



## A GROWING CONCERN

**A guide to the environmental benefits of the RubberGard® EPDM Single Ply Roofing System.**



Firestone RubberGard® EPDM used in a Green Roof System  
Delft Technical University Library,  
Netherlands.

As we move into the third millennium, environmental preservation is becoming a major global concern. At Bridgestone/Firestone Inc. we share in this concern.

We will strive to develop, produce and market products and services of superior quality to meet customer requirements while operating in an environmentally responsible manner. Each associate in the Bridgestone/Firestone family of companies must be fully committed to an effective environmental management system designed to accomplish our strategic business objectives and fulfill our responsibility as a good corporate neighbour.

To that end we shall:

- Manage environmental issues as an integral part of current and future business strategies and communicate environmental issues across organizational and functional lines.
- Comply with all applicable environmental laws, while keeping other environmental commitments we make and promoting pollution prevention and conservation of natural resources.
- Continually improve the environmental management system.

Implementing this policy is a primary management objective across the Bridgestone/Firestone family of companies.

John T. Lampe  
Chief Executive Officer  
Bridgestone/Firestone Americas Holding, Inc.  
January 2002



### ISO 14001 Certification

In light of the company's environmental philosophy, the decision of Bridgestone/ Firestone Inc. is to seek ISO14001 certification for all its plants will come as no surprise (Note: the certification audit for our EPDM plant in Prescott was completed in August 1999 and certification for our EPDM plant in Kingstree, South Carolina was completed in October 1999). While ISO9000 is primarily concerned with "quality management", ISO 14000 is primarily concerned with "environmental management". In plain language, this means what that the organization does to minimise harmful effects on the environment caused by its activities. This programme is going to affect whether or not everything has been done to ensure that Firestone's products will have the least harmful impact on the environment, either during production or disposal, either by pollution or by depleting natural resources.



Firestone's reasons for pursuing ISO 14001 certification are as follows:

- ✓ To publicize our environmental commitment
- ✓ To be an environmentally sensitive company
- ✓ To standardize our environmental management
- ✓ To reduce industrial waste and conserve energy

We hope that you will all share in Firestone's environmental concerns.

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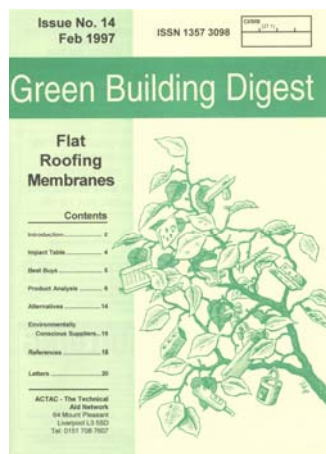
### The key environmental benefits of the RubberGard® EPDM Single Ply Roofing System:

- ✓ **Refurbishment:** The cost to dispose of an existing bituminous roofing system is becoming more and more important. With EPDM one can refurbish on top of the existing bituminous roof without having to dispose of it.
- ✓ **Longevity:** EPDM has an increased life expectancy (in excess of 50 years) thus reducing the impact on the environment and postponing subsequent re-roofing decisions.
- ✓ **Recyclability:** EPDM may be re-cycled. The burning of EPDM results in production of high energy and recycling into by-products is possible.
- ✓ **Cold application:** While bituminous systems are usually applied using hot bitumen or by torching, thus generating fumes, EPDM systems use a cold process with consequently no fumes generated reducing the fire risk on site.
- ✓ **Chemically inert:** Some roofing membranes include volatile ingredients, such as plasticisers, or toxic ingredients, such as chlorine, which affect the atmosphere. EPDM is totally inert and contains no toxic material.
- ✓ **Reduced VOC's:** Also, in order to reduce the quantity of VOC's, all Firestone systems use a cured tape for membrane assembly that is to be installed using QuickPrime Plus, a primer, thus the use of an adhesive is no longer required.



**Further reading:**

The following independent publications have highlighted the environmental benefits of EPDM roofing membranes:



**Green Building Digest.**

Issue 14.  
February 1997.  
ISSN 1357 3098.

**“...the ‘best buy’ roofing membrane is single ply EPDM (Synthetic rubber), due to its relatively low impact in comparison to other membranes, its reported high durability and its reusability.”**

**Published by :**

ACTAC (the Association of Community Technical Aid Centres Ltd)

**For further information please contact:**

School of Architecture, Queen's University Belfast  
2 Lennoxvale, Belfast BT9 5BY



**Building the future**

October 1996.

**“The alternative ... roof membranes are made of ethylene propylene diene monomer rubber (EPDM).”**

**Published by:**

Greenpeace UK  
Canonbury Villas  
LONDON N1 2PN

**Other EPDM applications:**



Firestone EPDM Pondliner used in an ornamental pond. Further details are available on request.





RubberGard® - the EPDM reference

**ISO14001 Certificate:**

*Environmental Management System*  
**Certificate of Registration**



Certificate Number EMS 52644

**FIRESTONE BUILDING PRODUCTS COMPANY**

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U S A

operate an Environmental Management System which complies with the requirements of BS EN ISO 14001:1996

Martyn Reed (General Manager TACS)

Originally registered 28 October 1999 Amended on 28 October 1999

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