

Editorial

Time is flying! Rubberfuse celebrates 10 years of presence on the market. And yet it looks like it was only yesterday, when a bunch of innovative enthusiasts started promoting TPO/FPA systems in France, Greece, Spain and UK. We would like to take this opportunity to wish "happy Rubberfuse birthday" to these pioneers: Acieroid, Ergotech, IPS and Rubberflex and thank them for their continuous support and confidence.



Since 1995, the Rubberfuse Team keeps working hard to establish a niche where total Customer satisfaction is the priority. Such approach generated results that were eventually reckoned by an independent study carried out in 2002 by AMI Consulting, which reported that Rubberfuse ranks in the top 5 TPO suppliers (amongst the 23 companies active in this field) in five European countries. Such result does not come just by chance. It demonstrates that an uncompromising attitude sided with Customers who appreciate quality and service is a viable business option, even in a market where price is often the main, if not only decision factor.

And we will not rest on our laurels! Much more is ahead of us. The Rubberfuse Team keeps growing and we are confident that together with our Partners, Distributors and Authorised Applicators, we will meet new challenges.

M. Auguet.

Annual Marketing & Sales Meeting

As every year, a group of managers who recently joined the Rubberfuse Team got together in Mappano for the annual 3-day Distributor Marketing and Sales Seminar. The agenda covers a broad range of subjects such as market review, technology and good practice, strategy and other key issues. A hands-on session in the Training Centre, a tour of the Sintofoil/Eurodue plant and the visit of a showcase job are also included in the program.

This year, the participants came from Croatia (Ravago Hrvatska), Greece (Ergotech/Polykem), Holland (Altena) and Russia (Miandrstroy). During the session, each participant had the opportunity to discuss specific issues of their respective market, while learning from the experience of the others. And thanks to their enthusiasm, fun was definitely not absent!



Superdeck reference

When Unite Construction were looking for a roof system to weather the new Student Accommodation project in Plymouth (UK), the system required had to combine fast installation together with good aesthetics.

The project was completed on time and to budget. Unite Construction are now specifying the Rubberfuse Superdeck prefabricated roofing panel on further similar projects. Some 3.800 accommodation units are now on their order book.

Superdeck is a composite panel, which consists of a 0.7mm profile metal deck with a bright white liner, 80mm PIR insulation and 1.2mm TPO/FPA Sintofoil FB (Fleece-backed) membrane as the weathering surface.

Superdeck has recently been awarded the LPC certification for fire resistance.



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Bilbao Exhibition Centre

Inaugurated in April, the 110.000m² new exhibition centre of Bilbao is the largest commercial single unit built last year in Spain. Designed by the architect E. Rodriguez, the building is both elegant and impressive.

A most interesting feature is there is no column inside the construction, in order to maximise the floor space. As a consequence, the span is such that 3.6m high steel bearing beams are necessary to support the roof!



Acieroid won the turnkey contract for the entire envelope (roofing and cladding). The roof includes a perforated steel deck, which is lined with a special geotextile for optimal sound absorption. The insulation is 50mm thick Eurothane's Powerdeck and the membrane is TPO/FPA Sintofoil ST/FR1/Grey 1.2mm thick.



The Rubberfuse system was selected for its long-term performance (there are references exceeding 10 years in Spain), aesthetics and fire resistance (the system meets the ENV1187:2003 European requirement). The membrane is mechanically secured using Rubberfuse standard fixings (M-45 polyamide "locking" plate and BS 5,5 fastener). The building is not far away from the coast, so the wind uplift calculation led to using 1.05m wide sheets.

This project comes as a prestigious addition to the list of projects (over 1 million m²) installed by Acieroid, the Rubberfuse distributor in Spain since 1995.

A big one in Moscow

As part of a significant development of their operations on the export market, Marazzi, a leading Italian company fabricating tiles and related products, invested in a 60.000m² plant located in the Moscow's outskirts.



Miandrstroy, the Rubberfuse partner in Russia, obtained the order for the supply of the roofing membrane. The initial specification was calling for PVC, but the Owner found the alternate as proposed by Miandrstroy more attractive. A major factor for the decision in favour of TPO/FPA is that the Sintofoil membrane maintains its properties, including weldability, at very low temperature (Sintofoil passes the -55°C flexibility test). The substrate is steel deck (with 150mm rockwool insulation) and since the roof had to be installed as quickly as possible, the mechanically attached system was the obvious option. During the start-up session, our technical field representative, was quite surprised to notice that contrary to Western practice, the installation kept being carried out in the snow! Quite an experience, but also a good opportunity to prove (just look at the pictures) that welding Sintofoil is possible even under quite tough and humid weather conditions.

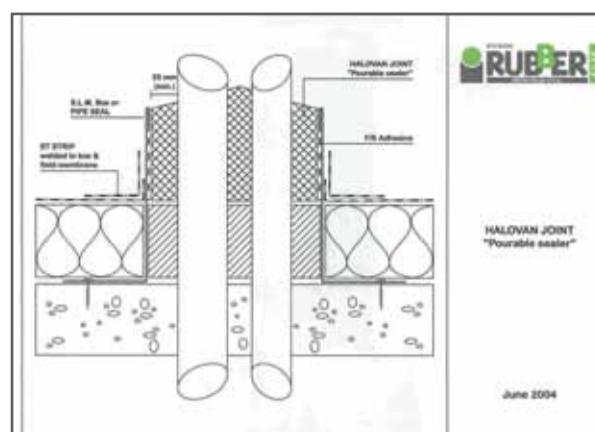


Halovan "pourable sealer"

A question keeps coming from the field: "How can we properly seal unusual profiles (ex: T-beams) or pipes which are so close it is almost impossible to reach in between and execute the termination?"

