those four years can be used to start to accrue money for the reroof, right? For the next life of that roof. Versus having it fall short or not meet the life expectancy, dealing with the failures, the additional cost of that, and then having to reroof essentially before you needed to, or had planned on.

Heidi Ellsworth:

Right. Yeah. I think when you are looking at, especially with the commercial roofing industry as it is and everything we've gone through in the last couple of years, four years is a lot. I mean, that's going to perk up any facility managers ears. So-

Chad Frank:

Four years ago, I had a full head of hair, Heidi.

Heidi Ellsworth:

Chad, I love it. Okay. Now, I know you have tremendous sales experience, and I know you've been doing sales for a long time. So I want to take this chance right now to really pull from your experience on how you would use... How are you and all of the experts at Georgia-Pacific talking about using this research in the sales process?

Chad Frank:

Sure. And it's about leveraging that data, right? Using it to show the value. But let's go back to what we had initially learned with the survey. The owners rely heavily on the roofing contractor for advice on reroofing their buildings. They don't go out and seek a design expert or architect, or consultant the majority of the times. So that's built on the trust and relationship that they have with the roofing contractor that's been maintaining their roof. The NRCA has supported the use of a cover board since the 1970s, contractors firmly believe in the benefits of cover boards. And they've actually reached out and looked for support when they're proposing and explaining the value of a cover board to an owner, so that it doesn't look like it's an upsell, right? And that they're trying to

give the owner something that they don't actually need.

So having this data, having the numbers with it, will help the contractor be able to articulate the value and the cost savings to the owner when they're considering what is the appropriate roof assembly, and the performance requirements of the roof, right? Roofs have different requirements, some... And actually if you think about like photovoltaic, a lot of owners now may go to that in the future. So you want to be prepared for it now by putting your cover board in for the weight of the systems, for the additional foot traffic to maintain those systems, for the fire rating. So it's important for the contractor to understand what are the performance requirements now from the owner, but also in the future. And then let's make sure that we get them the roof that they need. So-

Heidi Ellsworth:

That's so smart and being able to use this data now, but then, like you said, also talking about what's the future look like. And I know that your team is doing a huge amount on new technologies, on how to make the products fit those future needs that we're seeing rooftop. So for all of you as you're thinking about this, you've got the survey data, you've got that to be able to use in your sales process and your marketing process, but now you also have the technology and the information. So Chad talk about EONIC Technology.

Chad Frank:

Right. Like you had mentioned before that the industry is changing, it's a more technical, more innovative industry than it has been in the past. I think it's important for the contractor when communicating to the owner to remind them that, like you just said, four years seems like a long time, but also looking ahead, maybe it's not just about right now, but it's about the future. Remind the owner that the roof isn't just protecting all of their assets inside it, but the roof is an asset itself. And it's truly the first line of defense. So if it's your first line of defense, then you want to have products in there that you're confident in, that they're going to perform not just under normal conditions, but all of those conditions that we've been talking about; the heightened foot traffic, the additional equipment on the roof, these crazy weather events that we're having.

So let me go back a little bit here too, we continually do what we call Voice-of-Customer research and marketing research. And it continues to tell us that moisture performance in the roof system and roofing components in general, matter, right? Actually, what led us to the innovation of EONIC Technology was surveys that we did with a large number of consultants. And I mentioned it earlier, we had them rate in order of importance their concerns and fears, what keeps them up at night worrying about what could happen to the roof. And number one, puncture, number two, moisture. And they go hand in hand, right? If you have a hole or a puncture in your membrane, that's just an invitation for water to get into the roofing system.

So we took the results of that survey, and we said, "What can we do with our product to make sure that we let the consultants sleep well at night?" If you will. So we enhanced the moisture resistance, that was the primary goal of the EONIC Technology. AFTM allows up to 10% moisture absorption by weight. We

cut that in half, and we only allow up to 5% moisture absorption by weight. So we essentially doubled the moisture resistance of our product, because really these roofs are going to be around for 15, 20, 25, 30 years, right? Very high likelihood that moisture is going to find its way into that roof at some point, right? I don't think there's anybody in the roofing industry that's naive enough to think that they can make the roof water tight, and it's going to stay water tight for the full 20 years. So what do you do? You want to make sure that you install products that you're confident in, that those components will still be able to perform if they're exposed to some level of moisture. They have moisture resistant properties that will still allow them to perform in those conditions

Heidi Ellsworth:

Yes, that is so important for everything that's going on. And I would love you to go further too, and just talk a little bit about the improves mat to core bond. That I need a little explanation on.

