

Press Release

FOR IMMEDIATE RELEASE:

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InterWrap® releases a new breed of Synthetic Roofing Underlaymet targeted at the 15lb oil saturated felt market

VANCOUVER, BC Feb 22, 2012 - InterWrap will introduce "RhinoRoof" for the first time at the IRE show in Orlando Florida at booth # 1639. "RhinoRoof" is a 15lb felt replacement for use under asphalt shingles only. This will be another industry first by InterWrap. RhinoRoof will be the only synthetic underlayment targeted at and sold in the same market price range as code rated 15lb oil saturated felt. In contrast, most other synthetic competitive products including InterWrap's own industry leading TITANIUM UDL products are targeted at 30lb felt replacement.

RhinoRoof product will become available for shipment starting April 2012.

Synthetic Performance at Felt pricing: Key Features & Benefits compared to 15 lb felt:

- 25 x Stronger than 15lb felt.
- 2.3 x more coverage per roll, 17% more coverage per vertical lap.
- Easier to install – no blow offs or tears under foot, more product per roll means less transit and application labor – (1,000 sq ft vs 416 sq ft).
- Less labor to install – fewer rolls per job, less horizontal and vertical laps.
- Product lays flat and does not absorb water and wrinkle like felt.
- Fiber Grip slip-resistant fiber textured surface can be chalked just like felt.
- Unlike felt, RhinoRoof can be used in extremely low temperatures without becoming stiff and difficult to unroll. It also does not dry out, crack, or leaches oils in the heat.
- RhinoRoof is impervious to mold growth.
- Requires less warehouse space –1 skid of RhinoRoof contains 560 squares versus 1 skid of 15lb felt at 100 square.
- Unlike felt RhinoRoof comes with a 10 year limited warranty against manufacturing defects.

For more information regarding RhinoRoof see our website at: www.interwrap.com/RhinoRoof

Press kit pictures: www.interwrap.com/RhinoRoof/images/rr-inuse.jpg
www.interwrap.com/RhinoRoof/images/rr-logo.jpg
www.interwrap.com/RhinoRoof/images/rr-roll.jpg

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InterWrap® is a global leader in the manufacturing and distribution of extrusion coated woven solutions and diverse multi-layer laminated reinforced plastic substrates. International manufacturing and distribution facilities located in North America, Europe, Asia and the South Pacific, allow InterWrap the competitive advantage to deliver a coated woven solution better and faster to anywhere in the world.



weaving a better world™



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