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# WHY SUSTAINABLE SOLUTIONS MATTER

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**Heidi Ellsworth:**

Okay, welcome to this month's RLW, Read, Listen, Watch. This is RoofersCoffeeShop webinar, podcast, and articles that help you learn some great stuff for your business, for the industry overall. Today, we are so proud to welcome Jeff Moore with SOPREMA on why sustainable solutions matter. So before we get to the introductions of Jeff, my name is Heidi Ellsworth, and I'm the president of RoofersCoffeeShop. We just have a few little housekeeping items. One, this is being recorded. As it's being recorded, we are going to be able to turn that to an on-demand platform that will be available within the next 24 hours where you'll be able to listen to it on your podcast channels, watch it on video, or read transcripts and future articles about this great topic.

We will be taking questions at the end, so please save your questions, or just put them in the chat as we go along, and I'll be able to pull those up at the end. Love any chats or any comments as we go along also. Finally, we are going to be, as I said, we do have everyone muted. So please use that chat so that we can make sure to catch all of your comments and thoughts. So let's get started.

As I said, we are going to be talking about why sustainable solutions matter. This is sponsored by SOPREMA. Talk about a company that is walking the talk, that is doing so much on sustainable. Today, they're going to be sharing on why that's important to your business and to even more so your customers. Helping us today is Jeff Moore, the sustainability manager with SOPREMA. Jeff, welcome to this RLW.

**Jeff Moore:**

Well, thank you, Heidi. I appreciate the opportunity here to speak, and look forward to the conversation.

**Heidi Ellsworth:**

We are so excited to have you. Before we get started, could you maybe introduce yourself a little bit, tell everybody about you and SOPREMA?

**Jeff Moore:**

Certainly. So I am, well, 30-some years in the construction industry in many facets, and with SOPREMA here now just a little over a year to help guide and direct that SOPREMA here in the US on the sustainability side. Sustainability is an important component to SOPREMA globally. It's driven from the top down. So excited to share some of that detail, and hopefully... I don't normally speak with contractors, but hopefully I can share some nuggets and provide some value for understanding some of the trends.

**Heidi Ellsworth:**

Yeah, I think that's what's so important, Jeff, is those trends, and that all of our audience out there, our contractors understand what architects are looking for, what building owners are looking for, what is really this trend, this sustainability that's... It's not going away. So everyone needs to be aware of it. So let's talk a little bit about that.

As you're looking at sustainable solutions, maybe talk to us, where does that all start? What are the architects, the building owners, the engineers out there, what are they looking for for sustainable solutions?

Jeff Moore:

So perhaps maybe to respond there, looking back, so sustainability has been around the build environment for 20+ years, right? We all know sustainability in terms of energy efficiencies and recycled content, etc, but what has happened here in the last, oh, a couple three, four years is dramatic, in terms of the shift towards this carbon emissions consideration in this environment. I think as the audience probably knows that the built environment represents upwards of 39% of CO2 emissions. So it's here. The trend is now incorporating that dynamic into the design standards, and hopefully through this conversation, that contractors can better understand how they can, well, understand the terminology and what's happening and how to respond to it.

Heidi Ellsworth:

Right. So much of that starts with sustainable manufacturing, right?

Jeff Moore:

Well, that's exactly right. It really comes back to manufacturing. So as a manufacturer, most companies have been looking at, "Okay, how can I incorporate recycled content? How can I optimize the manufacturing process?" So today, and especially with SOPREMA for quite a few years, is it has been driven from the top down, as I mentioned earlier, but it's been the culture. So SOPREMA has been doing this because it's the right thing to lower carbon emissions, where perhaps others may be doing it because they're trying to stay inside that bandwidth of doing business, right? Maintaining a position. It's really incredible when you look inside SOPREMA and how it has developed. Our owner, we're a privately held company, global company, and how sustainability has become part of the culture. That includes considering from, well, we have three pillars, right? People first, and then the circular economy or what we call environmental protection. Then lastly is sustainable solution for building the future. It is driven top-down, as I mentioned. Where we are today is what are we doing now as a company, as a manufacturer to lower those carbon emissions? So we can dive into that.

