WHAT ABOUT LOST OPPORTUNITY COSTS?

Lost opportunity costs are the costs of lost revenue and/or profit. If you are unable to conduct your business in a normal manner or, in the case of a new building, if you are unable to make productive use of your facility because your building is not watertight, you incur lost opportunity costs.

AND INCONVENIENCE COSTS?

When you have to take time to deal with unanticipated problems related to your roof, you incur inconvenience costs. Even if your roofing contractor and manufacturer are still in business, these costs can be considerable. Of course, you will save some time resolving the issue of whether your problem is covered by the warranty. And the problem will still have to be fixed.

ARE THERE OTHER CONSIDERATIONS?

Most owners expect a lot from a roof. They trust that their roof system will serve them well over many years in spite of such destructive forces as normal building movement, maintenance traffic, environmental contaminants, extreme temperature changes, wind, hail, rain, snow, and the continuous attack of ultraviolet rays from the sun.

All things considered, it’s easy to understand how a roof simply breaks down over a period of years. But that process can be delayed under the right circumstances. Siplast has designed its products and construction detail requirements to obtain the maximum effective performance life out of its roofs. By requiring the use of conservative design details and additional reinforcing plies, Siplast has made sure that those areas of the roof that are subject to the most stress are, in fact, enhanced the prospects of obtaining a successfully performing roof. Many other roofing manufacturers sell their products through open distribution and have little control over the final application of their products. The Siplast Field Technical organization is available for periodic inspections during installation to help ensure that every Siplast roof is applied according to specifications.

Siplast does all the extra things it takes to be more than just another supplier of roofing materials. Siplast works to minimize the likelihood of your having to deal with the costs of inconvenience.

WHAT IS THE BOTTOM LINE?

As is the case with any investment decision, it’s the bottom line that counts. It doesn’t matter how much you save up front if, in the final analysis, it costs you more to operate and maintain your investment over its useful life. The small premium you may pay for a longer-lasting Siplast roof can heal up saving you big costs.

Before you make the decision to go with an option that may be slightly less expensive up front, consider the value of everything you get with Siplast:

• The expertise of the acknowledged technological and manufacturing leader in the SBS-modified bitumen industry.
• The performance history of the company with more experience with SBS-modified bitumen roofing than anyone else.

A range of specialized products engineered for use in critical areas where most roof failures occur, such as flashings and roof penetrations.

The thorough review of specifications and details for your job before shipment, to be sure that the correct materials and details are used.

A trained, evaluated, and limited network of contractors to apply your roof, to help ensure that you get the best roof possible.

A thorough inspection of your roofing project upon completion to help ensure that all guarantee requirements have been met.

Prompt and professional customer service and technical assistance before, during, and after the sale.

A written guarantee covering full replacement costs for material and labor if the roofing membrane fails while you own it.

Who says you can’t afford to specify a Siplast roof? You can’t afford not to.
system carries major implications for both the short and long-term performance and life expectancy of their new roof. Whether your roof is protecting critical assets or important assets, the value of their roofing investment. As with any investment, the ultimate value of your roof is determined by a number of important factors, including the quality of the materials, the skill of the installation, and the warranty. In this case, the term is the realistic anticipated life of the roof system, which is based on the manufacturer’s warranty and the expected life of the materials. If no line appears in the bar graph, the standard deviation is zero.

WHAT IS THE ANTICIPATED TERM OF MY INVESTMENT?

As with any investment, the ultimate value of your roof will be determined by the quality of materials, installation, and maintenance. The anticipated term of your investment is the realistic anticipated life of the roof system. The warranty is based on the manufacturer’s warranty and the expected life of the materials. If no line appears in the bar graph, the standard deviation is zero.

The following graphs compare Siplast Paradiene 20 and Paradiene 30 FR with three competitors’ products marketed as “o” or “equal” to Siplast. All are fiberglass reinforced, SBS-modified bitumen sheets. Tests were performed before and after the effects of aging. All values in the graphs are average values with a 95% confidence interval. The color bars represent the average value, and the light black line found in the center of each bar represents the standard deviation. The shorter the standard deviation line, the more consistent the product’s properties from year to year. If no line appears in the bar graph, the standard deviation is zero.

