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SOPREMA

The Future of Sustainable Roofing

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PANELISTS

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Heidi Ellsworth: Hello, and welcome to RoofersCoffeeShop; read, listen, watch series. We are very honored today to welcome Tim Kersey, VP and General Manager of SOPREMA USA, and Matt Davis Marketing Manager of SOPREMA USA. I'm Heidi Ellsworth, RCS partner and I am thrilled about this RLW today. The opportunity to really talk about sustainability, one of my favorite topics. But before we get going, I want to do a few housekeeping items. First of all, all attendees will be muted but feel free to ask questions or comments in the comment area or the question area over on the right in your control panel or wherever your control panel may be. At the end of the webinar, we will have a Q&A segment so please put those questions in and we'll get to all of them at the end.

Heidi Ellsworth: This webinar is being recorded, it will be available online within the next 24 hours to view as a video webinar, to listen to as a podcast on all your favorite channels and on RoofersCoffeeShop and to read the full transcript. This is meant for all of you to be able to really enjoy this important information so let's get started.

Heidi Ellsworth: As today as I mentioned, we have Tim Kersey and Matt Davis from SOPREMA who are... They are just the leaders. They are doing so many incredible things when it comes to sustainability. I think you're going to be just amazed; I have been. I have been learning so much. First of all, I would like to welcome Tim. Hello, Tim.

Tim Kersey: Hello, Heidi.

Heidi Ellsworth: We are so happy to have you on. For all of you out there, I've known Tim over the years. He is the vice president and general manager of SOPREMA, he joined the company in 2012. He's been really involved with ARMA and that's where we've met over in the past. He's been just a passionate thought leader about sustainability and about the roofing industry so I am really looking forward to hearing everything that you're doing, Tim, thank you for being here today.

Tim Kersey: Thank you for inviting us and for the opportunity to share.

Heidi Ellsworth: Yeah, this is going to be fun. Then, I'd also like to introduce Matt. I met him the first time a couple years ago at the IRE, and he's been with the company since 2011. He's in product management and really is working on helping to take the passion, the innovative products, everything that you're going to hear about from Tim, Matt is the one working with his team to really get that out to all of you, the roofing contractor, so that you can use it in your businesses. Matt, welcome to the show and thank you for being here.

Matt Davis: Good afternoon, Heidi. Happy to be here, thank you very much.

Heidi Ellsworth: Awesome. We're going to get started and what we'll want to do is start learning a little bit more about how this can help everyone's business in the roofing industry. Sustainability can help us all. First of all, Tim, how do you see the environmental sustainability movement affecting the roofing industry?

Tim Kersey: We're one of the, unfortunately, one of the big contributors to greenhouse gases and waste in the world. I think you know that, I think it was in part of the introduction. But the data that I have shows that the impact the construction industry has is we're actually the third largest contributor to greenhouse gas emissions worldwide as an industry construction wise. Yeah, so we've got a long way to go and I think just encouraging each other by the time we get through here today, I look forward to the questions and the input from everyone on the call.

Tim Kersey: We'll talk about a lot of generalities because my job is just that, I probably won't go into too much detail. But I do want to talk about how we have started from the top down and we will go from there, but it's definitely a top down activity. We have to drive it from the top of our companies downward into the organization.

Heidi Ellsworth: Yes. Your three pillars of sustainability, can you share a little bit more about that? I mean, that's really the whole top down philosophy is really giving a great vision.

Tim Kersey: Sure. We've got some subsequent slides here that will address this in a little bit more detail, but certainly everything starts with our people. Here we go. People first, we could start with life balance. A lot of people you read everywhere about work-life balance. I have quit using that terminology and simply use the term life balance because work is a big part of our lives for those of us who are professionals, but it's just a part. Life balance to me is critical starting with the health of the organization, both mentally, physically, safety plays a huge part in this, the culture is driven. Actually, starting with housekeeping and safety. We have a really good safety record at SOPREMA; I'm pretty proud of it. Just in Ohio alone, our factory here is now well over 2200 days without a lost time accident.

Tim Kersey: When you start there with the health and wellbeing of the employees, and if you look at the second bullet down, we say ownership at the collaborator level. At SOPREMA we actually referred to our employees as collaborators and that comes directly from our owner it will introduce you to at the end of the presentation today, but certainly collaboration is key. We send out the messaging, these three pillars and then that gets permeated throughout the organization and then we have to follow up as leaders. So if we don't follow up and keep it alive, it's too easy for it to go away.

Tim Kersey: I want to read a definition that was actually a part of our Canadian information on sustainability because the definition of sustainable development is from a document in 1987. It said sustainable development needs to meet today's needs without jeopardizing the needs of future generations. That's pretty broad statement, but that's from 1987 so this is certainly not a new discussion. The second point here is circular economy, this so called cradle to cradle mentality. I also want to read a definition of that. It's too long for me to remember verbatim, but from the world economic forum, the definition of the circular economy is an industrial system that's restorative or regenerative by intention

and design. It replaces the end of life concept with restoration shifts toward the use of renewable energy, eliminates the use of toxic chemicals, which impair, reuse, and return to the biosphere and aims for the elimination of waste through the superior design of materials, products, systems, and business models.

