



SIMPLY. SMARTER. GREEN ROOFS.



## Press Release

### **Xero Flor Green Roof System from Xero Flor America (XFA) Wins Environmental Design + Construction Readers' Choice Award**

***Green Building and Sustainable Development Professionals Select the Xero Flor Green Roof System as the Top Product in the Commercial Roofing Category***

**Durham, N.C. — February 11, 2014 —** Xero Flor America (XFA), the exclusive U.S. distributor of the [Xero Flor Green Roof System](#), announced that Xero Flor won a 2013 Readers' Choice Award from *Environmental Design + Construction*. The Xero Flor system was selected for the honor in the category of commercial roofing products.



*Environmental Design + Construction* (EDC) is the official green building magazine for LEED® professionals. It provides education and information for designing, constructing, remodeling, operating, and maintaining the sustainable built environment. EDC has been the premier industry source for high-performance building since 1997. [The Readers' Choice Awards](#) honor products chosen by the

magazine's hands-on readership, which includes sustainability-minded architects, designers, contractors, consultants, and facility managers. The awards program, which marked its sixth year in 2013, gives EDC readers the opportunity to vote for the top green building products in each of 13 different categories.

“Xero Flor is an extensive green roof system. It utilizes lightweight, pre-vegetated mats based on a patented design, engineered in Germany and refined over more than 40 years of R&D and successful installations,” said Clayton Rugh, Ph.D., general manager and technical director, Xero Flor America (XFA), Durham, N.C. “Xero Flor is the only pre-vegetated mat green roof to be Cradle to Cradle (C2C) Certified<sup>CM</sup> for environmental sustainability.”



Xero Flor pre-vegetated mats are integrated units that consist of full-grown, regionally cultivated plants, a thin layer of growing medium, and a bottom carrier layer that holds the vegetation and growing medium together so the mats can be rolled up, and then rolled out, like sod. Unique to the innovative design of Xero Flor pre-vegetated mats, the carrier layer does not decompose because it is a durable, high-performance geosynthetic fabric.

— more —

## Xero Flor Wins EDC Readers' Choice Award

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“Xero Flor America supplies pre-vegetated mats as well as complete green roof systems,” said Rugh. “Xero Flor system options range from our ultra-light, 2.5-inch deep assemblies, which weigh only 8 to 9 pounds per square foot when fully saturated with rainwater, to 5-inch deep assembly profiles weighing 30 pounds per square foot fully saturated.”

Independent, local farms across the U.S. grow green roof plants for Xero Flor America. By the time they are delivered to project sites, Xero Flor mats already have extensive vegetative coverage with mature plants pre-adapted to the particular regional climate. For all Xero Flor America projects, all system components are 100 percent manufactured in the U.S.A.

The 2013 EDC Readers' Choice Award is the latest honor for Xero Flor America's green roof system. In June 2013, Xero Flor was named by the editors of *BUILDINGS* as a Money-Saving Product for developers, building owners and facility managers because of the system's ease of installation and low maintenance requirements.

In addition, in November 2013, *Architectural Products*

**PIA'13**

● The 2013 Architectural Products  
● Product Innovation Awards

announced that Xero Flor America won a **Product Innovation Award**, which recognizes innovative manufacturers that deliver more sustainable commercial building products which provide better performance and more affordability.

### 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](http://www.xeroflora.com).

*LEED® (Leadership in Energy & Environmental Design) is a registered trademark of the U.S. Green Building Council (USGBC)*

*The Cradle to Cradle Certified<sup>CM</sup> products standard and certification program is administered by the Cradle to Cradle Products Innovation Institute<sup>SM</sup>*

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