Chad Frank:

Yeah. You've done your homework, so that's good. Yeah. So obviously there's also other benefits as we enhance the product, we enhance the mat to core bonds. So the way that the product is manufactured, it's probably no secret how of course there could be some proprietary secrets in everybody's little formula, but it's a wet process. You take a dry solid rock, you crush it down, essentially make a powder. You add to water, that's the beauty of gypsum, is you can actually rehydrate it. So you take it to a powder, rehydrate it, and it's a wet process that goes onto the fiberglass facer of our DensDeck Prime products. And that bond that happens where the gypsum actually works its way into the fiberglass facer, is critical to reduce delamination and help with wind uplift pressure. We've talked about these crazy wind events and the uplift pressures that can essentially pull a roof apart. So in our work to enhance the core, we also enhance that mat to core bond.

Heidi Ellsworth:

And it keeps going back to what we talked about at the very beginning; battling the elements basically. And the elements are either human made or they are weather-created or whatever it may be, so this really helps. And I know that that has been a focus. And so let's talk about what the talk of the industry is. I've been hearing about this through so many different sources, and that's one reason I've been so excited about this webinar, is to really be able to talk about StormX. Everyone's talking about it, they were talking about you a couple of weeks ago on the Coffee Conversations. So let's share with the audience, what is this?

Chad Frank:

Sure. So I think probably anybody that's in the roofing industry is well aware of the new FM classification for very severe hail. I don't want to say it was welcomed, but I think everybody knows about it. And there were some challenges to meet that. Initially, to meet the VSH requirements, it was primarily wood-based products. And the industries worked for decades to get wood out

of the assemblies, right? Because they don't tend to fare well when there's moisture present, they don't tend to fare well when there's fire. So while the industry was uneasy, a little unhappy with this, trying to meet this with the current technology that was out there, we decided to take the challenge on. I mean, when you think back about... It didn't even go back to 1987 when we invented DensDeck originally, right? That was innovative at the time. And then move forward to pre-priming it so it doesn't have to be primed in the field. Then enhancing our facers. And then again with the EONIC Technology. So we looked at this as just another opportunity to enhance our product or invent a new product, innovate and give our customers options other than the current technology, which at that time was wood-based. So, and I think there were only about 550 approved assemblies for VSH FM classification, and they were primarily wood. Yeah, so we're excited. So we went back to the drawing boards. And our R&D team and product development team they went through, I want to say, somewhere around a hundred iterations of innovation to try to get to a product that would not just meet the FM classification under an approved single-ply membrane assembly, but still be easy enough to handle and score, and snap, like product that they've been used to; our DensDeck Prime product. So we did it with our DensDeck StormX Prime Roof Board. We're the first and only gypsum cover board to meet the FM classification in approved single-ply membrane assemblies. And we've just raised the bar again, it's a whole new level of puncture resistance. Actually, you've probably heard it too, I've heard it from several people, that they say it's DensDeck Prime on steroids, right?

Heidi Ellsworth:

Yeah. Like it.

Chad Frank:

So yeah, as long as they keep the word DensDeck Prime in there so they know it's still in the Prime family, then we're great. But-

Heidi Ellsworth:

Chad, talk a little bit too about these approvals with roofing membranes over the top. So you said before StormX came out, there were about 500 approvals. Now what's happened since then? Because I think this is super exciting.

Chad Frank:

It is. So I think there was around 550, and right now I don't know the numbers today, because they change every day. We're approved with all major system manufacturers, and the ones that we aren't, are currently testing and working to get approved with StormX under their single-ply membrane. And I don't want to jinx a perfect record, so I won't go there. But we're somewhere around 3,300 RoofNav approvals that meet the VSH requirements. So that's huge, that right there is giving the industry and our customers options. And that was the intent.

Heidi Ellsworth:

We just had big coffee conversations on very severe hail. And there is so much interest in that, obviously in the hail zones and any building that's FM insured.