Tim Kersey: That's a pretty far reaching definition there, but circular economy is a relatively new term. I don't know how long ago I heard of it, not that long, but our company in Europe actually has a white paper that's several pages long, and it's a mandate on sustainability built around these pillars. It also gets into good jobs and economic growth and what does that mean? Entrepreneurs. There's always people that are willing to jump in ahead of the pack and be early adopters and our job at SOPREMA obviously is producing, selling and servicing roofing and waterproofing materials, but there are people that specialize just in the circular economy and they'll be the ones pushing us and leading the way so we all need that. We need someone else kind of pushing us.

Tim Kersey: Building tomorrow. Again, very general term but as I mentioned, we're the third largest contributor to greenhouse gas emissions and we have to be serious about what we're doing as a company and as an industry with our products and our services and the way that we reclaim recycle and reuse materials. Then certainly sustainable cities and communities there's numerous, and I won't get into all of these different organizations, but numerous green building standards, green building organizations that lead the charge from Leed to Green Globe and so on. Each of these, whether it's regulatory or whether it's peer pressure or economic pressure, it drives us all to do better and from 1987 to today, we've done a lot, but there's a long way to go.

Heidi Ellsworth: Yeah. I mean, that's inspirational to me because we know there's a long way to go, but sometimes I think we do miss how much is being done and when it comes to the products you are able to really bring your pillars into all of that, looking at how the products and procedures and the culture are affecting it. Can you tell us more about that?

Tim Kersey: Again, people first. We say corporate sustainability practices and you will see so much repetition in this presentation intentionally. Ownership is key and ownership starting at the collaborator level is key. We can have all sorts of mandates and we can push and train and do all the things that we do and without the ownership of our employee collaborators it's difficult to change a culture. Changing culture, what does that mean especially for a company our size? I hate to use the different euphemisms but turning the ship it's a long process, but when you have leadership that's pushing the message consistently, it can happen sooner than you think, and in a smaller company and many of our roofing contractor companies, or maybe smaller family owned organizations, that culture ship can actually happen fairly quickly simply by the owner taking ownership and pushing that throughout their company.

Tim Kersey: But training is key too and training has to be ongoing. We actually have a key performance indicator in our company that is specific to training so every employee, every collaborator in our company is tasked to receive X number of hours of training every year and part of it obviously is sustainability. Sustainable products and if you'd like me to address that, that's a deep topic for me. I spent a lot of my career on the product side of this business. For me, the simplest way to describe sustainability from a product standpoint is products that are durable. How's that for a simple definition?

Heidi Ellsworth: Smart.

Tim Kersey: But it's its powerful because if you look at the different product types that are on the market today, and I'll speak specifically to low slope roofing. Modified bitumen is a product category that by percentage of market varies across the globe; in Europe it's a high percentage, in Canada it's a dominating percentage of the market and then US it's not as much anymore. But when you look at the history, we've got decades of performance with modified bitumen and I'll speak to that more specifically in a moment, but with decades of performance we have reliability in data to project out into the future. We're not relying just on lab information or calculations, we've actually got the in place performance to back up the durability statement.

Heidi Ellsworth: Wow. Just real quick because I really want to get into these products, but that value engineering is short term. I love that; and long life. I think that means so much. Can you just give us a little bit more about that?

Tim Kersey: Sure. I don't know if all my engineer friends will appreciate my definition that I've put on the slide, but for me, if it's a long service life, we do have less waste and less energy. Value engineering is necessary on some structures, there's a lot of building owners that are not invested for the long term and their structure so those buildings tend to be sold or turned in a relatively short number of years. But when you're looking at companies that are putting roofs on their building, that's a longterm investment I think value engineering means something completely different and sometimes upfront cost is not the only thing that goes into value engineering.

Heidi Ellsworth: Yeah. Let's talk about some of those sustainable products, Tim; taking those that you have... I love how you put all this together with the procedures and the culture so if you can share with us about these products specifically.

Tim Kersey: Sure. Again, I'll talk generically and then we'll come back to some more specifics later, but certainly things that fall into the sustainable category include cool roofs, which today, by the way, with the energy codes and the insulation that's being used across the country, cool roofs are mostly, in my opinion, now contributing to an improvement of the urban heat island in major cities whereas the insulation probably is more of the contributing factor. Not probably, it certainly is above climate zone three, it's more of the contributing factor to reducing your energy costs in the building.

Tim Kersey: Then moving on pollution reduction obviously is a big deal for us in major cities; nontoxic green materials. What I mean by that is we are lucky enough to have acquired a company about four years ago that produce adhesives and sealants which contain those solvent and the man who started that company and ran it for 25 years, Phil Giorgio's motto basically was, "Do No Harm." We have taken that and carried that forward. Then certainly lastly bio-based materials. Those are tough. Bio-Based materials are going to take some more development, there are certain ones in use today, but there's a lot more research and development to be done with bio-based materials and again, we'll talk about that a little bit more.

Heidi Ellsworth: Okay. Yeah. Let's go on to the procedures and culture. It all goes together. How are you bringing all that together?

