

CASE STUDY

White EPDM Roof System Helps Cut Super Market Cooling Costs



JOB PROFILE

PROJECT LOCATION:
Bellefonte, PA

CARLISLE APPLICATOR:
R.H. Marcon Incorporated

ROOFING SYSTEM:
Carlisle Sure-White EPDM

Weis Markets, founded as Weis Pure Foods in 1912, is a grocery staple across several mid-Atlantic states. The medium-sized supermarket chain has grown significantly over the past 100 years from its initial Sunbury, Pennsylvania store to more than 160 stores in Pennsylvania, Maryland, New York, New Jersey and West Virginia.

In 2010, Weis began construction on its newest store – a 62,000-square-foot supermarket in Bellefonte, Pennsylvania. The new facility sits on a sprawling 40-acre site, and is twice the size of the current Bellefonte Weis Market it will replace. It is also a reflection of the difference a hundred years has made in the grocery business: advanced refrigeration technologies reduce refrigerant emissions by 60%; a wide selection of organic produce, gourmet and ethnic foods offer shopping variety; and the store features expanded meat and seafood departments as well as a full-service pharmacy.

In charge of protecting the new store and all of its assets is a reflective EPDM roofing system manufactured by Carlisle SynTec Systems. The roof was installed by R.H. Marcon Incorporated, a roofing and sheet metal contractor from nearby State College. According to R.H. Marcon President Fritz Wild, the project architect was responsible for selecting white EPDM in lieu of more commonly used reflective materials like TPO and PVC.

“What we like about working with EPDM as opposed to PVC or TPO is that it’s a more flexible, pliable membrane,” said Wild. “Especially on adhered systems, I think the bonding process is a lot easier.”



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Sure-White EPDM has been available for more 25 years, and has evolved over that time to meet the changing needs of roofing contractors. Featuring an initial reflectivity rating of 0.76, Carlisle’s Sure-White membrane is the only EPDM membrane in the roofing industry that carries an ENERGY STAR® rating. The reflective membrane will help to cut down on the store’s heavy air conditioning bill, which adds a tremendous amount to the store’s operating costs over the warm summer months.

To help speed up the installation while minimizing labor expenses, R.H. Marcon utilized Carlisle’s laborsaving 20-foot-wide membranes with Factory-Applied Tape (FAT™) and prefabricated, pressure-sensitive accessories. The prefabricated accessories are much faster and easier to install than field-fabricated accessories, and because they’re manufactured in a factory-controlled environment, they also provide the additional benefit of reducing the likelihood of human error during installation.

“We try and use Carlisle’s pressure-sensitive accessories whenever we can,” said Wild.

Before RH Marcon adhered the 20-foot-wide sheets, they installed two layers of Carlisle’s polyiso insulation. Polyiso offers the highest R-value per square foot of any commercial roofing insulation, and when applied in two layers, significant energy savings can be experienced. Energy efficiency was



an important aspect of selecting this roofing system, making Carlisle’s energy-efficient polyiso insulation and Sure-White EPDM membrane ideal choices for the job.

With the help of dedicated applicator R.H. Marcon and local distributor Quality Roofing Supply, the EPDM roofing system was installed without a hitch. When the new Weis Market opens in Bellefonte, PA, it will be protected by the toughest membrane and the most comprehensive warranty on the market.