Heidi Ellsworth:

Yeah, exactly. I do want to just comment, like you, I've been in the industry for a long time. I have seen the lead buildings. We've seen this drive. I love your living building challenge and sustainable building. So really for some of the folks out there, they may be like, "Yeah, we've been hearing about this for years," but it really has taken on... This is happening, and we are seeing it through documentation, which were going to talk about now. So there's a lot happening around this.

Really looking at the value, and that's kind of what I'm getting to is it's not just the industry's change, it's just not the builders, it's really the consumers. So maybe talk a little bit about the value of sustainable solutions to customers.

Jeff Moore:

Exactly, Heidi. Yes. It's being driven by the consumer, who is wanting a more healthier environment, right? Selecting products and such that are better for the environment. But on top of that, there is a push from the regulatory side with the municipalities and ordinances. We can talk about that, but it is being driven from both sides, which is healthy, and it's driving the building owners now to look at and desire buildings that can meet that demand, right?

Heidi Ellsworth:

Yes.

Jeff Moore:

So in turn, they're asking the architects and the specifiers to do that with their projects. So that's where we mentioned the building owners requiring it. So that's the evolution. That's where we're at today, and architects, I will say, I communicate quite a bit with them, and they're still playing catch-up to this whole concept, meaning it's happened so fast, this transition, that a lot of their team members aren't fully on board with it, and more often, they're outsourcing that to maybe a third party to help them. So it's a work in progress. But clearly, I'm seeing more and more projects. We can talk further about what's happening on the regulatory side.

But the last point there is contractors need to meet these demands or these needs and considering, okay, the contractor is not necessarily held accountable. The contractor's bidding projects and executing and performing, generally the way that the design is, but they need to understand that this is becoming more and more important. I do know there's a voluntary kind of... What do they call it? Building Green, a contractors association where there's voluntary efforts to become more sustainable on construction sites, which can include health and welfare of the employees on the site, water conservation, waste conservation, other things that they can do now to help become more sustainable in their operations.

Heidi Ellsworth:

Yeah. I think one of the things that... There are so many ways to do sustainable roofs, and that the contractors need to think about all those different ways, if it's maintenance, but if it's also these specifications that are coming out from architects, building owners, roof consultants, that's really to be ahead of that step, to really understand what's going on with sustainable solutions. Now your company becomes a favorite of those architects and those building owners, because they know you understand the process and embracing it.

Jeff Moore:

That's a good point. That's a good point, Heidi. Maybe to echo, so as a manufacturer, we're working, like many of our competitors, to position our product to be optimum performance and best value, right? And now hopefully more sustainable, lower carbon emissions. Because of that, the architect maybe has a certain design to accommodate that, and it's important for the contractor to recognize why it is that they're designing in the way they are so that perhaps they're not going in and making adjustments that aren't aligned with what the intent for that design was.

Heidi Ellsworth:

Right. Yeah, because we all know in the past, contractors have been asked, "Can you value engineer? Can you do something different? Can you change the spec?" There's just a lot of reasons, we're going to get into that, so we'll get going, but there's a lot of reasons why with this new environmental product data and everything that's going on that you can't do that all the time, so you need to be aware of what's happening. Speaking of that, with the eco-sourced materials, let's talk a little bit about some of these products that are being sourced for the environment.

Jeff Moore:

Yeah, so that's fairly basic here, in terms of what are the options when we use this term eco-sourced. Clearly obvious is recycled content, and more and more manufacturers, especially SOPREMA, all the time in our research and development, we're sourcing and looking at ways, not just recycled, moving away from virgin, but how much more recycling can be factored in? Bio-based, that's another emerging... I shouldn't say emerging. It's been around a bit, but how do we continue to build on using bio-based or plant material-type components in our products?

Then lastly, as I mentioned earlier, lower carbon emissions. That seems to be a significant driver, and it's only going to continue. Right now, I see it more on the coasts, the west coast and the east coast, but now starting to see more projects coming in in the Midwest and down in Florida especially, but those are really the three that I would say are prominent, in terms of eco-sourced materials.

Heidi Ellsworth:

Yeah. I think I agree with you, that lower carbon emissions and really becoming carbon neutral a roofing system is only going to grow. I think that's going to be actually demanded in time, because every single part, we have to be working at, and maybe even... I know we're going to talk about this in a little bit, but even things that help actually reduce carbon by reducing smog, doing the right thing. So there's a lot of opportunities out there for the roofs to really make a difference in our environment.