Tim Kersey: Well, I'm lucky enough to work for an owner who pushes it from his vantage point down so he expects all of the business managers across the globe, obviously, to follow suit. As I mentioned, we have a white paper specifically it's called the CSR White Book for SOPREMA. In this, it starts with his vision of what sustainability looks like today and then well beyond our time in the business. It starts with the ownership and then it starts with us as business managers across the globe to again, push it and message it into the company. It's got to be clear, I think it needs to be simple, I think a lot of people are taught the rule of threes so maybe that's why we have the three pillars that we're working with to keep it simple. But that's the culture shift is just continually reinforcing that message through different mediums and this is one of those.

Tim Kersey: I know our employees will be listening to this, I hope at some point and others across the country. If we keep it clear and simple and consistent and you begin to change the culture. If we change culture, I think we can do the things that you see below on this slide. We begin to boost the morale because we will talk in a moment with Matt about some activities going on at SOPREMA where the next generation of supervisors and managers are taking ownership and you can see the smile on their faces when they have these meetings and talk about what's next, what can we do geared towards sustainability and making our life better moving forward?

Tim Kersey: Then lastly, what is it they say about necessity is the mother of invention? As things change again in the regulatory environment, and I like the peer pressure personally, I like our collaborators pressuring me to change; that's when it gets fun. But we can spark innovation when we are given a mandate to do so. I think we're there now. Unfortunately, we'll talk it a little bit about how... I'm going to say this word one time if I can hide it and I'll try not to say it anymore because I don't like it; it's COVID-19. It's real, it's a virus it's affecting the entire world and unfortunately, that has set us back maybe a few months on some activities that we had ongoing as a company regarding sustainability. I'm sure Matt can talk about that later.

Heidi Ellsworth: I want to just kind of reinforce on this side because we're going to move on to products and so just want to reinforce that even though SOPREMA is a global company and is doing such amazing things, every roofing company, every company, RoofersCoffeShop, any of us can do and take on what you just shared about looking for durable products, looking at our procedures, how our policies, and then building a culture around that. Maybe just real quick before we go into the products, just give me a little bit more on that because how roofing out our audience can really embrace the things you're doing.

Heidi Ellsworth: I know we're going to talk a lot more about it later, but just around this, the procedures, the product and the culture, making some of those decisions from the top, I think is so important.

Tim Kersey: Well, I'm a big believer in, like I said, consistency and put it in writing. Anything worth doing is worth putting in writing so starting with our global mandate that we have from the owner we then push that into our different countries. I'm responsible for the US business so we take that global mandate and we shift that ever so slightly and Americanize it if you will and that's done for each country to meet the needs of the regulatory environment and the other agencies that we have to deal with in each country.

Tim Kersey: But then as you get it in writing, we have a lot of webinars in our company like we're doing today, so there's messaging that goes out, I would say at least monthly in our company with different pieces that includes sustainability. There are practices in our office spaces and I'll let Matt jump into this topic a little bit later, but I'll give you one instance where the virus has pushed us back in this initiative. We mandated that there'd be no more single use plastic water bottles in any of our facilities in the United States. Now you know what's happened more recently; we're not allowed to use our reusable water containers at the fountains and so forth. We've had to alter those plans a little bit, but it's short term.

Tim Kersey: To me, I sometimes oversimplify things, but once you get it in writing, once you get the messaging clear, we're lucky enough to have a group with Matt and Jennifer Kramer who's helped with this webinar to keep the messaging moving inside the company and then it's up to me to reinforce that and to meet with our teams as often as possible. One way we're doing that now is just like this, where we're forced into video conferencing, which is nice. The technology has been around for 15 years and we're finally deciding to use it. We're doing that with each of our production sites, each of our remote offices and it allows me to get in front of people faster and more often. For me, that's the key; just being consistent and making sure that we hold each other accountable.

Heidi Ellsworth: Yeah, yeah. Showing that by example, living it by example. One of the things Tim that I've always loved is that we have amazing roofing products that sometimes are not always considered sustainable, but maybe are. Let's go through and talk

some of those products and the things that you have, how you have incorporated them much along that line of durability, but let's go through, give all of our contractors some ideas about the types of products they can be putting into a sustainable program.

Tim Kersey: Sure. Again, I put it at the top just to make sure that everyone is clear that I'm talking specifically about low slope roofing today more than anything else. Cool roofs we just mentioned. There are new technologies available in cool roofing from the thermoplastics all the way through to the modified bitumen surfaces that are out there now and that's been at least a decade long, I would say work research that goes into the modified bitumen surfacing so we'll talk about that.

Tim Kersey: Green rows, which are specific to vegetative roof systems, in our case, the trade name is SOPRE nature and we supply everything from the deck up, including the planting sometimes. We have people in our company that dedicate themselves to vegetative roof systems. For my money, if I had the money to invest on a sustainable roof I mean, green roofing is one of the best ways to go. There's a lot of advantages to that, which includes by the way, protecting that investment in that sustainable roof membrane, it moderates the temperature, it keeps the UV off your membrane and all those good things that go with it.

