



Project: Target Store

Location: Kyle, Texas

Contractor: Imperial Roofing

Square Feet: 130,000

Products: Sika Sarnafil

Target has had a long history of being proactive with their roofing and a leader in sustainable roofing. Target has selected PVC roofing as their product of choice for several reasons, including durability, reflective energy efficient color, solar ready capability, fire resistance and ability to be recycled.

Target has one of the most effective roof programs in the Country. They proactively sample and test their roofs so they can determine the right time to reroof prior to the roof starting to leak and failing. Target has 1978 stores in their portfolio so you can imagine setting reroofing priorities is critical.

A typical Target store reroofing project calls for the existing PVC membrane to be removed and recycled, this allows the existing insulation to be visibly inspected and left in place as long as it is dry. This proactive but simple approach saves money (insulation today is commonly the most expensive part of the roof system) and dramatically reduces what goes to landfill from the roof construction.

A cover board such as a 1/2" HD Polyiso is installed over the existing insulation and held in place with Induction welded plates and then a new PVC Roof membrane is applied and welded to the plates. The new PVC membrane is commonly 60 mil in thickness, unless solar is projected to be installed on the roof then 80 mil PVC membrane is used.

This roofing business model is very effective and repeatable for all reroofing cycles. In addition to the efficiencies mentioned, Target has also taken a proactive approach to recycling. Target Stores teamed up with Sika Sarnafil in 2007 to create the first closed loop PVC roof recycling program in the U.S. We figured out a way to take back the old PVC roof and recycle it into new roof membrane and walkways or into other useful applications such as flooring. Recently



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in cooperation with Kelly/2001 Company, PVC membrane and fluff generated from shredding/grinding the PVC membrane can be added to the recycled content of the Kelly Green Board for another closed loop roofing option.

The 130,000 sf Target store completed in August of 2024 located in Tyle Texas is a great example of what is possible with recycling PVC single Ply Roofing.



Imperial Roofing out of Iowa was the contractor that executed the project. Imperial removed the original PVC membrane, packaged and bundled it for the recycler to pick up. Approximately 39,000 lbs. (19.5 tons) were avoided from landfill and reused back into roofing products. Imperial, then installed the recycled hard board containing PVC and fluff and then installed the new Sarnafil PVC roof membrane that contains an average of 10% recycled content.

We thank Target Stores and Imperial Roofing for their commitment to recycling and leadership in sustainable roofing. ■



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