I think that kind of really comes down to this ability to incorporate sustainable solutions into your business. So as we were talking about with the contractors out there, really kind of bringing this in. We've had other RLWs on this in the past, Jeff, where we talked about it's not just providing what your customers need or working with manufacturing stuff, but it's also maybe even looking a little bit at what you're doing inside your company, just to kind of live that whole culture. So maybe talk to us a little bit about how some of the goals, how to kind of start incorporating this.

Jeff Moore:

So that first bullet, the sustainability goals for a project, the idea there, and that's a question that I ask our sales team right up front as they engage on a project early on is ask that question. It helps frame what that solution is and how we respond. Of course, it's going to require documentation. I hope we'll get into some of what that documentation looks like. So for the sales team and for contractors, it's not something you typically are thinking right out of the gate on. So trying to push on that and cultivate that habit, but I put it here as well for contractors, because I think it's important for them. Of course, the general contractor's probably going to be managing that piece, but it's important that these contractors recognize what are the goals and be able to support it as they can from their perspective.

Heidi Ellsworth:

Yeah. It seems to me that this just becomes part of everyday business where when you are quoting jobs, whether it's new construction or re-roof, and you are asking the general contractor or the building owner or the roof consultant, whoever it may be, "Do you have sustainability goals? What are those goals for this project?" It really puts your company ahead of other people and prepares you if there are.

Jeff Moore:

Perhaps. Perhaps. That next one there, lifecycle, I know we've got some additional slides there, but that term and the term embodied carbon are becoming more and more often used, right? The counter to that is the operational carbon. So in terms of the terminology that's being used, operational carbon is what most of us already understand. Like I mentioned earlier, it's how to make the building more efficient. Well, embodied carbon is really everything else. I know we'll talk further about that. Lifecycle is about evaluating what that impact is over the lifecycle.

Heidi Ellsworth:

And then being able to take that, and also, I think as the contractors are looking at this as we're going to get in, you're going to have to understand all these things, the lifecycle, the product, but sourcing sustainable products and really understanding is a big part of it also, right?

Jeff Moore:

Yeah. That just really, I think, plays into some of the earlier comments that... So contractors go to bid on a project and recognize what the sustainable goals are, and correspondingly now are better aligned. Okay, what products are going to be best for this? You could back up and say there's a whole lot of products that meet the same purpose. One might be coming from California and one might be coming from wherever these products are manufactured and they're coming, that all gets factored in with this lifecycle analysis. So in the end, these products, if the performance is the same, their carbon emissions will be different. So we'll touch briefly on this, but architects now are getting to a place to where they can evaluate these EPDs and HPDs to better align. It's all about transparency. We've mentioned documentation down below. So it's become really all about transparency and which products suit the sustainability goals of that.

Heidi Ellsworth:

Right. That's going to mean training your teams to understand this documentation, to understand what questions to ask up front, to find out the goals, and to understand lifecycle analysis. So let's do a little bit on that, Jeff.

Jeff Moore:

One thing I'll add, Heidi, is in terms of training [inaudible 00:18:38], there's just all the kind. There's presentations on sustainability. It seems to be the hot topic. So clearly, there's opportunities for people to plug in like this to learn.

Heidi Ellsworth:

Yeah, it's really good, and I think what we're going over today are some really important things that if you see these, as we have further classes on this, these are the things that you're going to be asked to do. So Jeff, why don't you talk about the lifecycle analysis.

Jeff Moore:

So this depiction, which comes from the Living Building Challenge Group, I think does a pretty good job of showing what lifecycle means. So you can use the term cradle to gate, which means up at the top is considering emissions from your material extraction, the [inaudible 00:19:37] stocks to make the product, right? Then as you move on around, then you have the transportation to your manufacturing

and production. Then from there, it gets transported to perhaps a warehouse or distributor, and then on to a construction site. That's the gate, right? That is the minimum that you would want, in terms of lifecycle. Ideally, that lifecycle analysis is more complete. That is considering the use of the product in the building and maintenance, as well as end of life, right? Demolition and then disposal. So the other term there is cradle to cradle, and eventually that's where we want to be. We want to get to a place to where that material can be reused or recycled in some manner and diverted from landfill. So that's the lifecycle analysis kind of framework.

