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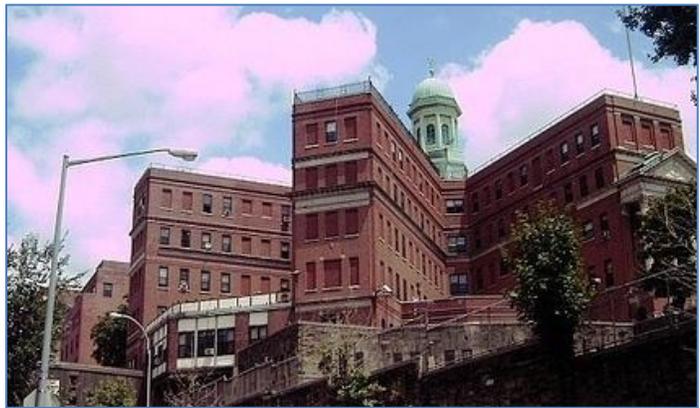
## Press Release

### **Xero Flor Green Roof System from Xero Flor America Selected for Findlay Teller Apartments**

**Xero Flor Green Roof Totals 9,295 Square Feet, Offers a View of Green Space for Residents of Senior Housing Development in the Bronx**

**Durham, N.C. and Bronx, N.Y. — February 25, 2014 —** Xero Flor America, official and exclusive distributor in the U.S. for the

**Xero Flor Green Roof System**, announced that its system has been installed at the Findlay Teller Apartments, Bronx, N.Y. Findlay Teller provides subsidized, affordable housing for low-income seniors. Completed in September 2013, the 9,925-square-foot green roof is one of the renovated apartments' green building elements.



Maspeth Roofing & Contracting, Maspeth, N.Y., the roofing contractor for the project, recommended the Xero Flor system. “Xero Flor America is a well established company with a proven system that could be incorporated under the new roof warranty,” said John Schenone, owner, Maspeth Roofing. “We had worked with them on other projects. They get all the right components to the site at the right time and have a technical representative on site to resolve any questions during an installation.”

“This was my first green roof, so it was especially important to go with a manufacturer with long track record,” said Antonio Freda, Freda Design Associates, Ltd., Bronx, N.Y., architect for the building renovation. “Regardless of how long any building system or material has been in use, it has to be installed correctly to be successful. Maspeth’s experience with Xero Flor was reassuring, and everyone appreciates the result.”

“The Maspeth team is first-rate — very professional, organized and skilled,” said Clayton Rugh, Ph.D., general manager and technical director, Xero Flor America (XFA), Durham, N.C. “They maintain good communication through all stages of green roof projects.”



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The Xero Flor system is an extensive green roof assembly with lightweight, pre-vegetated mats, delivered with well-developed, mature plants. They roll out like sod for ease of installation. The system is based on a time-tested design originally developed in Germany. In Xero Flor mats, the plants and a layer of engineered growing medium are grown together on a durable geosynthetic textile carrier. All system components for installations in the United States are 100 percent American-made.

Xero Flor has been proven on tens of thousands of rooftops that cover hundreds of millions of square feet. Over the past decade, Xero Flor America has completed green roof projects in 38 states. The company has 85 green roof installations in New York City.

“Of all the sustainable features that went into our redevelopment of the building, our green roof is the most visible,” said Joe Cicciu, president, Findlay Teller Housing Development Fund Corporation, Bronx, N.Y., which owns and manages the apartments. “It embellishes the property, makes it more attractive, and gives our residents a pleasing view of green space.”

“Many green roofs are on top of buildings where no one can see and enjoy them. The Findlay Teller green roof, particularly the sections installed on the terrace level and second floor roofs, have windows that look out on them,” said Freda. “In fact, 90 percent of the apartments have a view of the green roof.”



Located at 1201 Findlay Avenue in the Morrisania neighborhood in the Bronx, the building was constructed in 1906 and has a long history and rich architectural detail. Converted to subsidized senior housing

under HUD’s Section 202 program in 1978, it had fallen into disrepair and went into foreclosure. In 2009, with the support of the tenants and neighborhood leaders, the Belmont Arthur Avenue Local Development Corporation (BAALDC) established the Findlay Teller Housing Development Fund Corporation to acquire and rehabilitate the property. Today, after a complete renovation managed by Notias Construction, Inc., Flushing, N.Y., as the general contractor, Findlay Teller offers affordable 32 one-bedroom and 131 efficiency units, all completely refurbished.

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The building was renovated according to [Enterprise Green Communities<sup>®</sup> Criteria](#). Required by the New York City Department of Housing Preservation and Development (HPD), the criteria define standards for green building practices applicable to affordable housing. Thus, the renovation included a new structural roof with two layers of

insulation, high-efficiency boilers, replacement windows, and new energy-efficient lighting. In addition to the green roof from Xero Flor America, permeable pavement in the parking area also reduces stormwater runoff.

**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. Xero Flor is an extensive green roof system that 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. Regionally grown on local, independent farms and 100 percent American made for projects in the U.S., Xero Flor has been installed in 38 states since 2002. For more information, visit



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

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