But also, like we talked about earlier, just even with everything that's coming in the future, with everything on the rooftop and potential punctures. So what are you hearing from contractors out there about this product?

Chad Frank:

Well, excitement. They're very excited to have a product one, that they're familiar with. They're familiar with the DensDeck and DensDeck Prime product, right? How it handles, how it scores and snaps. And again, this product handles some scores and snaps just like our DensDeck Prime product, but just with a whole new level of performance. And you were talking about the hail region, but it's not just for hail. That was what the intent was originally when we developed it and we're going to continue to develop, but we've actually had one of the largest general contractors looking for the product in California, right? Where they don't have hail necessarily. We've actually sold to banks, actually through two different membrane manufacturers, but these banks wanted a very robust roof system due to the impacts of bullets.

So in that particular area or region, for whatever reason people like to shoot their guns off in the air and they've had these bullets come down through the roof. So they're looking for the most robust roof that they can make. Now, don't get me wrong, we're not claiming that the product's bulletproof. Again, these particular owners were looking for a way to enhance their roof and they thought that DensDeck StormX Prime would be the product of choice. So we're happy. Yeah. It doesn't have to just be used in the hail region.

Heidi Ellsworth:

Yeah. And so what are you... I mean, as you said, all the major manufacturers right now are either approved or working on approvals. What are you hearing back from them about what they're hearing from their customers? And you know it has to be a sigh of relief for the industry, to have this option.

Chad Frank:

Very happy. It was a good time to be in, even though I can communicate with the membrane manufacturers and they're very congratulatory and, "Man, you guys did it again. Great job. We appreciate it." And I can't take the credit obviously, I mean, our research and development team and product development team, they really did it, right? And it wasn't an easy process, it was an investment in time. It was an investment in money, but we knew that there was a need for the industry, and a need for our customers. And they've all been very happy. And the feedback from the contractors has been very good. And I would assume that any future iterations of this product or any other regions where we can get approvals for this product, we're going to get similar responses.

Heidi Ellsworth:

And we're just about ready to go to questions, this has been so great. But I do want to just go back a little bit on what our goal was with this webinar, was to really share the information, the data and the products that roofing contractors can use in their sales process, and also in their overall relationship with building

owners to really help educate them. What are some of the things that you're seeing with you or your team working with building owners, or contractors working with building owners. I've kind of made this circle now, let's have that last thing, what's coming back from the building owners?

Chad Frank:

So the building owners are very happy that they're going to get what they expect out of their roof, right? And when we first got this information back, and digesting it, and figuring out how do we use this to help the contractors work with the owners, we actually got with some of the country's largest roofing contractors. And had video meetings because it was virtual, but we had meetings. And we actually had them help us develop a PowerPoint presentation going through this data, what is important to them, what would be important to an owner, how do we best keep it simple and high level? Because most owners aren't technical, right? They're making a business decision. And hopefully you're thinking long-term because like we talked about, these roofs are 15 to 30 years. But rather than us just take this data from this third party company and compile it, and build what we think is important, we actually went to the contractors themselves and said, "Would you like to help us?" And received with open arms. It was great. I mean, they gave us direction like when we get time, we need to sit in front of them. If we had eight to 10 slides, that would be great. Here's key points that we think are important to make. And as long as the data supported it, we were able to do that. So ultimately we want to be able to provide that guidance, and those tools and resources, for those roofing contractors.

Heidi Ellsworth:

And it's available to roofing contractors, right?

Chad Frank:

Yes, it is.

Heidi Ellsworth:

How did they get it?

Chad Frank:

So I think at the end, you're going to put my contact information up. And that's going to be great because then they can reach out to me directly. We have a whole sales team that already work with roofing contractors, and reach out to them, and offer this presentation and the tools. It can also be found on densdeck.com or dendeckstormx.com. But we would love the opportunity to have further discussions with contractors and owners, right? Or design community, whoever sees value in it. And then to be able to provide them these sales tools.

Heidi Ellsworth:

Yeah. And you can also find the links to download that presentation on Roofer's Coffee Shop, in the Georgia-Pacific directory online and across with this RLW, you're going to see it everywhere. You also have a great infographic that people

can use and share, that also helps explain the story even better. So, I don't know if this could be better than what you did today, Chad, but it's a great [inaudible 00:46:13].