In that first bullet there, talks about regulating lower carbon emissions and designing buildings to lower emissions. I just want to give a reference here as to what is happening out there. So for example, the city of Boston now has an ordinance where buildings that are over 35,000 square feet now by 2025 will be required to be under a certain emission level as a building, right? Imagine that, right? We're not talking about is the products, we're talking about the actual building itself and the carbon emissions related to that building. So the city the size of Boston, and it's happening in California. It's happening in many places that there's already a push that could become ordinance, and regulations are going to play into this as well. But that just gives you a sense of, "Wow, that's the driver. That's pretty significant." So designing buildings to lower emissions, that's the goal. As manufacturers, that's where we need to be to be successful is offering products that are going to support that.

**Heidi Ellsworth:**

Well, when you think about how important the roof is, and I love looking at this lifecycle analysis, because yes, you have the construction, where that is, but then you have the use and also the maintenance and the maintenance of it. This is exactly where roofing contractors fit in, right? Putting on the right products, helping that, maintaining it, keeping it so it lasts as long as possible so it doesn't have to go. It takes a long time before it has to be demolished or go back with disposal. So I think that as contractors are looking at this and talking to this, they can see where they fit in and how important they are to that buildings, to being able to lower the emissions and this long-term durability.

**Jeff Moore:**

Yes, exactly. In fact, there's some slides on down further that can speak more to that, but leading up, I think where we need to draw some explanation as what some of this documentation looks like, and it's all about transparency, right?

**Heidi Ellsworth:**

Yeah.

**Jeff Moore:**

Because the architects and specifiers, they don't know what's in these products, and so it's incumbent for us to provide this documentation in such a way. It's the EPDs and the HPDs and others that spell that out.

**Heidi Ellsworth:**

Right. So let's talk about that, because this is going to be something that is going to be... This is not the first time I've been hearing about this, Jeff. We're hearing that this is going to be something that, whether it's roofing contractors with architects or a combination are going to have to be providing this

documentation. So let's talk through it. You just talked about transparency. Then let's tell everybody what the heck is an EPD and an HPD?

Jeff Moore:

So that image on the left is just an excerpt of one of ours to highlight, but when you look at environmental product declaration, it is a document that takes upwards of a year or to a year and a half to complete. It can be 25 to \$35,000. So it's a substantial undertaking. You can imagine, because they're evaluating, analyzing every side of this, right? All the way up to where these raw materials are coming from and evaluating all of those carbon emissions and producing this document or EPD, which can then be used, right? As we mentioned earlier, these certification programs, lead and others, they're demanding a minimum of 20 of these documents, and it'll probably go up from there in subsequent versions. It's an exhaustive process to look at that particular product. This one happens to be insulation, XPS insulation, but that one on the bottom there, it's a bit hard to read, but it breaks down each of those segments of that lifecycle.

So A1 through A3 is [inaudible 00:25:32], raw materials, production of raw material, transport of raw material, insulation, manufacturing. The next category, it goes on to transportation and installation and on and on. So when you look at an EPD, then you should be able to say, "Okay, this one is complete all the way to end of life, or maybe it's only showing to the project or to the gate." But these are becoming more and more important for the contractor. They're the conduit. They're going to want to select products that have EPDs and can provide that to the general contractors and to the architect.

Heidi Ellsworth:

[inaudible 00:26:24] now what's the difference between an EPD and a health product declaration or an HPD?

Jeff Moore:

Yeah, so an HPD is specific to the chemical nature of the product, right? It is generally these are produced through a platform called HPDC. It's the collaborative, HPD collaborative. It's a platform where manufacturers can go and use that. It standardizes HPDs so that they're more easily read and understood, but it's simply documenting what chemicals were used in that product. So there's transparency in terms of the chemical nature of it.

Heidi Ellsworth:

Okay. So this is going to probably seem very simple, but this is not documentation that the roofing contractors have to come up with, but what they have to find, right? So this is coming from manufacturers, whether it's an EPD or an HPD. The contractors are going to be asked possibly by a general contractor or an architect, maybe not architect, because they're already hopefully working with the manufacturers, but they're going to be asked to supply these documentation from their manufacturers for every product.

