

# Rooftop Messaging



## Letters and logos for roofs in high-visibility locations

Duro-Last® can now provide rooftop signage that is custom made to a building owner's request. The ability to provide custom made rooftop lettering and logos is unique in the roofing industry.

Our sister company Tri-City Vinyl® can produce letters and some logos out of Duro-Last 40-mil and 50-mil membrane material. The contractor then simply welds the pattern to the surface of the installed Duro-Last roof system.

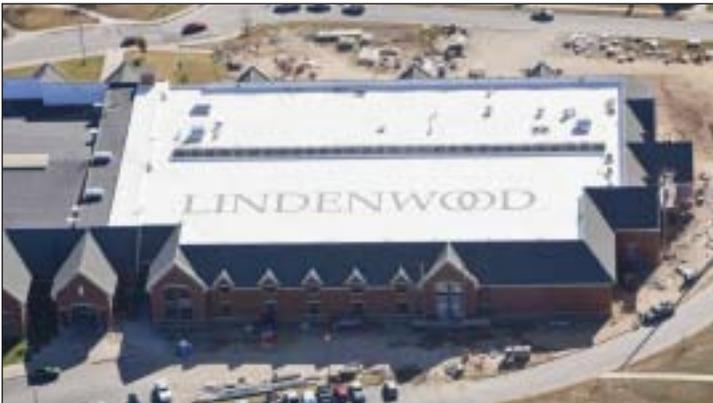
To begin the process, simply email or fax a Duro-Last Customer Service Representative (CSR) the details of your request, including the desired membrane color, thickness, and size of the pattern. The CSR will provide a quote for your project within two days.

This is an excellent method to provide added value to a building owner with a roof that's near airports and/or visible from higher elevations. No other roof manufacturer has this service available for roofing contractors.

### Considerations

- Lettering and logos are available only in Duro-Last roofing system colors and patterns, in 40-mil and 50-mil thicknesses.
- Cost is estimated on a per-project basis.
- Lead time is a minimum of two weeks – please plan projects accordingly.
- Depending on size and shape, the pattern may be produced in multiple sections that must be pieced together on the rooftop.





## A Project Done...To The Letter!

A rooftop lettering project was completed at Lindenwood University in St. Charles, Missouri in 2010 by Elite Duro-Last contractor Ed Rutherford Roofing of Palmyra Missouri.

Rutherford installed a 60-mil white Duro-Last system on the University Commons building. The project was about 46,000 square feet in size, and the membrane was applied using both mechanically-attached and fully-adhered methods.

The school wanted the campus to be identified from the air, as it's near the local airport. The architect on the project originally specified the logo to be painted on the Duro-Last membrane. But during construction, Rutherford approached Duro-Last with the idea of making letters out of Duro-Last material, which could be applied to the roof using standard single-ply membrane heat-welding equipment and methods.

Together, the letters spelling "Lindenwood" are 200 feet long and 20 feet wide. The pattern was produced in sections to make it easy for the

Rutherford installers to align it and weld the pieces to the deck membrane.

Ed Rutherford Roofing has been an authorized contractor since 1993. Duro-Last is proud to be able to provide them and all our customers "one-stop shopping" services for all their roofing needs, even in highly-unique situations such as the Lindenwood roofing project.

**For more information about rooftop messaging, contact the Duro-Last Sales Department.**



**800-248-0280**  
[www.duro-last.com](http://www.duro-last.com)



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Please note that rooftop signage may be subject to local signage ordinances. It is the responsibility of the building owner to determine that the signage complies with such ordinances.