Chad Frank:

I'm sure it's better. Our marketing team is very good and they put that together. And just for \$19.99, you can... No, I'm kidding, it's free. We give it to you for free.

Heidi Ellsworth:

Well, good. Okay, great. So thank you. I just want to recap before we go on to this because we do have some questions coming in here. But in order for everyone to get the data, see the PowerPoint, find out more about the survey, obviously find out more about EONIC Technology and about StormX, and how to get that into your sales system and into your roofing systems, that is all available in those places. So it is really a tool that can help you to provide better roofs for the building owners and something that's, as always, continues to raise the professionalism and the respect of the roofing industry.

Chad Frank:

Right. Yeah. And again, they can reach out to me directly, my contact information, and I can help direct them depending on the region and territory that they're in. Maybe what they may be interested in, I can get them in contact with the right person. But again, it's also all available on our website as well.

Heidi Ellsworth:

Perfect. Okay. We've got some time for a few questions. Now, if you have any questions, please put them into the sidebar into your control panel. And we do have quite a few here, so if we don't get to them, don't worry, Chad and his team are going to reach out to you directly. So you'll get those questions answered one way or the other. The first question that we had up here, and I like this question because it really kind of goes back to when you're talking to the building owner, really understanding it. But someone said, "What exactly goes into O&M costs?"

Chad Frank:

Okay. Yeah, sure. So in this survey, the O&M costs related to the cost of repairs, so that's patching, cleaning, caulking, flashing repairs. Cost of damage related to delamination from wind, puncture from foot traffic, puncture from debris, hail damage. And then cost of leaks, so water damage. And I don't know if I really emphasized that enough, I mean, if you think about the damage that water does, and it could be a small leak and trying to find where that leak is, I mean, it could be raining in one office but the hole or the puncture in the membrane is somewhere far away. So there's a lot of money and time spent trying to find that. Not to also forget about the damage that could be done inside the building, right? And whether it's an asset that's now been damaged. So it's very important.

Heidi Ellsworth:

Yeah. Okay, cool. And we talked about this a little bit, but just so that everybody is aware of it, the question that just came in is, what defines Very Severe Hail?

Chad Frank:

So this is where I phone a friend. No, I'm kidding, so I guess what defines the VSH or Very Severe Hail standard is FM's Property Loss Prevention Data Sheet 1-341, right? And if anybody memorizes those, then they could probably answer that without asking me. But what it does is, there's an ice ball launcher, right? And it shoots a two-inch diameter ice ball that's made in the factory at 152 to 160 feet per second, and this applies something like 53 to 58 foot pounds before. So it's actually pretty fun to watch, you're watching a canon, if you will, shoot an ice ball at a roofing system. It's neat. It's fun. It's a robust test that requires robust components to pass.

Heidi Ellsworth:

Anybody who wants to learn more on that too, go back and check on some of the... We've had some different things on the site all about that; Very Severe Hail. So be sure to check in on that if you want more information there. We had a question here, I'm kind of watching as we're going here but, did the results depend on the type of cover board used? And we had another question up here which was very similar to that, that... Yeah, let's just go with that because this is pretty much the same, did the results depend on the type of cover board used?

Chad Frank:

So I would say that there's a lot of different cover boards out there with varying degrees of performance. So I would suspect that the type of cover board used played some role in the performance of that roof. But in general, the survey found that, because the survey wasn't done based on just gypsum-based cover boards, it was all cover boards, so even with the variety of cover boards in there, every single-ply of roof system that had a cover board performed better than those without. So my gut feeling would say it probably did have some influence, but overall, just the use of a cover board will enhance the roof.

Heidi Ellsworth:

Okay. Good, because that was the question that came in. I've gotten it coming from different areas here, and I just want to make sure we're covering all of the-

Chad Frank:

Tell them to go easy on me.

Heidi Ellsworth:

Go easy on Chad. Okay. Here we are. Hold on one second. We're going to just make sure we're getting all of these. Thank you so much to everybody for your comments. So let me see, because I've got questions coming in two ways here, so hold on one second. Okay. Here's one that's kind of interesting, is DensDeck StormX suggested for use now in place of DensDeck Prime even if you're not in a

very severe hail zone? We talked about that, but it can be used everywhere, I guess, is really what it comes down to.