WHAT ABOUT ROUTINE MAINTENANCE COSTS?

Up-front costs are easily identified and quantified. Typically, they include material and installation costs for insulation, roof membrane, and accessory items. Replacing or re-covering an existing roof, there are the added costs of removal or preparation of the old roof. Guarantees and warranties do not ensure performance, and they offer assurance of repair under very specific and limited conditions. A warranty cannot begin to solve all the problems created by a bad roof. Temporary repairs can be made by your own maintenance staff or those of a roofing contractor. Another cost that can be difficult to quantify accurately is the cost of replacing or repairing existing roof systems.

WHAT DO THE NUMBERS MEAN?

As such, ultimate elongation is the clearest mechanical measure of aging and performance of the elastomeric asphalt/polymer modified blend.

DOES SBS-MODIFIED BITUMEN HAVE A ROOFING MEMORY?

As the graphs show, some materials perform poorly when tested without an asphalt phase. The SBS blend, not the elongation of the glass reinforcement. As such, ultimate elongation is the clearest mechanical measure of aging and performance of the elastomeric asphalt/polymer modified blend.
spend. It’s a big investment. The long-term benefits outweigh the first costs. They will last the life of the building, or in many cases, even longer. Proper maintenance can extend their useful life for many years.

WHAT IS THE ANTICIPATED TERM OF MY INVESTMENT?

In this case, the term is the realistic anticipated life of the roof system. The anticipated term will be determined in the large part by the investment term. The life of the roof system will be a function of many factors, including the location of the building, climate, humidity, maintenance practices and the system’s performance.

WHAT ARE THE FACTORS THAT INFLUENCE THE LIFE OF A ROOF?

Several factors influence the life of a roof system. These include:

1. Location: The physical location of the building can affect the life of the roof system. In areas with high winds or extreme temperatures, the roof system may have a shorter life expectancy.
2. Maintenance: Proper maintenance can extend the life of a roof system. Regular cleaning, inspection, and repair can help ensure the roof’s longevity.
3. Material: The type of materials used in the roof system can impact its life. Some materials are more durable and resistant to the elements than others.
4. Design: The design of the roof system can affect its lifespan. A properly designed roof system will be able to withstand the stresses and strains placed on it by the environment.
5. Installation: The quality of the installation can impact the life of the roof system. A properly installed system will be able to perform its intended function for a longer period.
6. Environment: The environment in which the building is located can affect the life of the roof system. Factors such as pollution, temperature extremes, and humidity can accelerate wear and tear on the roof.

ROOF SYSTEM PERFORMANCE

The performance of a roof system is critical to its success. A properly designed and installed roof system will provide long-term protection for the building’s occupants, contents, and operations. The performance of the roof system should be evaluated based on the following criteria:

1. Weather resistance: The roof system should be able to withstand the elements, including wind, rain, snow, and ice.
2. Durability: The roof system should be able to endure the wear and tear caused by everyday use.
3. Life cycle costs: The initial cost of the roof system should be balanced against the cost of maintenance and repairs over its lifetime.
4. Aesthetics: The roof system should complement the look and feel of the building.
5. Energy efficiency: The roof system should be energy-efficient, providing insulation and reducing heating and cooling costs.

DATA SHEET COMPARISON

The following data sheet compares Siplast Paradiene 20 and Paradiene 30 FR with three competitors’ products marketed as “or equals” to Siplast. All are fiberglass reinforced, SBS-modified bitumen sheets. Tests were performed before and after accelerated aging according to ASTM D 5147. Each sample of seven sheets was tested over a period of seven years. The bar color represents the average value, and the light and dark lines in the center of each bar represent plus and minus one standard deviation. The shorter the standard deviation line, the more consistent the product’s properties from year to year. If one bar appears in the graph, the standard deviation is zero.

ULTIMATE ELONGATION – ASTM D 4147

Ultimate elongation is a definitive measure of the elongation of the SBS blend, not the glass reinforcement. As the graphs show, some materials have far better elongation than others. As shown here, the elongation of the glass reinforcement would be a poor quality judgment.

