

Fortified™ Building Protection from MFM Building Products



Proven Waterproofing Solutions

Fortified™ is a voluntary construction and re-roofing program designed to strengthen homes and commercial structures against severe weather such as high winds, hail, hurricanes and even tornados. Fortified works with local municipalities and insurance companies to offer building owners reduced insurance rates and other incentives.

Fortified offers the following:

- Provides contractors/builders access to approved construction standards
- For building and home owners, access to trained contractors and builders
- Third-party verification of approved construction materials that meet Fortified standards

Fortified is a program of the Insurance Institute for Business & Home Safety (IBHS) that studies the damaging effects of severe weather and has identified common weaknesses in typical homes.

Learn more about the Fortified Program by visiting www.fortifiedhome.org.

Fortified Active States*

Alabama	Massachusetts	Ohio
Arkansas	Michigan	Oklahoma
Colorado	Minnesota	Oregon
Connecticut	Mississippi	Rhode Island
Florida	Missouri	South Carolina
Georgia	New Jersey	Tennessee
Iowa	New York	Texas
Kentucky	Nebraska	Virginia
Louisiana	North Carolina	Wisconsin

*Fortified active state list as of January 2024.



Engineers at the Insurance Institute for Business & Home Safety research center can blast homes with tornado-strength winds generated by 105 giant fans. Drop in a half-million gallons of water or ice from the ceiling, and they can simulate hurricanes and hailstorms.

MFM Fortified Product Offerings

MFM has signed a Trademark License Agreement with Fortified that the following products meet or exceed the requirements as set forth by the Program:

IB-3 IceBuster

IB-3 ShingleStarter

IB-3 StormStopper

IB-3 StormStopper Plus

Peel & Seal

Premium HT Tile & Metal

Roof Deck Tape

ShingleStarter

StormStopper FSU

Ultra HT Wind & Water Seal



For more information on MFM Building Products, please contact your local MFM Sales Representative or MFM Customer Service at 800-882-7663 or customerservice@mfmbsp.com.