



Fujifilm North American Manufacturing and Research and Development Headquarters
Greenwood, South Carolina

GE Enduris restores state-of-the-art manufacturing space

A large roof problem

A decade after Fujifilm moved into its new campus, portions of the manufacturing space's massive 2.5 million square feet of roofing were already in need of substantial repair. The company chose to construct a layered second roof—but another 10 years later, the second roof had also begun to fail and leak. Fujifilm faced a dilemma: the second roof was off warranty, and the alternative was an expensive tear-off that could cause months of costly business disruptions. GE Enduris* silicone roof coating was the answer.

Product Used:



GE Enduris seamless 100% silicone coating restores and extends roof life expectancy with one-coat application.



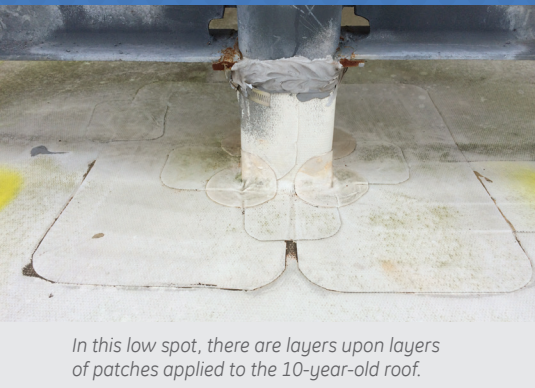
Performance
Coatings & Sealants

* GE is a registered Trademark of General Electric Company and used under license by Momentive Performance Materials Inc.

* Enduris is a trademark of GE Performance Coatings & Sealants

“A lot of promises get made in the roofing business. I trust GE with my roof—they are true to their word and deliver quality solutions that endure.”

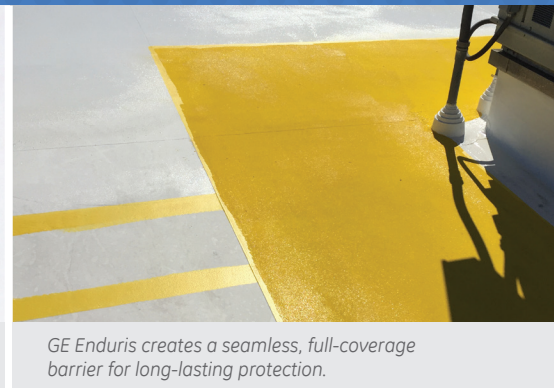
Wayne Shirley – Director of Maintenance at Fujifilm



In this low spot, there are layers upon layers of patches applied to the 10-year-old roof.



Heavy acrylic chalking shows the UV damage of the existing single-ply second roof.



GE Enduris creates a seamless, full-coverage barrier for long-lasting protection.

Time and cost savings

A single monolithic coating of GE Enduris allowed Fujifilm to restore its roofs at a fraction of the cost of a rebuild. The 100% silicone formula means GE Enduris can be rolled or sprayed even in conditions that would typically halt a project. “Much of the work took place during weather below 40 degrees Fahrenheit and with a forecast of rain in 24 hours,” says Tom Portaro of NTEC Systems. “You can’t do that with an acrylic sealant.” Application was quick and convenient, with no waiting on the weather, no interruption to daily operations.

Because all system components are made out of the same material, there are no areas where dissimilar materials meet and risk leakage, which is critical to maintaining such a large area. The white GE Enduris coating also reaches a much lower daily temperature than a black or gray material. Less heat absorption extends roof life and helps reduce the space’s sizable summer cooling costs.

Long-lasting quality

GE Enduris helps ensure the Fujifilm facility reflects the company’s emphasis on innovation and quality. The completed project left Fujifilm with a more energy-efficient roof that will require little to no upkeep, installed at a lower cost than alternative options. With an extended 20-year warranty in place, Fujifilm says they couldn’t put a price on the peace of mind the improved roof brings. “A lot of promises get made in the roofing business,” says Wayne Shirley, Director of Maintenance at Fujifilm. “I trust GE with my roof—they are true to their word and deliver quality solutions that endure.”

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