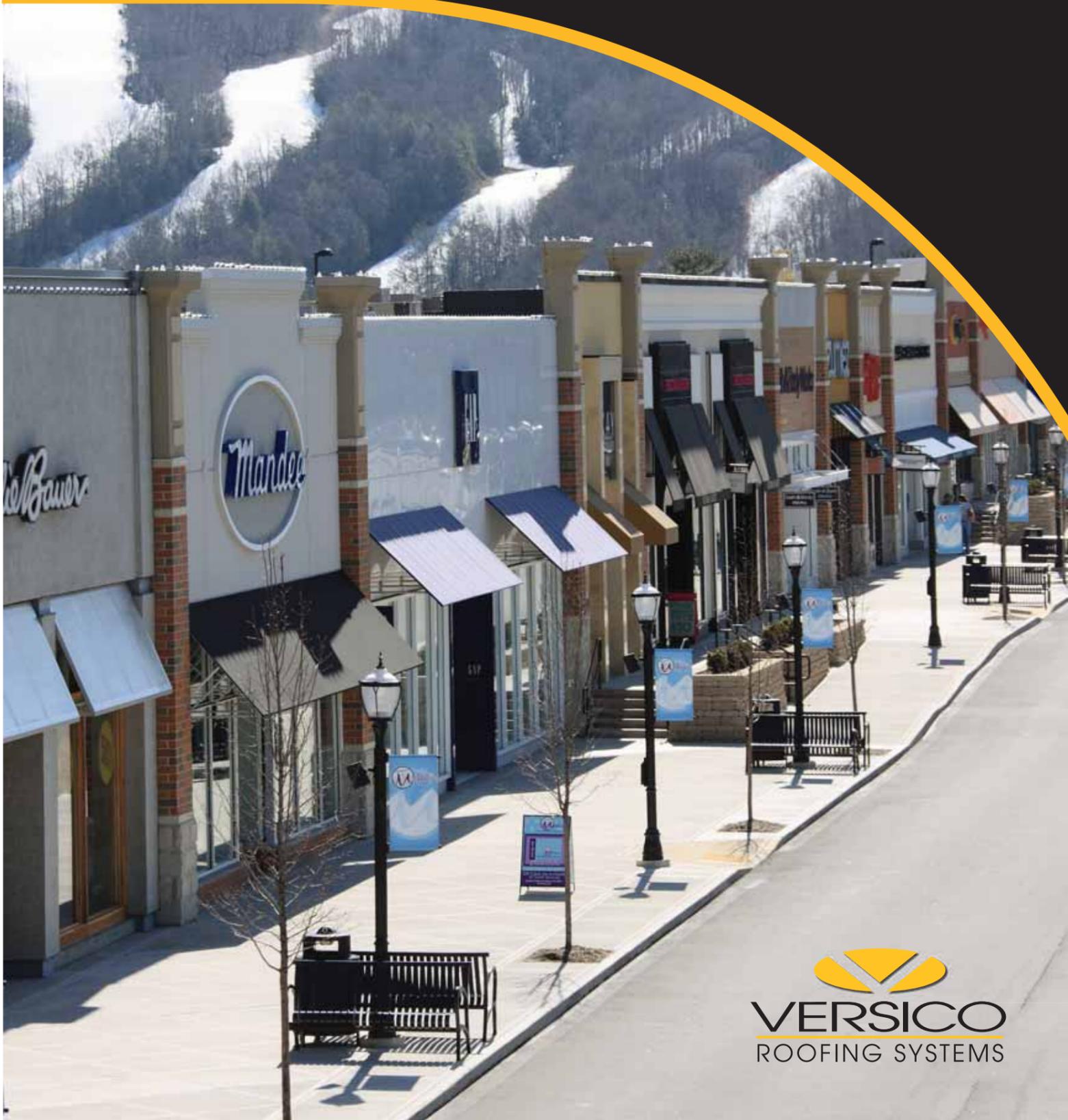


Shoppes at Montage Case Study



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Eastern Roofing Systems and Versico Provide Rooftop Protection for Trendy Mall Center

Nestled in the mountains and hills of northeastern Pennsylvania, the town of Moosic has recently seen a large surge in commercial and retail development. The small rural town has continually grown in size, transforming from a coal town into an up-and-coming commercial hot spot. Moosic, along with its surrounding region, has developed into one of the biggest entertainment areas in Pennsylvania, offering baseball games at the nearby Scranton/Wilkes-Barre Stadium, concerts at the Toyota Pavilion and skiing at the Sno Mountain Ski Resort, to name a few attractions.

