

FOR IMMEDIATE RELEASE

## **OPUS™ ROOF BLANKET SET TO DEBUT AT 2010 INTERNATIONAL ROOFING EXPO**

CHATTANOOGA, Tenn. (February 4, 2010) – Tennessee-based Propex Operating Company, LLC today announced that it will debut its Opus™ Roof Blanket at the 2010 International Roofing Expo in New Orleans, Louisiana.

According to Propex Executive Vice President Ralph Bruno, the launch of Opus Roof Blanket, which has been in development and testing for the last six years with constant feedback from roofing contractors, will create an entirely new category in roofing underlayment.

“Unlike felt paper and plastic sheeting underlayment, Opus Roof Blanket was developed with roofing contractors in mind,” says Bruno. “The unique composition of Opus gives it the most slip-resistant surface technology, meeting a top concern for roofing contractors. Additionally, the one-of-a-kind “blanket” surface makes it easy for roofers to snap a chalk line.”

In addition to these benefits, Bruno says roofers can expect to see many more advantages versus felt paper and plastic sheeting underlayment when they use Opus on their next job. “Opus is lightweight and easier to work with, cleaner with less wasted material, provides more coverage per roll, and is faster to install,” said Bruno.

“I’m looking forward to launching Opus at the IRE,” he added. “When roofers get this product in their hands, they’ll quickly realize it is vastly different and a far superior product than both felt paper and plastic sheeting underlayment. Opus truly is in a category of its own.”

For more information about Opus Roof Blanket, or to feel for yourself the Opus difference, visit Propex at booth #2361 at the 2010 International Roofing Expo February 22-24, 2010, in New Orleans, Louisiana.

### **About Opus Roof Blanket:**

Opus Roof Blanket is a new roofing underlayment that can be used in place of felt paper and plastic sheeting underlayment under all types of steep-slope roofing materials. Designed with the roofing contractor in mind, Opus is the very best in the industry for worker safety. Utilizing technology never before seen in roofing underlayment, Opus’s one-of-a-kind surface area makes it easy for roofers to snap a chalk line and write on, and its tan color keeps roofs cool on even the hottest days. These benefits and more make Opus Roof Blanket the ideal solution for builders, roofing contractors and professional installers.

**About Propex Operating Company, LLC:**

Propex Operating Company, LLC is a global leader in the development, design, and manufacturing of brands and products that create advantages for customers. Propex's footprint covers three continents, with 11 facilities totaling over 5 million square feet of manufacturing and more than 2,000 teammates focused on the markets the company serves. Often the inventor and always the innovator, Propex has both the heritage and vision which makes it the leader in the marketplace today that will continue to grow in the future in all facets of the company's business.

**Media Contacts:**

Maureen Murray

Propex/PR

973-993-1570

[precise2@optonline.net](mailto:precise2@optonline.net)

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