Jeff Moore:

Yeah, so maybe to draw some clarity there, I'm speaking simply on the commercial or low slope segment. I don't pay attention to the residential, and perhaps there's movement over there as well, and I know probably in California there is. But this is really focused on new construction. So any kind of re-roof projects, you're not going to really see these, at least to my knowledge, because the building's already



there, and they're not trying to obtain certain carbon emissions goals. They're simply trying not to replace the roof. So the contractor could facilitate this documentation. Often times, I find the architect contacting us directly. So it really is a matter of how that gets expedited project by project.

**Heidi Ellsworth:**

Jeff, do you see going into the future the potential of, with roof consultants or architects who are working on restoration of roofs, how important the roof is to that carbon base? Do you see that possibly this could start coming into the re-roof market?

**Jeff Moore:**

I would say eventually. So roofing is an important piece, but not nearly as big as the concrete and the steel and all those components have significantly higher environmental impact. Right now, that's where the big push is to try to reduce the carbon footprint on those products. But roofing, of course, is an important piece. Does it move to residential and re-roof? I think eventually it does. I don't know how quickly that is, but I would say probably.

**Heidi Ellsworth:**

Yeah, it seems like it always kind of follows. So working with your manufacturers to really understand it, today, it may just be new construction, but this is going to be something these patterns that we're going to see, we've seen that before. It starts one place, and it moves into other ones as we continue to try to go down this path. So one of the things that I think is really important is to really understand what your manufacturers are offering in their products, even beforehand. This could be used in sales to building owners like, "Do you know these products?" even in a re-roof situation.

So let's talk a little bit. Here's a perfect example of asking about a product. This is your insulation. Talk a little bit about what this is doing and how using these kind of products with your building owners can kind of impress them that you know what's going on in environmental products?

**Jeff Moore:**

Yeah. So in fact, these next three slides really are just highlights of some ways commercial roofing is being improved with sustainability. XPS insulation is a commodity. It's used everywhere, but that being said, the reason I put this in here is we now manufacture this XPS using the HFO blowing agent, which is being regulated, but only now in a few states. We decided to completely convert and begin using this product, but essentially, HFC was the previous blowing agent, and it had 1,400 times the global warming potential. It was a significant adverse environmental effect, right? Creating greenhouse gas.

**Heidi Ellsworth:**

Wow. Wow.

**Jeff Moore:**

Yeah, and this HFO now, it drops it down below one. So it's a significant contribution, in terms of protecting the environment. Then on top of that, it's recycled up to 70, depending on the width and the skew, it's up to 70% recycled content. That is an ideal solution, right? That means something. I'm sure others will play catch-up here, but this is a great example of what I'm talking about when we identify sustainable solutions.

**Heidi Ellsworth:**

Mm-hmm. So it's really kind of covering all the bases. Not only is it helping to insulate the building, which is important, but it's made of recycled content, and the blowing agents, what you're using is not putting carbon emissions out.

**Jeff Moore:**

Yeah, it's not affecting the environment like so many others are.

**Heidi Ellsworth:**

Yeah. That's great. Well, let's talk about some other solutions that way. Again, this is all about asking your manufacturers to really what do they have? How are they doing it? So let's talk a little bit about the sustainability of modified bitumen, because there's been a lie in the industry of, "Oh, that's oil product. It's not environmental," but really, that's being proved different.

**Jeff Moore:**

Yeah. So I put this in here because modified bitumen, both SBS and ABP, this technology's been around for 50 years. It's proven out and documented, in terms of performance. We have roofs that are 30+ years with no problems. The technology today is very different than the technology 50 years ago. So it's evolved. This multi-ply durability, in our opinion, and I think you had some other leading manufacturer I think do a segment recently, but it is durability is sustainable, right? You're reducing the waste, it's not going to landfill and all the carbon emissions related to that. So a product that lasts 30+ years, in fact, there's an EPD that came out of the European Waterproofing Association that documented that with modified bitumen, you can recover the roof upwards of two times. Now, code might change here in the US on how many times you can do that, but in reality, that technically you could get 90 to 105 years out of that roof just by recovering. We find that to be a sustainable solution. Plus, 200+ mills versus 60 mills of single-ply is a big difference.

