



SIMPLY. SMARTER. GREEN ROOFS.



• The 2013 Architectural Products
• Product Innovation Awards

Press Release

Xero Flor Green Roof System from Xero Flor America (XFA) Wins Product Innovation Award from *Architectural Products Magazine*

Xero Flor is the Only Green Roof System Honored as an Innovative Building Product

Durham, N.C. — November 12, 2013 — Xero Flor America (XFA), the exclusive U.S. distributor of the **Xero Flor Green Roof System**, announced that Xero Flor won a 2013 Product Innovation Award from *Architectural Products* magazine. Xero Flor, which won in the



building envelope/thermal management category, is the only green roof system honored with a **Product Innovation Award** this year

Judged by a group of 50 independent industry professionals who impartially reviewed more than 300 architectural products submitted by manufacturers, the award program recognizes innovation in the development, manufacturing and

refinement of building-related products. Manufacturers' contest submissions included basic product information, description of sustainable features of product materials and production, case studies illustrating product applications, and comments from architects, builders and contractors who have used the products.

“The third edition of our Product Innovation Awards highlights manufacturers who are delivering more sustainable commercial building products as well as products that deliver better performance and more affordability,” said Jim Crockett, editorial director, *Architectural Products* magazine. “The judges who reviewed the Xero Flor Green Roof System were impressed its lightweight options that allow installation of green roofs on existing buildings without substantial and expensive alterations to structural framing.”

“Xero Flor is an extensive green roof system that utilizes thin, lightweight, pre-vegetated mats that incorporate a patented, textile-based design engineered in Germany and refined over more than 40 years of ongoing R&D and installation experience,” said Clayton Rugh, Ph.D., general manager and technical director, Xero Flor America (XFA), Durham, N.C. “We offer complete green roof assemblies that weigh as little as 8 to 9 pounds per square foot when saturated with rainwater.”

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The pre-vegetated mats are integrated units that consist of full-grown green roof plants, a layer of growing medium, and a bottom carrier layer that holds the vegetation and growing medium together so the mats can be rolled up like sod. Unique to the innovative design of Xero Flor pre-vegetated mats, the carrier layer is a durable, high-performance geosynthetic fabric. Xero Flor's designed durability makes the process of temporary overburden removal more efficient and less costly. If the underlying roof must be accessed for inspection or repair, specific sections of Xero Flor green roof assemblies can simply be rolled up and then rolled back into place — rather than digging out, discarding and replacing entire green roof sections.



Xero Flor is a total green roof system. In addition to the pre-vegetated mats, Xero Flor is delivered with a complete set of installation components, including growing medium, retention fleece, drain mat, and root barrier.

Xero Flor is the only pre-vegetated mat green roof system **Cradle to Cradle (C2C) Certified^{CM}** for environmental sustainability. Xero Flor meets high standards for safe and healthy materials, material recovery and recycling, use of post-industrial

recycled materials and renewable energy, management of carbon emissions, stewardship of water resources, and business operations that protect employees and communities.

Xero Flor America will exhibit the Xero Flor Green Roof System and explain its advantages at **Greenbuild**, the world's largest conference and expo dedicated to green building and sustainable development, on November 20-21, 2013 at the Pennsylvania Convention Center in Philadelphia.

Xero Flor America will be located at booth # 2824.

About Xero Flor America (XFA)

Founded in 2002 and headquartered in Durham, N.C., Xero Flor America (XFA) stands at the forefront of the North American green roof industry. XFA is the official and exclusive distributor in the U.S. for the Xero Flor Green Roof System. Regionally grown on local, independent farms and 100 percent American made, the Xero Flor system utilizes advanced, lightweight, pre-vegetated mat technology. Engineered in Germany and refined over more than four decades of R&D, Xero Flor has been proven successful and sustainable in tens of thousands of flourishing installations covering hundreds of millions of square feet worldwide. In the U.S., it has been installed in 38 states since 2002. For more information, visit www.xeroflora.com.



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Media Contact: David Aquilina ▲ 612-716-5628 ▲ davida@strategicstoryteller.com