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800-248-0280

Jackson, Mississippi
800-434-3876

Grants Pass, Oregon
800-356-6646

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888-500-3574



The Duro-Last® Cool Zone® roofing system is proudly manufactured in the United States of America.

www.white-equals-green.com

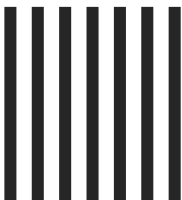
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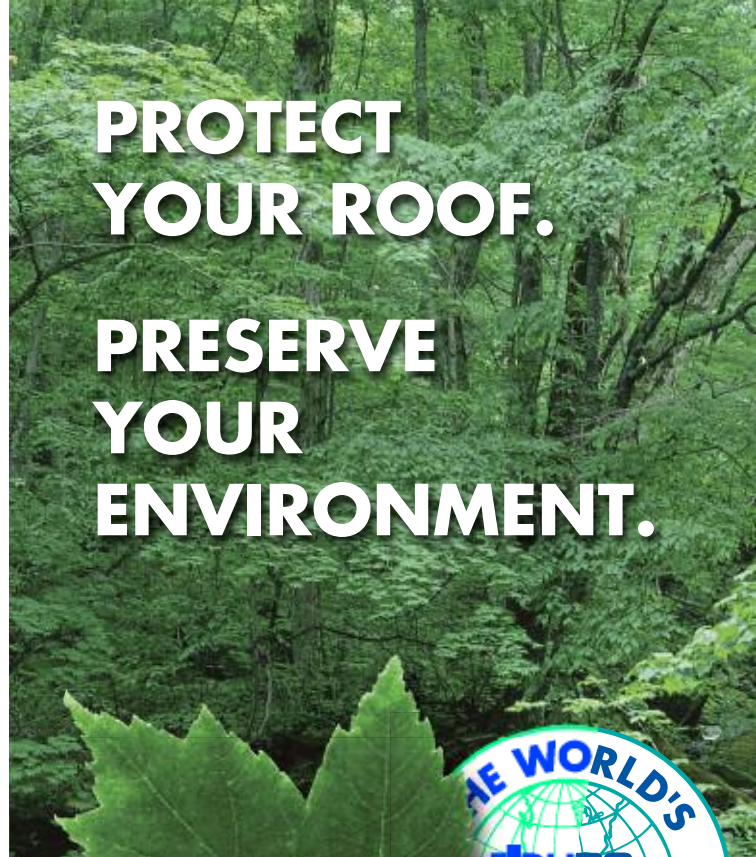


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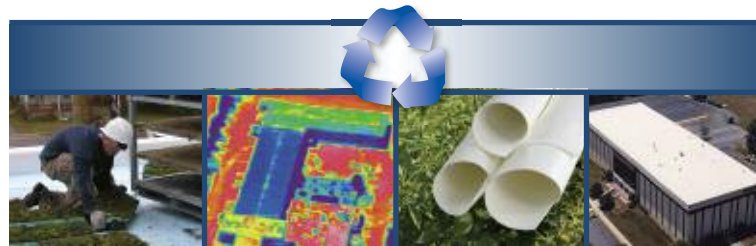
Trust Duro-Last for your sustainable roofing needs.



**PROTECT
YOUR ROOF.
PRESERVE
YOUR
ENVIRONMENT.**



**WHITE
GREEN**





The White Duro-Last® Cool Zone® Roofing System Is The Best Green Choice For Your Building.

The bright white Duro-Last® Cool Zone® membrane has an established history of providing environmental benefits to commercial, institutional and industrial buildings throughout North America. Its exceptional reflectivity and emittance characteristics help reduce electricity costs and lessen the urban heat island effect.

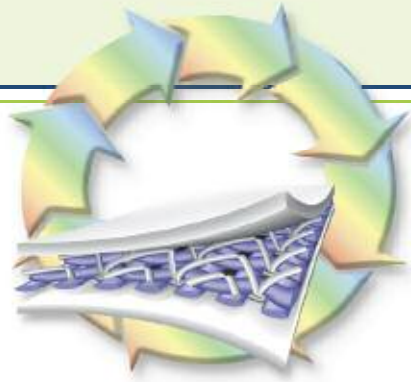
The white Cool Zone PVC membrane is the best green choice for your facility in many ways, proving Duro-Last's leadership on the sustainable roofing front.

GREEN as in environmental responsibility

High reflectivity, a manufacturing process that includes the re-use of scrap, and an end-of-life membrane recycling program give the Duro-Last Cool Zone roofing system an excellent environmental reputation. From lowering a building's energy consumption to helping facilities obtain LEED® credits, the Cool Zone roofing system is a leading sustainable building product.

GREEN as in the money you save by reducing your roofing system's life-cycle costs

Electricity costs continue to escalate with no end in sight, and this trend is largely responsible for driving a significant market shift toward energy-efficient roofing systems. In addition to helping reduce building cooling costs by up to 40% in some areas, the Cool Zone system reflects infrared and ultraviolet rays that can



degrade the effectiveness of insulation and other building components – often leading to higher operating and maintenance costs.

GREEN as in the best system to be installed under your rooftop garden

An increasing trend in the commercial, industrial and institutional buildings market is the installation of vegetative roofing systems. These require a reliable waterproofing membrane beneath the growing medium and plant life, and the Cool Zone roofing system is ideal for this application. Duro-Last's prefabrication technology virtually eliminates installation waste and the prospect of future leaks beneath the garden assembly.



Learn more about why the Duro-Last Cool Zone roofing system is the best choice for your sustainable building project. Request our free brochure by completing and returning the attached reply card, or visit www.white-equals-green.com.

Request our free brochure.



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I WOULD LIKE MORE INFORMATION ON THE DURO-LAST® COOL ZONE® ROOFING SYSTEM.

- Yes! Please: Send me more literature/free samples of the Duro-Last membrane.
 Protect the environment. Send me the literature electronically.
 Set up a free inspection and evaluation of my roof.
 Call me for an appointment. I have roofing projects coming up.

Contact Name: _____
Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
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