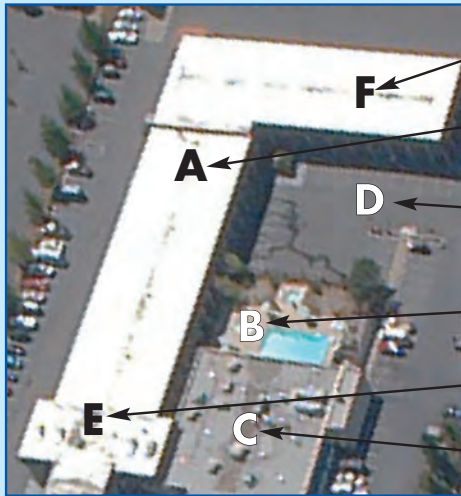
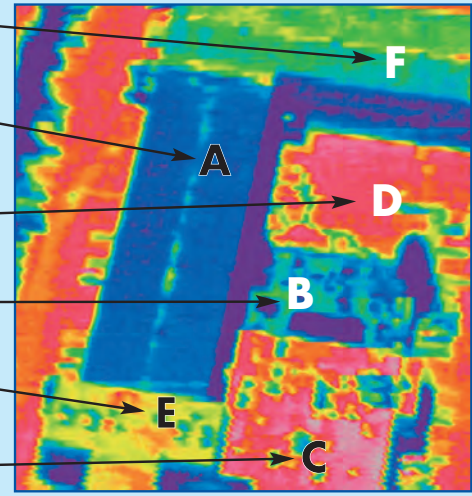


Is Your Roof *Hotter* Than Your Parking Lot?



- Aluminum Coated Built-Up 125°F
- Duro-Last Cool Zone System 97°F
- Asphalt Parking Lot 134°F
- Swimming Pool 87°F
- Granular Cap Built-Up 127 - 129°F
- Gravel Ballast Built-Up 134 - 139°F



Best Western Hilltop Inn
 Redding, California
 August 2, 2001 - 2:30 p.m.
 Outside Air Temperature
 95°F

C = Gravel Ballast Built-Up 139°F Duro-Last is 42°F Cooler
 D = Asphalt Parking Lot 134°F Duro-Last is 37°F Cooler
 E = Granular Cap Built-Up 129°F Duro-Last is 32°F Cooler
 F = Aluminum Coated Built-Up 125°F Duro-Last is 28°F Cooler

Cooler than the rest – Cool Zone System 97°F

— MAKE DURO-LAST® —

COOL ZONE®

— YOUR ROOFING SOLUTION —

The Cool Zone white membrane has the highest retained reflectivity of any single-ply membrane rated by the EPA's ENERGY STAR® Roof Products Program, saving energy and money for building owners and managers all over the United States.

The Cool Zone roofing system is also:

- Custom prefabricated for every building
- Durable
- Professionally installed with no business disruptions
- Backed by the industry's best warranties
- Code compliant
- The best long-term roofing value for your building

"We have realized a substantial energy savings. In addition to receiving \$3,000 in energy rebates, there was no disruption to our business during installation..."

Steve Gaines
Best Western Hilltop Inn



Corporate Headquarters
Saginaw, Michigan
 800-248-0280

Grants Pass, Oregon
 800-356-6646

Jackson, Mississippi
 800-434-3876

Sigourney, Iowa
 888-500-3574