



Firestone Building  
Products Company, LLC  
200 4<sup>th</sup> Avenue South  
Nashville, TN 37201

# Media Release

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## **Firestone Building Products celebrates the 25<sup>th</sup> anniversary of UltraPly™ TPO with the launch of customer-centric innovation**

UltraPly™ TPO Flex SA is now available under the Firestone SA portfolio, making the most flexible TPO easier to install.

**NASHVILLE, TENN. (November 9, 2021)** - — [Firestone Building Products Company](#), LLC (FSBP), an industry leader providing trusted commercial roofing and building envelope solutions, today announced the introduction of UltraPly™ TPO Flex SA. This new membrane is an evolution of two products, UltraPly™ TPO SA (self-adhered) and UltraPly TPO Flex Adhered, the most flexible TPO on the market\*. While the membrane formulation remains unchanged, and continues to be trusted by contractors, this new feature provides an easier-to-install, safer version of the category's most flexible TPO.

“UltraPly TPO Flex SA is an exciting introduction as we celebrate the 25<sup>th</sup> anniversary of UltraPly TPO, demonstrating our innovative focus at Firestone. We have a great understanding of how our contractors' needs are evolving, and this is yet another example of delivering products that meet those needs,” said David Martiny, Director of Product Development. “Essentially, two great technologies have become one.”

Since UltraPly TPO was first introduced to the market in 1996, more than five billion square feet of the membrane have been manufactured globally, delivering a solution that protects the building investment and drives energy efficiency through reflective properties. Over the past 25 years, Firestone Building Products has introduced four unique product offerings under the original UltraPly TPO umbrella: UltraPly™ TPO SA, UltraPly™ TPO Flex Adhered, UltraPly™ TPO XR, and UltraPly™ TPO Platinum.

UltraPly™ TPO Flex SA is Firestone's latest innovation that provides value to contractors through streamlined installation. UltraPly™ TPO Flex SA drives better installations on complex roofs easier to handle because it is the most flexible TPO on the market\*. Firestone's self-adhered installation method with Secure Bond™ technology allows for quicker installation reducing man-hours by up to **77%** per square on membrane installation than traditionally



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adhered membrane\*. Additionally, Firestone SA products are odorless and non-VOC, so businesses can stay operational during installation.

To find out more about UltraPly™ TPO Flex SA and the portfolio of Firestone SA products, visit <https://www.firestonebpc.com/us-en>.

## **ABOUT Firestone Building Products**

Firestone Building Products Company, LLC is a leading manufacturer and supplier of trusted roofing and building envelope solutions. By taking the entire building envelope into consideration, Firestone Building Products meets individual customer and project needs for roofing, wall and lining solutions. Headquartered in Nashville, Tennessee, the company also offers outstanding technical services, an international network of roofing contractors, distributors and field sales representatives, and exceptional warranty protection. Products include commercial roofing systems, roofing accessories, green roofing systems, daylighting systems, vegetative roofing systems, metal wall panels, insulation, cavity wall construction, pond liners, geomembranes, and silicone and acrylic liquid coatings. Firestone Building Products Company, LLC is a member of the Holcim Group.

\*Based on testing conducted by a third-party in 2017 using UltraPly™ TPO SA versus standard adhered TPO. Application times vary with settings and environmental factors; actual results will vary.