



HOW FIRESTONE SA HELPED OLSSON ROOFING COMPANY, INC. TRANSFORM THEIR BUSINESS



Olsson Roofing Company, Inc.
Aurora, IL
www.olssonroofing.com



Expand your roofing season as temperatures shift.



No odor means business can stay operational during roofing.



Installs faster with even fewer people.

OVERVIEW

As a commercial roofing company that's been committed to continuous improvement and innovation for over 100 years, Olsson Roofing was searching for a high-quality roofing product that offered greater efficiencies and fewer installation obstacles. With the discovery of Firestone FullForce™ EPDM SA, the company found just that—a better product for better business, season after season.

SITUATION

For roofing contractors, taking on a large volume of projects requires a keen understanding of customer needs, the balancing of resources, and the resilience to face the elements while sticking to the busy schedules of building owners and crews.

Even a small change in operations can have a huge impact on business. That's why switching to a new product like Firestone FullForce EPDM SA is a decision that's never taken lightly. It requires the confidence of knowing that the efficiencies created by the new product are legitimate and worth the time it will take to adopt.

That said, as a key player in the highly competitive Illinois market, Olsson Roofing recognized that they needed to stay on the cutting edge of technology if they wanted to stay ahead of the competition. They had to find a solution that would keep up with the increasing demands of building owners and win more business—hence the need for a product that would make installations faster and easier.

SOLUTION

Firestone FullForce EPDM SA is the only EPDM membrane to feature a factory-applied adhesive across its entire surface. Eliminating the need for seam tape and adhesives, this new technology installs 4.6x faster¹ than standard EPDM membranes with fewer people—including the time it typically takes to do seams.

When you go with FullForce EPDM SA, you can get more squares installed in a day with a superior cold-weather performance, zero VOCs, and zero odors. It provides contractors with greater control over scheduling, optimization of resources, and improved safety. A solution that stands alone in regard to speed and productivity, FullForce EPDM SA is one more reason nobody covers you better than Firestone.

PROOF

Before Olsson Roofing could fully commit to the adoption of Firestone FullForce EPDM SA, they needed to try the product for themselves by putting it to the test in real-life scenarios where the product could prove to be beneficial. Through a series of three pilot projects, the company was able to experience the unique benefits of the product firsthand—each project offering its own set of obstacles and allowing FullForce EPDM SA to flex its full potential.



At first, there was a big mental hurdle of having double the seams compared to a 20' wide sheet, but after trying it and recognizing the increased speed of installation due to not having to install seam tape, the product proved itself. It does take an adjustment in practice from an estimator's standpoint. General Contractors are selling a schedule to their building owners and we can go faster using FullForce.

Shawn Sullivan
Principal, Olsson Roofing

¹ FullForce EPDM versus standard EPDM from third party testing. Results may vary.



PROJECT 1
UPGRADING THE ROOF OF AN ACTIVE INSURANCE CALL CENTER FROM AN 825-SQUARE BALLASTED SYSTEM TO FULLFORCE EPDM SA IN FREEZING CONDITIONS AND WITH MINIMAL DISRUPTIONS.

Olsson Roofing’s first project with FullForce EPDM SA proved to be as challenging as it was rewarding. With the call center remaining active throughout the day, the building owner required that the upgrade be made with minimal noise disruptions. To meet these expectations Olsson Roofing chose to conduct the installation after business hours, which posed an additional challenge—the freezing conditions of Illinois winter nights. Fortunately, FullForce EPDM SA was just the product for the job.

Manufactured with a factory-applied adhesive that doesn’t require seam tape, FullForce EPDM SA allowed for faster installation with fewer people—minimizing all possibilities of a noise complaint. Additionally, FullForce EPDM SA installs in temperatures as low as 20° F and rising, allowing for seamless installation in the cold winter weather. All in all, increased control over scheduling and weather sensitivity provided Olsson with the optimal solution for a successful first trial.



PROJECT 2
SAFELY AND EFFICIENTLY INSTALLING FULLFORCE EPDM SA IN FREEZING CONDITIONS AROUND THE ONGOING HVAC INSTALLATIONS OF NEW CONSTRUCTIONS ON A 1,300-SQUARE ROOF.

This project was new construction, so significant heating, ventilation, and air conditioning (HVAC) installations were to take place at the same time as the roofing project. Because FullForce has factory applied adhesive that has no VOCs, it

reduces the risks of fire that are associated with traditional bonding adhesive fumes.

With one installation of FullForce EPDM SA already under their belt, Olsson Roofing again demonstrated the improved speed and efficiency of the new technology. Increasing output by 20 squares per day, the Olsson Roofing crew overcame demanding conditions in order to surpass expectations and stay ahead of schedule.



PROJECT 3
REPLACING THE 660-SQUARE BALLASTED SYSTEM OF A PHARMACEUTICAL FACILITY WITH MINIMAL DISRUPTIONS DURING A MAJOR FACILITY OVERHAUL.

The third and final trial was a simple reinforcement of what Olsson Roofing had already come to learn about FullForce EPDM SA. Due to the sensitive nature of the pharmaceutical facility’s operations, the building owner required an odorless LVOC product. Fortunately, Olsson Roofing now had plenty of experience with the perfect solution. FullForce EPDM SA was installed quickly, efficiently, and with minimal disruptions.

CONCLUSION

Proving to be a game changer, FullForce EPDM SA helped Olsson Roofing maintain its competitive edge by driving efficiencies and meeting the high expectations of building owners. Here’s what Olsson Roofing had to say about the new technology:



Aside from being a high-quality product and simple assembly, it takes bonding adhesive off the roof and reduces flammables. It reduces the quantity of material we have to orchestrate, which allows us to get on, move, and get off faster. Frankly, it’s much simpler details. All of which has made the transition into it much more attractive, and we’re able to take these components to the customer and tell them you’re going to enjoy these benefits as well.

Mike Herlihy
 Principal, Olsson Roofing



In the last few years there have been more new products in roofing than in the last 20 years. I believe the entire industry is going toward Self-Adhered like products. The labor is the most expensive part of the operation and manufacturers bring value by cutting it back. If you aren’t an adopter, you’re going to be left in the dust.

Shawn Sullivan
 Principal, Olsson Roofing

Install more squares every season with Firestone SA.

Visit FirestoneBPCO.com/FirestoneSA to learn more about the full Firestone SA portfolio of products—including FullForce™ EPDM SA and UltraPly™ TPO SA.

