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Joseph David Roofing Newsletter

WINTER

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A Note From Joe



Hello everyone!

We're very excited to announce the relaunch of our website. The new version is easier to navigate, with key information to help customers make the best decisions for their roofing needs. In addition to featuring more content, including a new blog, the website is more streamlined and modern.

We really hope you find the updates useful! We will continue adding exciting features in the coming months and if there's anything you'd like to see on there, be sure to let us know!

To check it out yourself, please [click here!](#)

Hello!


Welcome to the Winter edition of our quarterly newsletter! I hope you found some useful information in our previous issues. As always, you can revisit them on our [recently revamped website](#). Below you'll find the latest updates from Joseph David Roofing!

What's the Difference Between "Green" and "Sustainable" Buildings?



At Joseph David Roofing, we love to read about new roofing technologies and the growing shift toward green and sustainable buildings. Many people use the words "green" and

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Joe David

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"sustainable" interchangeably, but there are important differences between the two categories. A building is green when it helps reduce the footprint it leaves on the natural environment and on the health of its inhabitants. The use of recycled materials and renewable resources that produce a minimal environmental impact is a key element in green construction. Additionally, minimizing the use of energy to reduce both carbon emissions and financial costs of heating and cooling buildings is a chief concern, as is the efficient use of water by appliances, faucets and shower heads and the reuse of rain water for landscaping and other non-potable purposes.

While the definition of green is relatively simple, sustainability has a more precise meaning taken from the term "sustainable agriculture," which is the production of any plant or animal products using farming techniques that protect the environment, public health, human communities, and animal welfare without compromising future generations' ability to do the same. According to the United States Environmental Protection Agency, sustainability "creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations."

The importance of sustainability lies in the "future" factors, which set a higher standard than those used to define green building.

When updating an older building, it is usually more feasible to take green measures, than to adhere to the strict guidelines of sustainable construction. When it comes to new construction, we applaud when sustainability is factored into design. We think both green and sustainable practices are worthy goals. Every little bit helps!

[Check Out a Recent Project!](#)



Hercules Enterprises Hillsborough, NJ

This roof was severely damaged from Superstorm Sandy. Not only did portions of the roof blow off but the steel decking was compromised by the high winds. All decking was replaced with new. We then came in and installed a layer of 1" Polyisocyanurate R-value 6.0. Over the Polyiso, we installed a layer of ¼" Securock coverboard. We then installed a Versico 60mil fully adhered TPO white membrane roof system.

There are many advantages to using the combination of Polyiso and Securock. The Securock is an exceptionally strong board with enhanced bond strength that has superior protection against wind-uplift. The board is also moisture and mold resistant. Additionally, the Securock is a sustainable material; it is made from 97% recycled materials. The new roof system came with a 15 year Manufacturer's Warranty.

Referral Rewards

For every referral you send our way that becomes a client, you will receive a \$100 Gift Card:

Get a Gift Card To The Store Of Your Choice: Home Depot, Target, Or Starbucks!

By referring your family, friends & neighbors, you've helped our business grow. Offering these special rewards is our way of saying, "Thank you; you're the best!"

Without you, we couldn't do what we do. To take advantage of our Referral Reward Program, just fill out the enclosed

referral sheet and either fax or send it in. Or feel free to send us an email with the same information. That's all there is to it!

If you use this form, we will be able to make sure you get credit for all of your referrals when they become clients. If you have any questions, just give us a call at (908) 925-0007!

Name: _____ Phone#: _____

Referrals: If you run out of room, please feel free to use a separate sheet of paper.

Name _____
Address _____
City State Zip _____
Phone _____

Thanks for taking the time to read our newsletter!

Sincerely,

Samantha Watson
Joseph David Roofing

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