LOW TEMPERATURE FLEXIBILITY – ASTM D 5147

Low temperature flexibility is a measure of the temperature at which the sample will come to within 0.001 inch (0.025 mm) of its original length when subjected to a bending test. The SBS-modified bitumen is related to the thickness of the blend in the product. While total thickness is important, it is the thickness of the blend, not the thickness of the reinforcing material that is critical. Further, no bar will make up for a poor quality blend.

Cyclical Joint Displacement (Fatigue) – ASTM D 5849

This cyclical fatigue test is performed by assembling the simulated roof system to wooden supports with epoxy resin. The supports come together, simulating a crack or joint in insulation panels. The cyclic fatigue test is performed by securing the assembled roof system to wooden supports with epoxy resin. The test is performed by subjecting the assembled roof system to 500 cycles of elongation and compression. The inclusion of granules or slate surfacing would add 10 to 15 cycles to the product’s life.
Some building owners and specifiers know about Siplast and would like to have a Siplast roof on their building because of the impression that they can't afford one. They've heard that a Siplast roof can cost more than a roof on an existing building. They are afraid that the value of the assets in the roof system on an installed cost basis. They're not sure it's worth it. Actually, in many cases, Siplast roofs are quite competitive, and, in some instances, no more expensive than alternative systems.

Unfortunately, many building owners find it difficult to determine the value of a roof system when faced with having to choose between different systems or manufacturers. They tend to think that all roof systems and manufacturers are basically the same. So they wind up making a decision about one of the most important components of their building upon which the system is cheapest to install. They fail to consider that final costs are not necessarily that costs. They tend to overlook many considerations that can ultimately affect the performance and the expectancy of their roof system, and, therefore, the value of their roofing investment.

Some building owners probably safety and major assets. Whether you’re a building owner, a local manufacturing operation, selective computer or electronic equipment, hospital full of patients, a classroom full of students, or an inventory of products, your choice of roof system comes major implications for both the short and long term. You’ll want to get the most for every dollar you spend. It’s a big investment.

WHAT IS THE ANTICIPATED TERM OF MY INVESTMENT?

As with any investment, the ultimate value of a roof system will be determined in the large part by the investment term. In the short term, the value is the probability and potential of the new roof system. The best way to determine how long a roof system is likely to last is to consider the documented performance of the system in similar applications and environments.

The following graphs compare Siplast Paradiene 20 and Paradiene 30 with three competitors’ products marketed as “or equals” to Siplast. All are fiberglass reinforced, SBS-modified bitumen sheets. Tests were performed before and after heat conditioning according to ASTM D 5147. The results of seven samples were tested over a period of seven years. The bar color represents the average value, and the light black line found in the center of each bar represents the standard deviation. The shorter the standard deviation line, the more consistent the product’s properties from year to year. If one appears in the graph, the standard deviation is zero.

WHAT COSTS SHOULD I CONSIDER THAT I MIGHT TEND TO OVERLOOK?

Up-front costs are easily identified and quantified. Typically, you include material and installation costs for insulation, roof, and, accessaries, if replacing or re-covering an existing roof, there are the added costs of framing or preparation of the old roof. Guarantees or warranty fees are also easily determined.

WHAT ABOUT ROUTINE MAINTENANCE COSTS?

Another cost that can be difficult to quantify accurately is maintenance cost. A roof requires maintenance on an ongoing basis and the type of roof you select on substantially affect how much you will have to spend on maintenance. For example, maintenance under wet-cold conditions, and repair on a roof that is covered with gravel, rock, or other granules is very different. Granules play no role in the waterproofing capability of the modified bitumen. The inclusion of granules or slate surfacing would add 10 to 40 to the product’s thickness.

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inherent with multiple layer application. Siplast also takes time to educate your maintenance staff on the proper procedures for making temporary roof repairs and arranging for permanent repairs to be made, in the event that repairs are necessary. Taking these facts into consideration, you can reasonably lower normal maintenance costs from a Siplast roof.

WHAT ABOUT LOST OPPORTUNITY COSTS?

Lost opportunity costs are the costs of lost revenue and/or profit. If you are unable to conduct your business in a normal manner or, in the case of a new building, if you are unable to make production use of your facility because your building is not watertight, you incur lost opportunity costs.