Tim Kersey: Nontoxic, adhesives and sealants I touched on, but these are materials that literally can be installed on kindergarten classes while the kids are in the classroom if they get to go back to the classroom. They can be installed while people are occupying the building with no issues and that's big in our workplace today. Bio-based adhesives and membranes, we actually, like I said, we have those available today one of which we'll come back to a specific type of membrane development that occurred over the last 10 or 12 years and certainly solar panels.

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Tim Kersey: As I kind of looked into a little bit of background information for our talk today, I was reminded that Jimmy Carter, for those of you who know who that is, back in the 70s actually had photovoltaic panels on the white house, in his administration. Again, some of these are not new things it's just timing is everything for some of these initiatives and sometimes it's government subsidies and funding that helped us kind of push start these initiatives including solar.

Heidi Ellsworth: Right. Building owners are looking for that.

Tim Kersey: I'm sorry. Could you repeat that?

Heidi Ellsworth: I'm sorry, Tim, building owners are looking for that, for those kinds of initiatives like you're talking about.

Tim Kersey: Absolutely. I always use the analogy that the game at the county fair or at the pizza place where you get the whack-a-mole. The money's become available in different states for materials like solar panels and it's gone quickly so people that are professionals in this, I think are the best to point people toward; the consultants and so forth to deal with solar every day, they know where the money is when it will be available, how to apply for it and so on.

Heidi Ellsworth: That's great advice. We were just talking about sometimes it's even recognizing products that are already there so I'm excited to hear about on some of these products and your thought and what you're doing there.

Tim Kersey: I'm glad you brought this up because these products have been around a long time and I'm ashamed almost to say that I've been around almost as long as they have, but that's okay. Modified bitumen sheet materials have been around now for 50 years. It's hard to say that but they've literally been around for 50 years, but they are not the same today as they were 50 years ago and certainly the application methods are not the same. In the beginning of SBS modified as an example, people were still using a lot of hot asphalt applications, mopping or pouring asphalt down and then rolling these sheets into hot bitumen or hot asphalt and that practice is dwindling in our country and methods that are much more user friendly, they're more contractor friendly have been endorsed, whether it's types of cold adhesive, there's still solvent based that's used for that quite successfully, we have the non solvent-based who we still heat weld, we can use self stick or self-adhesive materials now that are easy applications.

Tim Kersey: There's a lot of different rebel evolutions, I'm sorry of the product that have occurred in the last 50 years that make it a very different product and we'll talk about that in a moment too, about the different surfacings and some of the things that we're utilizing today to put a new face literally, on modified bitumen. The other part that is more recent and this BWA reference on this slide is Bitumen Waterproofing Association. 10 years ago, one of their environmental product declarations specific to SBS modified proclaims that service life could extend out to 90 years. You'd say, "Wow, that's impossible," but it's not. You can overlay those membranes. If you have an old membrane and we do know that SBS modified will last 30 years or longer, and if you overlay that with one or two additional layers, as the code allows, you can literally extend the life out 60, 90 years.

Tim Kersey: That again, has been proven because we had a 50-year track record to back that up. APP modified bitumen is a little different, and then it's a plastic modifier, but it's about the same age in the marketplace worldwide. The nice thing about APP is they were way way ahead of the curve in use of recycled materials in their

product. They've been using recycled polypropylene from the beginning, from the inception of APP.

Heidi Ellsworth: Wow. That is, that is cool. I love looking at things we already have and saying, "Look, this is how you can do it," to be able to cover as code requires another layer of my bid or two and extend it that far. That is really cool and something we don't talk about too much or hear about. You have some other products also that... Keep going.

Tim Kersey: If I could I should back up to that last slide. I've got a couple of other points I wanted to make in general about whether it's modified bitumen or even some of the more recent buildup rubbing type systems that use modified asphalt. One of the things that's different is the number of layers and thick redundant material that's used when we do have events in the world like hail, wind and fire, those things that happen, especially hail. Hail can be very damaging to some of the thinner plastic sheet materials and we have, I don't know how many now, hundreds of the new FMBSH hail ratings on modified bitumen; that's very severe hail.

Tim Kersey: That's just one more type of durability in my opinion, because that product will withstand those natural events and we do not have to tear it up and replace it. We've got that going for us to foot traffic and the maintenance and the puncher resistance that goes with all of those things with flat roofing. Flat roofs most of the time get used as a working platform on industrial buildings so the durability of modified thickness of modified make it well suited for those things too.

Heidi Ellsworth: Wow. That's excellent. As you were saying too, there's a couple other areas that you're really showing how to bring them in I love with the Kim link.

Tim Kersey: Yeah. This one is fun to talk about. It's a product that I've been familiar with in the industry has been familiar with now for over 25 years and they started out essentially as a penetration sealer company, and they evolved into lots of adhesives and sealants, as I mentioned earlier, all of which contain no solvents. Because of that, we have found different markets, different applications for these materials, including now consumer use, we do have some clear adhesives that go into consumer applications so they can be used on buildings, on boats, in your home with no damage and as you said, do no harm.