The Rubberfuse "pourable sealer pocket" is the appropriate solution. The principle is to use a sealing agent, which is supplied in a liquid form at the time of installation.

Halovan is a two-part modified polyurethane self-curing sealer offering a 500% elongation capacity. It is designed to fill "pockets" and ensure watertightness at pipes and similar roof protrusions, which cannot be properly executed by the membrane techniques. The "pocket" is usually made of sheet laminated metal. Another option is to use a TPO/FPA prefabricated pipe seal. Once the pocket is completed, Halovan is mixed and poured into it. A simple but effective solution!



Certification program

The UBAtc program is completed.

Rubberfuse are the first membrane systems to be subject to certification based on the recent UEAtc Technical Guide for the assessment of TPO roof waterproofing systems. The certificate, issued by UBAtc, covers the use of Sintofoil ST and Sintofoil RG for loose-laid/ballasted and mechanically attached systems. The ST/FR (fire rated) membrane is also part of the process and obtains the Broof (t1) classification.

EMI certification is renewed.

The initial document, obtained since 1998, had to be subject to evaluation for renewal. The new certificate is updated and now covers Sintofoil ST, FB and RG membranes for loose-laid/ballasted, mechanically attached and adhered systems.

The IGH program covers more.

Additional tests led to Sintofoil ST in 1.5mm and 1.8mm thickness and Sintofoil FB/1.2 to be subject to certification in Croatia.

A key item of Imper Italia's strategy is to offer a product line that meets the local industry standards and technical requirements. Approval an/or

Testing Certification has been obtained from the Authorities in the following countries (listed in alphabetical order): Belgium (UBAtc), Bulgaria (HNCN), Croatia (IGH), Czech Republic (CSI), Europe (UEAtc wind testing), Germany (SKZ) France (Qualiconsult), Holland (BDA-Intron), Hungary (EMI), Russia, Slovenia (ZAG), United Kingdom (BBA) and USA (FM).

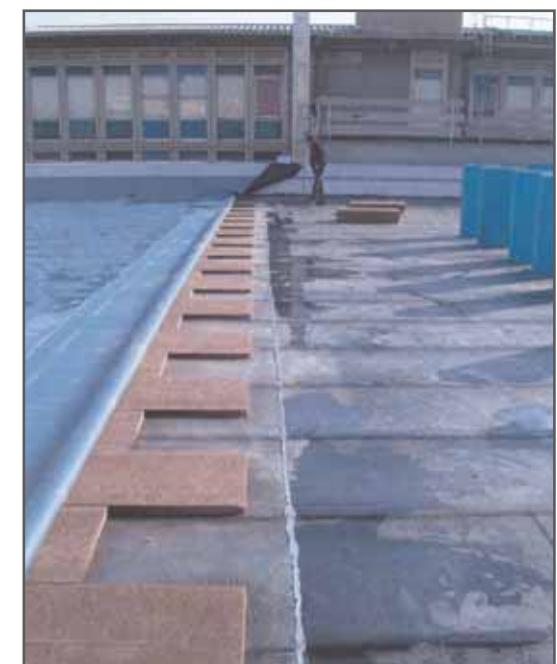


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QC corner - It works !

Welding a membrane -whatever the nature and type- which remained exposed for a while and consequently absorbed humidity proves to be quite a difficult exercise.

The picture taken on a project recently carried out in Italy clearly shows the advantage of the Rubberfuse temporary seal detail. The bead of Rubberfuse Waterstop Mastic installed according to the procedure allowed the bottom edge of the sheet to remain dry, hence easily weldable.



The Economics of phasing out PVC

An economic analysis carried out by researchers at the Global Development and Environment Institute of Tuft University (Somerville, MA, USA) provides interesting answers to many questions relating to possible alternates to PVC. The study covers different aspects of this issue such as industry size, cost of life cycle and facts about vinyl use. It also includes a roofing case study.

In a lecture presented at the US Green Building Conference held in November last year, F. Ackerman, Director of the Research and Policy Program, an author of the study, said that "a material should not be used in green buildings if it is uniquely toxic or carcinogenic... Rather, replacement of such a material with less toxic alternatives should be a priority for environmentally concerned architects, designers and builders".

The main conclusion of notables of the study is "this report debunks a widely held belief that phasing out PVC would impose a painful burden on the economy. The economic analysis by Tufts researchers concludes that for almost every use of PVC, cost-effective alternatives is available that provides equal or better performance. In some cases, alternative materials are already cost-comparable to PVC when costs are measured over the life of the product. In other cases, the alternatives are slightly more expensive at present, but are likely to come down in cost as their market share expands."

The complete report is available upon request.

The Economics of Phasing Out PVC

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AA corner

A short story, or a picture, is often much more meaningful than a long presentation. Here is one. The flight from Turin to destination is delayed. What else is new? S. Woods, technical field representative, realises he won't be on time at the site for the start-up. So, he calls the local colleague. The answer is cool: « Do not worry, we have installed other synthetic sheets before, so we will already start in the meantime ». A few hours later, when Shelden arrives at the site, the tone has changed « Look at this! It is not possible to get this TPO/FPA sheet properly laid! ».



A few minutes later, after a short explanation and adjustments at the welding machine, the works resume. And all the trouble is a thing of the past. The picture tells it all... and proves the point: TPO/FPA is not « just another membrane ». Preliminary training is a prerequisite to get the job properly done.