The newest addition to the town is an outdoor shopping center that will house more than 60 high-end retailers and restaurants. Covering more than 300,000 square feet, The Shoppes at Montage will offer a new opportunity for both shoppers and retailers. The \$50 million shopping center has created an image that is much different from the traditional multi-story shopping mall.

The Shoppes at Montage is an outdoor mall center that offers individual entrances to each and every store via wide concrete walkways. The outdoor shopping center has become a trend that is gaining popularity across the United States. The developer and

owner of this complex, Jeffrey R. Anderson Real Estate, Inc., knew that an outdoor retail setup would best suit the desires of the Moosic shoppers.

In order to ensure that the design of The Shoppes at Montage would meet the needs and wants of the developers, JR Anderson turned to Ford & Associates, an architectural firm headquartered in Ohio that is known as one of the premier retail architectural firms in the mid-Atlantic.

Ford & Associates chose Duke Realty and Construction, a contractor headquartered in Indianapolis, to recreate their paper design with construction materials. Experienced with shopping center construction, Duke understood what was needed to construct a safe and sturdy yet attractive shopping center.

The center's location in Moosic, just nine miles south of Scranton, meant that it would be exposed to typical mid-Atlantic weather conditions - warm temperatures and heavy rain in the summer and the potential for large snowfall in the winter. The weather could be one of the biggest threats for the newly constructed facility and a high-performance roofing system would be vital to the protection of The Shoppes at Montage. Because of this, JR

Anderson and Duke Construction chose to use a VersiGard® Ballasted Roofing System manufactured by Versico, LLC.

As one of the largest manufacturers of commercial roofing materials, Versico has developed a reputation for providing quality products installed by qualified authorized contractors. Offering a wide range of single-ply roofing systems and accessories, Versico was able to meet the very specific requirements for the roofing design at The Shoppes at Montage.

The general contractor and building owners decided to trust Eastern Roofing Systems, a Versico Excalibur Contractor headquartered in nearby Moscow, Pa. to install the Versico Roofing System. Eastern Roofing Systems has been a Versico Authorized Contractor for years and has installed hundreds of thousands of square feet of Versico warranted work. In 2007, Eastern completed 11 Versico Total System Warranty installations. Each of these roofs received a perfect 10 out of 10 on Versico's inspection report.

The system started with three-inch polyisocyanurate insulation that was laid down on top of the decking system. Acting as a barrier against heat and energy loss, the insulation is a vital part of the roofing system. The VersiGard 45-mil black EPDM was installed directly on top of the insulation.

"The EPDM membrane was chosen because it was one of the most durable and economical roofing membranes for a building of this size," said Jaime Hollingsworth, Project Manager with Ford & Associates.

The roofing surface on The Shoppes at Montage had many obstacles that the roofers had to conquer. With separate HVAC

and piping units for each store, the rooftop had hundreds of penetrations that had to be considered during the installation of the membrane. To make the process easier, Eastern Roofing used numerous prefabricated, quick-applied accessories manufactured by Versico, including pipe boots and curb wraps that were adhered to the membrane and provided a quick installation despite the numerous penetrations.

"The quick-applied accessories offered by Versico saved us countless hours of installation time," said Gene Bellucci, Project Manager at Eastern Roofing Systems. "We were able to install the VersiGard system with very little difficulty. Before quick-applied accessories, an installation of this type would have been extremely difficult."

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After the installation of the quick-applied accessories, the system was completed with the addition of thousands of pounds of rock that were spread around the surface area of the roof. With enough weight to adequately hold down both the insulation and the membrane, the ballasted system is able to withstand significant wind gusts. In addition, because the system is not mechanically fastened with screws or attached with adhesive, it is able to expand and contract when temperature changes occur. Because of the superior performance and enhanced durability of this roofing system, it is covered with a 10-year Versico Total System Warranty.

"This roofing system will be able to adequately handle the weather of Moosic," said Bellucci. "The Shoppes at Montage are a welcome addition to the area, and will greatly enhance both the economy and the popularity of the Moosic area."