Heidi Ellsworth: Yeah

Tim Kersey: Then we have another one on the top of the slide here called Neo. We have a trade name specific to this materials. So Prolene Neo. Neo is a completely new type of modified bitumen membrane. It's not SBS and it's not APB or any of the derivatives of those. It's a thermo-plastic polyurethane modified bitumen. For everyone familiar with polyurethanes and all the applications that they go into, we're now able to incorporate this TPU plastic modifier into bitumen and the nice thing is that that polymer itself is actually formulated and polymerized and

derived from canola oil. We can use up to 75% canola oil as the derivative for that particular plastic.

Heidi Ellsworth: That is incredible. I didn't even know that canola oil and now we're really that circular that you're talking about and it has great properties.

Tim Kersey: Exactly. This is a European invention. They started working on it well over 10 years ago, patented in 2006, as you can see, and then it's been on the market now for about seven years. The nice thing about it is where if you were to put an exposed SBS or some APP with no surfacing, no granules, no film those materials will weather with UV and heat over time but this particular product is UV stable, and we can use approximately one half of the raw material consumption in making those membranes so we've really cut our raw material use in half, and we've made something lighter weight for the contractor and UV stable if we don't want to put granules, which would add weight to the material.

Tim Kersey: We have a lot of options with that new product and I'm looking for early adopters. If there's anyone on this call, we're looking for early adopters. We have about three different applications across the United States right now in various climates that we put out there a few years ago to keep an eye on, we're very happy with the early results of those; there's absolutely no crazing or cracking of these materials and one of them is in the deep South with a lot of sunlight so we're looking forward to doing more work with our Neo membranes.

Heidi Ellsworth: I tell you what, this is the audience are contractors out there that's why they're here and that's why they're listening because they are on the cutting edge. We'll come back to that at the end to let them know how to get a hold of you. I know you talked about the nontoxic sealants, anything else there?

Tim Kersey: I'd say on the slide relatively new technology in the polymer world. I don't know how to compare them, but some of the polymers that we use in construction today are almost 100 years old. All the urethanes have been around for 90 plus almost 100. This is a polymer called STPE and the long hand name for that, which I did not put here is Silyl Terminated Polyether or MS Polymers, another name for it. It's a hybrid polymer and it's a mix between a silicone and a urethane and it gives us these nontoxic properties without the use of isocyanates in the material to accomplish the same thing that would have been done with conventional polyurethane.

Tim Kersey: It's an unbelievable adhesive. You could literally build a house with M-1 adhesive with no nails. In fact, one of the structures I've seen was actually done that way, a small building, but it was done with adhesive only.

Heidi Ellsworth: Wow. I love that. I mean, it might make it a little bit easier or faster too; you never know. On the new technologies, because I know we have... Maybe these aren't really new, but I love 3M and what they've done. I know you have all been on amazing partnership. Tell us a little bit about what's going on there.

Tim Kersey: Sure. This actually goes back a number of years with me personally, actually more than 10. We have worked with 3M for the last eight years here at SOPREMA to get two new products to market. Some people may say, "These are not really sexy. They're roofing granules." Well, if you're in this business, to me, it's a pretty sexy new invention.

Heidi Ellsworth: Yes.

Tim Kersey: But when you look at the look at the photo on the left hand of the screen, you'll see the new Bright White material that we have worked with 3M on, and then on the right, you'll see the gray product, which is a conventional granule. In the roofing world and those familiar with roofing granules know that the one on the right is a number 11 grade granule. It's a very cubicle shape. It's kind of, I guess you would say sharp edges to that stone and that's one of the side effects side benefits we didn't even think about when we were looking at the new Bright White from 3M.

Tim Kersey: On the left it's a smaller particle, it's round in shape basically, or oval so there's no sharp edges. One of the weird, nice side benefits for the roofing contractor, we didn't think about is it probably going to wear out less gloves during installation because it's less abrasive. That's one of those practical side benefits like I said, we didn't plan on, but we love it. But we'll move more into the specifics of what these products do on the following slides here.

Heidi Ellsworth: Okay. As we're looking at that, I want to hear more.

Tim Kersey: Okay. The SG Highly Reflective is pretty new for us. It's a little over a year old. Again, this work has been ongoing and I know 3M has spent a lot of resources on this and if I can take just a moment, some people I would like to thank 3M while I'm doing this. The first one is Dr. Frank Plank, who retired on us last year. He was involved in this from the beginning. Tim Worms with 3M, Amy McGlaughlin, Adam Broad and Rebecca Everman; I want to thank them for all of their efforts on these projects for these two materials because without their efforts they would not have come to fruition.

Tim Kersey: Besides the SR requirements, and by the way, it is so hard to keep up with this across the country because every month or so, it feels like somebody is changing the rules and we're having that again right now in the industry. I'll leave that for another day, but I will say that the new Bright White granule meets and exceeds all SR requirements across the country, everyone, and the latest one being out of New York City. We're proud to say that we can meet any of the requirements and standards in North America.

Tim Kersey: Another side result of this, a side benefit is because they're smaller particles it's actually less weight so ergonomically it's better for our installers as well. It's not enough it really would make much difference from an engineering standpoint on loading on the roof but certainly for the installer, it's much less weight that he has to carry around when installing these materials.

