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Press Release

For Immediate Release

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New Jersey Roofing Contractor Completes New Roof Project For Ashley Furniture in Eatontown

Eatontown, NJ May 10, 2011 – Joseph David Roofing today announced the completion of a new roof for Ashley Furniture in Eatontown, New Jersey. Joseph David Roofing was contacted by Ashley Furniture to replace the rear roof section for a new building in Eatontown, NJ that they are moving into. The existing roof was the original hot tar built-up that was worn down and past its life expectancy. The customer's main concern was to guarantee a water-tight roof after years of vacancy and to work quickly so the store could open before Memorial Day. The customer also hoped to get the maximum warranty available without having to remove the existing roof.

The company installed a layer of Dow Corning 3/8" Recovermate Extruded Foam insulation complete with tapered roof crickets. Over the insulation they installed a new Mule-Hide 60 mil TPO white membrane roof system with all the necessary flashing.

White membrane roofs are very popular right now. Aesthetically, they provide a cleaner, sleeker look, while also affording improved thermal efficiency. White roofs reflect the sun's UV rays, keeping the building cooler in the summer and lessening the need for air-conditioning. The additional insulation will also help keep the heat inside during colder months. In addition, white membrane roofs are very light-weight, which is ideal when not removing the existing roof. Adding too much weight causes unnecessary stress on the existing structure, which, in this case, is an older building.

Joseph David Roofing was able to finish the project quickly and Ashley Furniture now has a manufacturer's warranty that covers the membrane for 20 years and the labor for 15.

About Joseph David Roofing – Joseph David Roofing offers a complete range of repair, and installation services for residential and commercial properties, some of which include services such as roof repair, gutter and siding replacement. All of Joseph David Roofing employees must pass a rigorous background and screening process that includes a criminal background check. Joseph David is fully licensed, bonded and insured. Joseph David Roofing is ready when you need them! For more information, please visit us at www.jdavidroofing.net.