There's some new installation technologies that we'll talk about. I also want to mention that with this product, we have incorporated the white granules, the bright white granules for cool roof. That's really taken off in the last three, four years, as well as just Eco-3s, smog-reducing granule, which is a cap sheet, and it's reducing smog around these cities. To the extent, let's just say a 20,000-square-foot roof, 200-square roof, that equates to the performance of having 130 mature trees on the property.

**Heidi Ellsworth:**

Wow. Wow.

**Jeff Moore:**

So we have a lot of work there to push on that and educate people on that product, but it's getting traction. So that's another example of I think why we find modified to be the product of choice.

**Heidi Ellsworth:**

Yeah. You know what? Just talk just a little bit more about the fact that SVS is low-carbon emissions. I'm sure some people are kind of like, "Really, SVS has low-carbon emissions? What is that?"

Jeff Moore:

Yeah. So you probably hear old technology, it comes from the petrochemical industry, da da da. Well, the reality of it is it comes from the bottom of the barrel, right? It is the waste product coming from the oil industry. When you run the lifecycle analysis on modified, it averages out at 1.1 kilogram CO2 equivalent for that product. Then pick a single-ply, PVC, that is a product made from chemicals, so as our other single-plys, and those can average 5.5 kilogram CO2 equivalent. So actually, the carbon emission or carbon footprint is quite low compared to these other single-plys. So I just draw that out as a comparison. We'll see as we go forward as this continues to develop with the carbon emissions section.

Heidi Ellsworth:

Yeah, and it is, it's changing every day, isn't it?

Jeff Moore:

Oh, yeah.

Heidi Ellsworth:

It's constantly changing.

Jeff Moore:

It is a moving target, yes. It is a moving target. Yes.

Heidi Ellsworth:

So I think part of sustainability also is how are we optimizing our workforce? So you've already talked a little bit about the smog-reducing membranes, so I'd love you to go more into that, because that I just think is so cool, but also, on the job, how are we saving fuel, labor costs, just that part of sustainability?

Jeff Moore:

I read recently an EPA report where there's 50 major cities in the US that are severely exceeding the standard, the national federal standard for air quality. So there is a significant need for clean air. Much of the focus has been on emissions from vehicles where it's being generated, but we feel that putting this on a roof, whether it's a conditioned roof or a non-conditioned roof, this is a great solution, and it doesn't tire. It doesn't get worn out. It continually is replenishing, such that it serves indefinitely, in terms of reducing the performance reducing smog.

Heidi Ellsworth:

Isn't that also... When I think about what we were talking about earlier with the lifecycle and transportation, sustainment being manufactured, all of that, but then to actually have a product on the roof that is actively reducing smog, actively cleaning the air and helping... That, overall, is going to help with carbon, right?

Jeff Moore:

What a sustainable message that is, right?

Heidi Ellsworth:

Yeah, yeah.

Jeff Moore:

In fact, so many are looking for ways that companies can tout that, that they're doing the right thing. So for contractors, ideally you might make a reference to this on projects. If it's got a modified spec, well, let's talk, right? Let's look at that option. Let's push on that.

Heidi Ellsworth:

That could be the game-changer between who wins the bid of having something like that that really, especially when you're talking about apartment buildings or any tenants, this next generation, all of our generations, but definitely the next generation cares so much about sustainability. What a great message to your tenants to say, "Look what we did on the roof."

Jeff Moore:

Exactly. Exactly. There's green roofs. We offer the green roof components, and there's other things that are available too, but that one is pretty cool.

Heidi Ellsworth:

Yeah, it is cool. So talk a little bit about labor savings and using basic... We're always talking about technologies on the roof. This is some new technology that's been out there, but that is really reducing labor and fuel costs. Talk a little bit about the Macaden.