Heidi Ellsworth: Tim, I just got to interject here. I think that's so important to going back to your original comments on it's all about the people; we start with the people and as we make some of these technology advancements, especially around sustainability, when that incorporates make it easier for our installers and for our crews, that's just such a huge win.

Tim Kersey: Yeah, exactly. We have a lot of ergonomic rules in Europe. We're made aware through our company that are not here yet, but one of those is for certain types of roof materials that cannot exceed 25 kilograms is I think is about 55 pounds. Anything that we can do to reduce the weight of some of these roll guards is beneficial not only for the installer, but for the rest of us, as we get into packaging and transport, we can get more rolls on a truck of course, less fuel being used per unit area when we're shipping. There's a lot of side benefits to this.

Heidi Ellsworth: That really is. The next one, I just think it's totally cool so into the smog one.

Tim Kersey: All right. You're talking about the smog eating compounds. This technology again is not new and it's been used in various construction materials for quite a while actually, including roofing tiles, it's been used in roofing fabrics. I think some of the original rough fabric that was installed in the Denver airport, actually, I would give them some kudos that particular fabric included this technology and it's a variation of titanium dioxide. It's called annotates titanium dioxide.

Tim Kersey: That material is photocatalytic which means it reacts with the sun and there's a chemical reaction that takes place and it literally converts NOx gases, which are car emissions essentially. Car missions are converted into nitrates salts which collect on the surface you can't even see it. It's in such minute quantities you never know this is happening and the rainwater washes it away. Well, the nice thing is that for a rough and dirty for about every 20,000 square feet or 200 roofing squares, it has the smog reducing equivalency of about 120 trees.

Heidi Ellsworth: Wow.

Tim Kersey: That's on an annual basis.

Heidi Ellsworth: I love that. I mean, how many of us grew up? I mean, I'm going to show my age here too, but plant a tree plant a tree and we're still doing that and now put on the right roof.

Tim Kersey: Exactly. We're planting trees on the roof without the root problem.

Heidi Ellsworth: Yeah. And that's made here, this is all part of the 3M and working together with them.

Tim Kersey: Exactly. This product was patented by them as it says more than 10 years ago and the work that they did to bring this to fruition at their factory level and get

it to us, we're happy to be able to use that material here. By the way, one of the major airports in the country DFW, I think will be looking at this material in the very near future.

Heidi Ellsworth: That's excellent. Every major metropolitan, this just needs to be a part of it. It's going to make such a difference for our environment.

Tim Kersey: If I could say the color, which is on the screen, you can have ECO3 in any color you want, as long as it's the color that you see on the screen. It's only available in gray at the moment. Let's see what the future holds.

Heidi Ellsworth: But it's also roofing. That's pretty good. Yeah, we know how this innovation works so this will be good. For roofing contractors, I mean, what a great message as they are talking to their customers. I know in many cities there are requirements for what type of sustainable products, what are you doing to help with the carbon and so now contractors have an amazing, amazing story to sit down and talk to the building owners about, talk to their architects and say, "We have a solution for you. Look what we can do."

Tim Kersey: We're happy to provide it.

Heidi Ellsworth: Yeah, that's awesome. We talked earlier, we talked about that this is you have these products, you're putting them out to market, you're really working with the roofing industry overall, but this is being generated and really supported by your employees and employee committees. Again, going back to the contractors, how can they put this into their business? How can they incorporate not just the products, but the total culture? Can you talk more about that with your Gen M committee?

Tim Kersey: Sure. I'll give this an introduction and I'm going to let Matt Davis step in here because Matt is part of that generation as Gen M Group. The name started as Generation Mammoth which is our symbol for SOPREMA and of course, they shortened it, I think it's pretty fitting as the Gen M committee. It is our next generation and next level of supervision and management in our company like I said earlier, so they can bring ideas and initiatives to our senior staff so that we keep things moving and fresh and alive at SOPREMA. Matt, I'll ask you, please, if you would talk about where we're going next.

Matt Davis: Sure. Sustainability was definitely something that has been recognized from the executive level and in Tim's level and also on this Gen M's committee and something that we wanted to focus on. Committee's still in sort of its initial phases but we're looking at what functional areas we can start with and have a pretty immediate impact looking at not only our office and our staff here internally, but also sales detectable that are offsite, things that we can do at manufacturing so some immediate impact areas like Tim mentioned earlier; reducing plastic water bottles that we're using and having only reusable cups, reducing our reliance on paper, trying to move jobs away from physical printing

and record keeping onto all of our digital tools like Teams and One Drive, using things like web to print.

Matt Davis: There's so many tools out there and so much technology now that's definitely an easy one that we can pick off pretty quick. Things like using automated lights in our offices using natural light as opposed to physical electricity and reducing that, setting up volunteer opportunities at our plans. All things that we can start to work on pretty quickly that'll have an impact and then even tackling some really, really large topics as well like how we recycle roofing materials after tear off, if there's certain things we can do with single plies and modifieds, how we package our products, if there's a way to start using some renewable resources into our packaging; biodegradable things, a lot of aspects like that.