Chad Frank:

Yeah. We're not suggesting use it in place of Prime, they're more than welcome to depending on what the design intent and what they're looking for out of their roof. Again, it's definitely a higher performance product when it comes to impact resistance. So if there's a need for that there's... We're doing some work to quantify wind uplift for coastal regions. But just like those examples where those two banks decided to put it on their roof to have the most robust system that they could get. So it can be used anywhere where DensDeck Prime would be-

Heidi Ellsworth:

So one of the questions we had here, and I'm going to be really careful about this, so I want to say thank you very much to Aaron for your questions here. The one... Is interested in additional costs of premium products. We can't really talk about that on air because we can get... There's just certain reasons you can't talk about pricing in groups like this or on air. But what I would like to say is, again, to that point, Chad, how does everybody out there get a hold of your sales team. How do they get a hold to ask some of these questions that probably are better One-On-One?

Chad Frank:

Sure. They can actually, again, reach out to me and I can get them in contact with the right person for that region. I did want to say, I'm not going to talk about pricing, but we're competitively priced when you look at assemblies. So there are additional costs anytime you, like talked about earlier, when you install or enhance your roof system with any component, right? So it's a fair question. But I'd say if they want to get in touch with someone on the sales team, to be able to talk about it in more detail, I would say, reach out to me.

Heidi Ellsworth:

Yeah. And Chad's email is right there. So, I know there's a couple of questions that we might not get to, I'm trying to kind of scan through them and make sure that we do. So I think we have time for one more question. And the one that came in that I'm seeing, let's talk a little bit about the assemblies. So we have here, can cover board be installed on an existing roof?

Chad Frank:

Yeah. Short answer is yes, if the roof is going to be reroofed, right? So if they're going to take off the old roof and put a new roof on it, then yes. It's not for new construction only. And again, I would say... That they would work with the owners to determine what the appropriate steps for that would be.

Heidi Ellsworth:

Perfect. Okay. Well, and if I didn't get to your question, please, again, everybody take a minute, grab this email. You can go write to Chad as always. You can

reach out to me, heidi@rooferscoffeeshop.com and I'll help you get in contact. Or go to the Roofer's Coffee Shop. And it's right there in the directory, all the information you need, all the ways to get a hold of them, and how to download and get to those great sales tools. So Chad, thank you so much for being here today. Any last words?

Chad Frank:

I just wanted to thank you for the opportunity, we very much appreciate it. We think we have a great product here that's very much needed. And we appreciate you allowing us this time to get the word out.

Heidi Ellsworth:

Well, I appreciate you. And I have to say one of the things just for everyone listening is, as I've been visiting with Chad and his team, I've never seen such a commitment to this data and this study for, as we just talked about, all cover boards. And really understanding the importance of it in the roofing system. And to be able to share that kind of data that is beyond a single product, I think is so important for the industry. So I want to say thank you back for everything you've done, and the team there has been for the industry, and building owners, and for our buildings above us-

Chad Frank:

We love everyone.

Heidi Ellsworth:

For everyone. So I would like to invite everybody again, to visit, to watch this on demand. This was recorded and you will be able to get it within the day on the RLW page, Read Listen Watch at Roofer's Coffee Shop. And why is it Read Listen Watch? Because we want you to be able to learn and get the information the way you want, when you want. So read it through the transcripts, listen to it online on Roofer's Coffee Shop or on our podcast channels, and watch it on video either on our site or on our YouTube channel. So lots of ways to get to watch Chad over and over and over again.

And the next RLW will be May 26. And I am very happy to announce that we're going to have Trent Cotney back on the show. Trent has been here every year. He is an amazing treasure to the roofing industry, with everything he's doing to help contractors with law. And on May 26, we're going to talk about the importance of maintenance of your manuals. So all the legal stuff; all your contracts and all of your manuals, where you're really looking at your employment, your safety, how important it is to mitigate risk by maintaining those constantly. And no one's better at that and can give you better information, help and wisdom than Trent Cotney. So please join us May 26th at our normal time. Please watch us on Roofer's Coffee Shop, and we'll be looking at for all of you online. Thank you so much and have a great day.