Jeff Moore:

Yeah, so there's a picture of it on the left. We call it the mini Macaden. It's been in service with SOPREMA I think at least 10, maybe 15 years. The idea here is how can we help our contractors with installation? How can we support them in lowering labor costs, etc? This device automates the installation of these membranes, right? These rolled goods. It actually reduces the propane fuel usage by 75% on a project, and it reduces labor. So a crew of four is getting 50% more done than a crew of eight, right? It's substantial, but the challenge we have is SOPREMA has gotten so popular, it's hard to keep up, right? So I know our team is looking at options, and how do we... I think there's talk now of renting this equipment instead of ownership and other things. That's all in the works, but certainly you contractors out there, if you are interested and want to talk further about that, you can reach out to me and put you in contact with the right people.

Heidi Ellsworth:

Well, with everything that's going on, with material shortages, with increase in fuel costs, with labor shortages, this just really kind of hits the bill all the way around. I know a number of large commercial roofing contractors who have mini Macadens on the roof, and it's pretty amazing what it does for the labor.

Jeff Moore:

You hit the nail on the head. Labor is probably the biggest challenge with contractors, and this is significant. So absolutely.

**Heidi Ellsworth:**

Yeah. Well, Jeff, so cool. I love this stuff. I think it is just excellent. Everything you have, all the different solutions, you really have been across the board. But we have some questions, so I would love to get to our questions, because I think for all of you out there, if you have questions about the EPDs, the HPDs, your role, new ideas, please put them in the chat or the Q&A.

But I'm going to bring up our first question, which is from Jason Finney. Thank you, Jason, so much. "Full replacement of existing roofs is great for business, but replacing roofs puts insulation and roofing materials in landfills and requires truckloads of new material. What is the trend toward emphasizing maintenance and care to extend the life of the roof beyond the warranty duration?"

**Jeff Moore:**

Clearly that's the direction you should go. Aside from putting a new roof on top of existing roof, yes, there's quite a few liquid products now that are available to extend the life of that roof. Absolutely, yes, that should be number one option to consider. Right.

**Heidi Ellsworth:**

Yeah, and we are seeing that so much with all of our comments, Jason, that are coming in to RoofersCoffeeShop. There's a lot going on, just that big focus on maintenance and keeping it on the roof, whether how you're doing it with service and care for extended life, and then really looking at, okay, when the warranty's done, what are some other options? What can happen? Working with your manufacturers is key.

**Jeff Moore:**

I think that becomes more important as we move into this next economy conflict of how things are going, and owners probably not willing to spend a lot of money, right?

**Heidi Ellsworth:**

So even putting down roofs that you know can be maintained a long time, it goes back to what you were talking about about durability, that that is very important to the overall lifecycle analysis. From that chart that we showed earlier that goes right to Jason's point. One of the other questions that we had was really kind of going back on the EPDs and the HPDs, how much do you see... Should contractors be asking, especially I guess contractors who are doing new construction, should this be part of their project documentation? Should they just, even if no one's asking for it, is it something important that they should have on hand?

**Jeff Moore:**

Well, I think depending on the scale of the project, it shows initiative, right? It shows you're engaged, you know what you're talking about, and it can only do good by asking that question. I think in the end, that's the purpose of this presentation is just to orient these contractors so they're asking the question. Then they can be part of that solution, right? They can be engaging and working with the manufacturer in helping to facilitate this documentation.

Heidi Ellsworth:

Right. Okay, and that kind of leads to... I had another question come up over here from before, was your experience, Jeff, is very much with architects. You work with architects every single day. What is some of your advice to contractors when we're building relationships with these architects and working with them, especially if they're interested obviously in the new construction? I know there's a lot of times there's a big gap between the contractor and the architect, because you have the general contractor, the roof consultant, and other people in the middle, but how can they build that relationship to help build their business?

Jeff Moore:

That's a good question. I will say I know one prominent national firm has built in part of their KPIs with the team, the specifiers on the team is to get out on projects that they have designed and see and meet with contractors and actually get feedback on how that execution is going and helping them to do better on their design. That in and of itself I think is significant.

Heidi Ellsworth:

Really?

Jeff Moore:

The challenge is everybody is wanting the architect's time, and the roofing contractor is on down the chain a bit. Perhaps there's involvement with the manufacturer too who might have relationships with those architects and can help facilitate some of that dialogue. But I just think it's important that these architects, they're coming up through the ranks, and how often are they actually getting out? They're responsible for so many components on these projects. How often are they actually getting out to see and understand what it is, the materials that they're using and the design. I suppose that's about what I could offer in that question.