Siplast roof systems are designed to minimize or eliminate lost opportunity costs. By “shaping” the application of Siplast membrane materials, your building can be “in the dry” faster than is possible with most competing systems, allowing you to make the most of your production capacity. Most property owners will allot to the savings they have realized by taking advantage of this important Siplast capability.

AND INCONVENIENCE COSTS?

When you have to take time to deal with unanticipated problems related to your roof, you incur inconvenience costs. Even if your roofing contractor and manufacturer are still in business, these costs are still considerable. Of course, you will have to spend some time resolving the issue of whether your problem is covered by the terms of the warranty. And the problem will still have to be fixed. What will your customers think? Will they take their business elsewhere? When you are unable to make productive use of your facility because of the inconvenience, these costs can be considerable.

When you select a Siplast roof, you can be sure that your contractor is a professional, and not a fly-by-night operator. When selecting a Siplast roof, you have the advantages of Siplast’s knowledgeable, experienced technicians. Siplast has many years of experience with SBS-modified bitumen roofing than anyone else.

WHAT IS THE BOTTOM LINE?

As in the case with any investment decision, it’s the bottom line that counts. It doesn’t matter how much you save up front, in the final analysis, it costs you more to operate and maintain your investment over its useful life. The small premium you may pay for a longer-living Siplast roof can wind up saving you a bundle. Before you make the decision to go with an option that may be slightly less expensive up front, consider the value of everything you get with Siplast:

• The expertise of the acknowledged technological and manufacturing leader in the SBS-modified bitumen industry.
• The performance history of the company with more experience with SBS-modified bitumen roofing than anyone else.
• A range of specialized products engineered for use in critical areas where most roof failures occur, such as flashings and roof penetrations.
• The thorough review of specifications and details for your job before shipment, to be sure that the correct materials and details are used.
• A trained, evaluated, and limited network of contractors to apply your roof, to help ensure that you get the best roof possible.

• A thorough inspection of your roofing project upon completion to help ensure that all guarantees have been met.
• Prompt and professional customer service and technical assistance before, during, and after the sale.
• A written guarantee covering full replacement costs for material failure prior to the installation of the roof.

Who says you can’t afford to specify a Siplast roof? You can’t afford not to!
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All things considered, it’s easy to understand how roof repairs can simply break down over a period of years. But the process can be delayed under the right circumstances. Siplast has designed its products and construction detail requirements to obtain the maximum effective performance life out of its roofs. By requiring the use of conservative design details and additional reinforcing plies, Siplast has made sure that those areas of the roof that are subject to the most wear are, in fact, the strongest parts of the roof system. Compare the performance life out of a Siplast roof with those of other competing systems, allowing you to make the most of your investment. By requiring the use of SBS-modified bitumen roofing membrane, Siplast works to ensure the best possible broad-based distribution and have little enhancing the prospects of obtaining a successfully performing roof. Many roof manufacturing companies develop their products through open collaboration and have little control over the final application of their products. The Siplast Field Technical organization is available for periodic inspections during installation to help ensure that every Siplast roof is applied according to specifications. Siplast does all the extra things it takes to be more than just another supplier of roofing materials. Siplast works to become the benchmark of your trying to deal with the costs of inconvenience.

ARE THERE OTHER CONSIDERATIONS?

Merchants often expect a lot from a roof. They trust that their roof system will serve them well over many years in spite of such destructive forces as normal building movement, maintenance traffic and environmental contaminants, extreme temperature changes, wind, hail, rain, snow, and the continuous attack of ultraviolet rays from the sun.

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Siplast uses a range of specialized products engineered for use in critical areas where most roof failures occur, such as flashings and roof penetrations. Siplast has designed its products and construction detail requirements to obtain the maximum effective performance life out of its roofs. By requiring the use of conservative design details and additional reinforcing plies, Siplast has made sure that those areas of the roof that are subject to the most wear are, in fact, the strongest parts of the roof system. Compare the performance life out of a Siplast roof with those of other competing systems, and you’ll see just how much Siplast roofs may cost a little more up front, but wind up performing better over the long haul.