

June 2026

Re: Promotional Pricing on VersiGard® Cool Gray EPDM

Versico Roofing Systems is pleased to introduce a promotional pricing program for Cool Gray EPDM membrane which is designed to support broader specification and an increase in Cool Gray EPDM usage.

Effective immediately through December 31, 2026, VersiGard Cool Gray EPDM membrane blanket pricing will match the blanket pricing for VersiGard Black EPDM membrane at time of shipment, creating a clear, simple pricing message that should make it easier to position, specify, and sell.

Why choose VersiGard Cool Gray EPDM?

- VersiGard Cool Gray 60-mil Non-Reinforced EPDM for adhered roofing systems builds on Versico's more than 60 years of proven EPDM performance, delivering industry-leading UV weathering and long-term durability.
- The medium gray color offers a practical balance of performance and aesthetics, providing less glare and faster dry down, as well as hiding dirt better than highly reflective white membranes, all without sacrificing EPDM's proven performance.
- Gray membranes also balance summer reflectivity with winter heat gain, creating a dry-down effect that helps minimize potential condensation concerns within the roofing assembly.

Please note:

- This is a promotional blanket price match and will not be reflected in published price sheets. When the promotion expires (60 days advance notice to be provided), pricing will revert to prices published on our blanket sheets.
- The price match applies to blanket price ONLY, not to quoted price deviations.
- The price match applies only to Cool Gray EPDM membrane (accessories are excluded).

Should you have any questions or require additional information, please contact your Regional Manager.

Sincerely,

Juan Torres, EPDM Product Manager

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