Heidi Ellsworth:

Yeah. I like the theme, "Get with your manufacturer," because I think your manufacturer reps or sales people have those relationships both with architects and with contractors. If there is an opportunity for both to connect and walk job sites and be more knowledgeable, that's really a win, a three-way win.

Jeff Moore:

Yeah. Yeah. My frame of reference here is really the specified projects, there's a whole lot of projects that others are managing turnkey, and that's another segment of the business. So yeah, yeah.

Heidi Ellsworth:

Yeah. One last thing that I had for you too is just to kind of bring us back around with what SOPREMA is offering when it comes to not only can contractors come to you, obviously you, to get any EPDs or HPDs on all the products, but what are you seeing as the future of sustainable products? Obviously you showed insulation some more, but anything that you can give just a little bit of a highlight that might be coming in the future, some of the areas that are going to be really important?

Jeff Moore:

Even with the products?

Heidi Ellsworth:

Mm-hmm. Yes.

Jeff Moore:

Well, I wrote a note here. I wanted to mention it and I failed to. So if I could jump in on this particular one, but earlier, we mentioned value engineering, which happens so often on projects. The term in and of itself is a good term. It should be that it's value engineered so that a product is of equal or greater to the basis of the design, right? It's not that it's value engineered to a cheaper product, a less or inferior product. So I just wanted to draw some clarity to that, because we find that that happens, right? It happens. I wrote this down, because I read it, roofs are about 2%, if you consider the walls and waterproofing, it could be 3% of construction cost for a project, but 40% of all building-related problems are due to water intrusion, right?

Heidi Ellsworth:

Wow.

Jeff Moore:

70% of all litigation as a result. So when you think about value engineering the roof, consider it is an important component, right?

Heidi Ellsworth:

Right.

Jeff Moore:

And really in terms of sustainability. So equal or greater, in terms of value engineering. But look, all that being said, in terms of sustainability in the future, it is all about reducing those carbon emissions. We're going to just continue to see more municipalities and cities pass ordinances, and people are going to want to keep up. So these documentations are going to become... There are still manufacturers out there that really aren't paying attention to this, perhaps not on the roof, but others. So look, it's here to stay. This is here to stay. It's over, right? It is all about how can we best respond to do the right thing and position our companies to win in this new environment?

Heidi Ellsworth:

Yeah, I love it. I think that just says it all. So for everyone out there, get with your manufacturers. Ask about this. Check out the SOPREMA products and what they've got going. This is the future, and it's not going to go away. So getting in front of it really will make a huge difference for you and your company. Jeff, thank you so much for being on the show today. I've thoroughly enjoyed it. It is just-

Jeff Moore:

Thank you.

Heidi Ellsworth:

... really great information. Thank you.

Jeff Moore:

Nice job. Okay.

Heidi Ellsworth:

I want to thank all of you for being here today. Of course, you can find all this information on [rooferscoffeeshop.com](http://rooferscoffeeshop.com), the SOPREMA directory. Please go there, visit, check it out. They have so much great information. Excellent articles, and we've had previous RLW webinars on sustainability and the environment. So you can find a lot of information out there, plus some on hail, performance, durability, you name it, they're all out there. So please check those out. Please join us next on September 22nd when we have our next RLW, and we will have Sika liquid-applied products who will be here to talk about roof restoration. So it kind of follows just perfect right after this RLW.

Jeff Moore:

There you go.

Heidi Ellsworth:

We're going to go right into that roof restoration and how we can extend the life of the roof. Thank you all for being here today. If you have any questions, please reach out to use at [RoofersCoffeeShop](http://RoofersCoffeeShop) or email us. You can email me, [heidi@rooferscoffeeshop.com](mailto:heidi@rooferscoffeeshop.com), and of course, this will be on demand within 24 hours where you'll be able to share it, and please share it out to all of your friends and other roofing professionals so they can learn all the great stuff that we learned today. So one last time, Jeff, thank you so much.

Jeff Moore:

Thank you.

Heidi Ellsworth:

And thank all of you. Have a great day, and we'll see you on September 22nd for the next RLW