



Project: Park on Main Project

Location: Norman, Oklahoma

Contractor: Mallard Roofing

Square Feet: 80,000

Products: IB Roof Systems and flooring tiles

Oklahoma weather can be unforgiving. Its reputation as “tornado alley” is well known, but the state also experiences frequent and sometimes severe hailstorms. It was these damaging ice balls raining from the sky, some measuring a whopping 2.5 inches across, that caused serious damage to one building’s brand-new roofing system.

Just three months old, the mechanically fastened system’s PVC (vinyl) membrane survived the onslaught intact, but the underlying substructure, including cover boards and insulation, were compromised. Fortunately, the supreme recyclability of the PVC roofing membrane rescued what could have been a disastrous situation.

The substructure needed to be replaced, so the roofing membrane had to come off, even though it was fine. Because removal entails cutting the roofing membrane into strips, it couldn’t be re-used on this same project. It could, however, be collected, recycled, and turned into something else.



IB Roof Systems lobbied hard for that outcome.

The company carefully collected the 80,000 square feet of PVC membrane and sent it to a recycler located in South Carolina. The IB Roof Systems team cut the membrane into approximately yard-wide strips and rolled them (necessary for any removal), then placed the rolls on pallets and loaded the pallets onto a truck bound for the recycler.

The recycling operation did not add to the project's overall cost. Also, the recycler paid for the reclaimed material to be shipped to its facility. Because the roofing system was still under warranty, the project owner's insurance covered the cost of a new, replacement roof.

The recycled PVC from this roof was repurposed into brand new products, including flooring tiles that ended up inside a new Starbucks. Also, some of the larger pieces of substructure were able to be re-used on the same roof.



Hail is potentially damaging to all roofing material, especially at the near-baseball size seen here. Fortunately, due to PVC's recyclability and quick thinking by the people of IB Roof Systems, they kept 80,000 square feet of material from ending up in a landfill. ■



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