

Balanced Efficiency for Every Season

JOB PROFILE



The Project

Project: Mixed-use development

Location: Clay, New York

Building Type: Mixed-use commercial

Roofing System: VersiGard Cool Gray 60-mil EPDM

Warranty Requirement: 25 years



Balancing Project Priorities with VersiGard® Cool Gray EPDM

For a mixed-use development in upstate New York, the project team selected VersiGard Cool Gray EPDM after considering the region's four-season climate, diverse tenant needs, long-term appearance, and a 25-year warranty requirement.

The Challenge

Selecting a roofing system for this mixed-use development meant balancing several project priorities. Located in upstate New York, the building would experience hot summers, cold winters, and snow, while serving tenants with different heating and cooling needs, including a pharmacy and a trampoline park.

The project team also considered long-term appearance, contractor familiarity, proven performance, and the need to meet a 25-year warranty requirement. Rather than focusing on a single consideration, the project team evaluated each option against the practical demands of the building and its long-term objectives.

The Solution

The project team selected EPDM because of its proven track record. As James Ranalli III, president of Ranalli Generations LLC, explained, "The reason we went with EPDM was because of the longevity, the time it's been around, [and] the contractor being comfortable with installing it."

With a 60-year track record, EPDM offered the confidence they were looking for as they worked to meet the project's 25-year warranty requirement. Contractor familiarity also influenced the decision, as the team valued using a roofing system the contractor was comfortable installing rather than one they felt could present a greater risk of premature failure.

Matthew Bage, who served as a Versico Sales Representative at the time of the project, reinforced that confidence in the roofing system, noting, "The 60-year track record of EPDM speaks for itself. EPDM is the absolute titan of the market in this area. Our contractors like working with it because they've been doing it their whole careers and it's an extremely good product."

Once EPDM was selected, the team evaluated which membrane color best aligned with the project's priorities. In a region that experiences both hot summers and cold winters, the project team viewed VersiGard Cool Gray EPDM as a balanced choice for the region's climate. The team also preferred its long-term appearance, noting that white roofs can show dirt, snowmelt, and rooftop traffic more readily after years of weathering.

Beyond appearance, the team identified practical advantages for those working on and around the roof. They found the gray membrane more comfortable to work on than black or white roofing because it reduced the heat associated with darker surfaces while also minimizing the reflected glare they associated with white roofs. They also noted that the lower reflectivity created a more comfortable environment for neighboring buildings.

Bage also highlighted installation advantages, explaining that "Versico's EPDM flashings and accessories improve the speed of installation greatly".

Project Takeaway

For this mixed-use development, the project team selected VersiGard Cool Gray EPDM after weighing climate, tenant needs, long-term appearance, installation considerations, and a 25-year warranty requirement. Demonstrating how membrane plays an active role in roofing system selection.

Learn more about VersiGard Cool Gray EPDM by [visiting the product page on Versico's website](#).



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