Matt Davis: Then renewable sources of electricity to all of our plants. I think Tim mentioned before talking about renewable resources and renewable sources of energy. First SOPREMA globally at many plants, we have solar arrays, we have wind farms and we're actually creating our own electricity and trying to reduce our carbon footprint. A lot of projects from things that are really small and easy to tackle all the way up to very, very large things.

Matt Davis: If I can maybe speak for Tim for one second, a lot of this comes from his passion. We have our global sustainability initiatives but when you talk about trying to shift the culture or change the culture, a lot of that comes with that passion, I think you started off the presentation with, and Tim definitely has that and it's infectious. Once it gets started and the ball gets rolling you get a lot of change behind it and without that passion, I think sometimes a lot of these things end up being something that you talk about on a yearly basis or at meetings here and there, but this is something that Tim has ingrained into all of us and we talk about almost on a daily basis on things that we can do to impact it so that passion definitely is displayed.

Heidi Ellsworth: You know, Matt, we talk a lot on The CoffeeShop about generations. Really, we know we need to attract more young people into the roofing industry. This seems like with this Gen M committee and with what you're doing overall, SOPREMA that this has to be very attractive to young people coming out of college, coming out of vocational, however they're working but overall in the company, what kind of results have you seen culturally, and also just feedback from that next generation about what you're doing?

Matt Davis: Yeah, absolutely. I mean, if you look at the statistics in our industry, they are trending a little bit in the older direction but this Gen M committee is designed actually to look at some things that we can do to attract the younger generation to, not even just SOPREMA or our company, but to the industry in general. We've done a lot of things; reaching out to high school age and college kids with some scholarship opportunities that we put out there, thousands of dollars a year to try to get them into engineering or architecture or those types of paths in college so that we can start to build up that next generation of people that are going to be working in this industry and the Gen M's team is a great way

that... Again, Tim has worked on getting the voice of that generation or my generation into the workplace.

Matt Davis: It's nice that we have an avenue to put our thoughts out there and make sure that they're heard and make sure that they're acted upon. Absolutely, it's a very key piece, I think, to our future.

Heidi Ellsworth: Yeah, I do too. I think this is really inspirational and for both you and Tim, taking this, what you've done and translating it into what our contractors can do. Talk a little bit more about this. I love these bullet points, these are strong takeaways that are working for your employees but also can work for the contractors.

Matt Davis: Sure. Some materials, kind of get back into those, not talking about the materials, but how contractors can influence, I think the specifying community to specify sustainable materials. There's so many things I could talk about I'm going to cut it a little bit short, but for example, in our Canadian factories where we produce insulation, both polyiso and extruded polystyrene. We recycle the cutoffs from the polyiso, it goes back into a heat generation unit, the XPS, the polystyrene. We reclaim polystyrene, not only post manufactured but also industrial back into those materials.

Matt Davis: We have products that, again, I'm looking for early adopters on the contracting side, actually to help us with these new installations. We take wood at one of our companies in Europe, a screamer company called Polytex and convert it into woodfibre insulation and that's used to replace fiberglass and stonewall in Minneapolis in parts of Europe and it's a relatively new technology, especially the North America. There's also the conventional cellulose you're probably familiar with. It's like blown into addicts or walls and our company has also into that, we have a factory that does that in Canada.

Matt Davis: There are a lot of things in that company that are products that we would hope our contractors can help with the specifiers, whether it's architects, engineers, consultants, push that idea into the specification community so that sustainability becomes a part of the lingo in the specifications. We're going to all have to drive it I think in that way, specifically to the contractors themselves inside their companies. I will leave that to them, but I would hope we've given you a few pointers today on how to make sure sustainability stays alive and I was having a conversation with Heidi before we hopped on the air here and I said, maybe we should have titled this presentation, "How do we sustain sustainability?" Because if the definition was thrown out there in 1987 we have to keep this moving and I know that if there's anyone out there on the contractor side that would like to talk to us or me personally about how we do this from the executive level down, I'll be glad to have that conversation.

Heidi Ellsworth: I love it. This is something that is across the board and I love the fact that this is a global initiative so I mean, this is across everything you do

Matt Davis: Exactly. And as an industry in the United States, there's movement on the asphalt side, specifically and I'll speak for a couple of seconds from the arm of president's chair. There's renewed discussions about how do we recycle asphalt materials in North America, there's been on again off again, efforts. In Europe, I think it's more on again, but the problem is, is that we're all competitors in one way in this business as we are in any industry. But if there's ever a subject where I think we can try to work together, it's going to be on the subject of recycling, whether it's shingles and or modified bitumen, built up those types of materials and we're going to have to work together I think for the common good and find geographic locations for us that makes sense.

Matt Davis: There's a lot of recycled already with shingles, you're probably aware of that. Some of that goes into road paving in certain states, and there's some of it that also goes back into roofing or other reuses, but there is a lot more we can do. There are millions of pounds of all of these construction materials that go into landfill every year and there's a better way.

Heidi Ellsworth: That is for sure. As you're looking at this and before we get to the questions, which we're going to do next, just Tim, one more time just through these bullet points on what you would recommend as starting. This is always a little overwhelming with all this information so some key nuggets for our contractors here.

