



## Upholding Our Legacy of Excellence

A Message from our President



April 1, 2024

Dear valued customers and partners,

In June 2022, we announced that our Firestone brand of roofing, wall, and lining system products was adopting a new name — Elevate. Today, we have fully discontinued use of the Firestone brand. Our parent company adopted the Holcim name and brand, and our business unit and products are Elevate.

Rest assured, the roofing, wall, and lining products manufactured and sold by Elevate are the same as those previously manufactured and sold. Elevate-branded products are manufactured in the same locations in the U.S., using the same materials, formulations, and manufacturing methods, and are subject to the same quality programs as before.

Tested assemblies, product evaluations, and approvals for formerly Firestone-branded products and systems by U.S. and Canadian code bodies like Factory Mutual, Underwriters Laboratories, ASTM International, CCMC, CSA Group, and the International Code Council, as well as independent third-party laboratory reports and specification writing resources, have been updated or are in the final stages of being updated by the code bodies to reflect the Elevate brand.

This letter addresses only the manufacturing and performance characteristics of Elevate-branded products. For installation instructions, technical specifications, and warranty requirements, please contact Elevate Technical Services at 1-800-428-4511 (US) or 1-888-292-6265 (CA), or visit our website: [www.holcimelevate.com](http://www.holcimelevate.com).

Sincerely,

Kristin Beck  
President  
Elevate Commercial Roofing Systems and Lining