Tim Kersey: I would, as an owner or manager of a company or a site of a company, I would take the initiative to do some reading, maybe listen to this webinar a couple of times, maybe, I don't know if we can help, like I said, we'll be glad to. But then get your team together and find those people who are passionate about a particular topic, in this case, sustainability. We're always looking for the champion and the champion has to have a big desire to take on any project and this is not a project that has an inline. There's no finish to this, it's an infinite and ongoing process. Sustainability is never going to stop so you have to have somebody first and foremost, even if it's not the owner or the manager.

Tim Kersey: If you find that person that's passionate, put them in charge, let them be the team leader and keep that message alive in the company and then the messaging again, though, needs to be coming from the top and promote it, as it says here, as a business offering, not just products, not just service, but this whole idea of the circular economy, which is by the way, it's new to me. That word circular economy is something that as a corporation, we're working on globally, but it's relatively new and we've got to get behind it. The technology is going to take, I would say a lot of money. Matt just mentioned some of the scholarships; in Europe and Canada combined they've invested more than three million into academia just to work on bio-based materials and next gen materials, even using microalgae to produce a petroleum type of product.

Tim Kersey: There's a lot of interesting basic research going on and then we've invested a lot of money in this country and organizations such as in RCA IBEC and working

with them on different types of projects to push the agenda. Like it says the last bullet point, it's all about reducing the carbon footprint and that's our end goal.

Heidi Ellsworth: That is so inspirational. Thank you. Thank you both. There's so much to learn from today and I think so much to take away to help build a business, to help build a really bringing this into the roofing business. But I want to see, I want to remind everybody that we can take questions. If you have questions, please type them into the box over there, I do have a couple of here but if you have any more, please get them in right away. We have just a few minutes left of our hours so I'm going to hop into this. One of the first questions we did have on for both of you is, what type of resources for selling and for talking about the environmental products to building owners, to architects, what help can you give the contractors from SOPREMA on that?

Tim Kersey: Matt, I'll let our marketing manager take that.

Matt Davis: Yeah, absolutely. I mean, definitely the first step I would recommend is talking with your local sales rep. They know all the products that we have to offer, they can go through everything that you need, all the benefits for running your specific project. If you do want to do some higher level research and just get an idea of what's out there, definitely I would say go to our website. We have multiple sales sheets, multiple flyers, just talking about the specific products, go to our YouTube page. You'd be surprised what you can find information-wise on YouTube nowadays. But we have a lot of educational videos on YouTube about our ECO3 products, for example, and how that works and the effect that it can have. I would definitely start with those resources.

Matt Davis: Then if there is any specific questions or anything anybody wants to reach out to me, my email is there on the screen so feel free to reach out to me and I can make sure that we get the right information out to you.

Heidi Ellsworth: Perfect. I would also like to say just we try on, SOPREMA is an amazing partner to us on The CoffeeShop so they also make it very easy with multiple links in the directory, with articles, with eBooks, with all different kinds of things so get into their website, get into their YouTube, taking the time, look through all they've done on RoofersCoffeeShop too, because they're always giving great advice and they're always working on how to make the contractor's business better, which I just think is so important. That's what we're all here; to help make each other better.

Heidi Ellsworth: We do have one other question on the Neo membranes and early adopters. I know you mentioned that you said to get a hold of you, but would that be the same thing, Matt and Tim to get a hold of Matt or is there a certain way if people are interested in getting more involved in this Neo membrane testing?

Tim Kersey: I think to make it easy, we can have Matt be the point of contact and he will be glad to get that information out to one of our regional sales managers and I am

sure they will be glad to help those people get that product [inaudible 00:57:16].

Heidi Ellsworth: I know it's sometimes scary to be on that front edge, but it also can be highly successful and good for business when you are bringing in products that makes such a difference so being able to work with a manufacturer.

Matt Davis: If I could say that, as one of the advantages I've had in my entire career where I've worked is that I've worked for companies owned by European concerned. I love the fact that a lot of times in the United States, we can bring brand new products to market and have 10 years of experience. It works out well that way, sometimes.

Heidi Ellsworth: That is great. Well, we are at the end of our hours so Tim and Matt, I just thank you so much for being here today. This has been so informational I have to tell you, I learned a lot. I appreciate you both so much, thank you.

Tim Kersey: Heidi, thank you for the opportunity and for RoofersCoffeeShop. Thank you very much.

Matt Davis: Thank you for Heidi for having us.

Heidi Ellsworth: Thank you. I want to say thank you to everyone listening today. This is being recorded as we talked about before so you will be able to get this presentation on demand and it will be video, podcasts and transcripts. We're probably going to write a couple of blogs about all of this too, I've been taking some notes. As you are on the site of RoofersCoffeeShop, go and read, listen, watch. Go to RLW's and you will find all of this, whether it's on, like I said, the videos, the podcasts or the transcripts.

Heidi Ellsworth: Be sure to look at all of our, our RLW's and all of our multimedia learning. There is every way you want to learn, we are trying to provide that, and we're always looking for these great topics so we're very thankful for our partners like SOPREMA. Please join us for our next RLW, which will be September 2nd as we move into fall. We will see you all then thank you and have a great day.