

SarnaProof

PROJECT PROFILE
Toys "R" Us
Newington, NH



Project

Toys "R" Us
Newington, NH

Owner

Toys "R" Us, Inc.
Wayne, NJ

Project Manager

Sarnafil Services
Canton, MA

Roofing Consultant

Benchmark Inc.
Cedar Rapids, IA

Roofing Contractor

Mayo Roofing
Concord, NH

Roofing System

Sarnafast System,
S327 EnergySmart Roof® membrane

Project Size

42,000 sq. ft.

Completed

July 2005

Toys "R" Us and Sarnafil: A Cohesive Relationship

Toys "R" Us and Sarnafil have a tight relationship. Much like the franchise's Newington, NH store, there are no leaks. Since 2001, Toys "R" Us has installed Sarnafil roofs on 20 of their facilities.

"The advantage of a PVC roof is its durability, longevity and service life," said Eric Silver, northeast regional facilities manager for Toys "R" Us. "Sarnafil roofs have a reputation for quality that is unmatched. Toys "R" Us and Sarnafil have a good, positive and professional relationship."

The self-named toy "supermarket" franchise, which opened its doors in 1957, realized a boom in their business during the mid 1980s, with upwards of 50 stores built each year until the early '90s. The roofs on fifty of these stores are currently approaching the end of their service life; a milestone that Silver says warrants roof replacements.

"During the next five to six years, we should have a pretty significant number of roofs recovered annually," said Silver, who says he looks forward to a long life with his Sarnafil roofs.

Toys "R" Us' Newington, NH store is a case in point.

The store's original built-up roof was experiencing substrate and membrane cracking and leakage to the point that it was no longer cost-effective to maintain and service.

Toys "R" Us' national roofing consultant, Cedar Rapids, Iowa-based Benchmark Inc. suggested a re-roof by the end of 2005. Silver budgeted it for replacement and chose Sarnafil Services to spearhead the project.

"Sarnafil Inc. does more than just sell materials, we can also act as a project manager under the umbrella of our Sarnafil Services division," said Tom O'Brien, project manager for Sarnafil Services.

"The advantage to using us in a project like the Newington, NH store is that we're on-site working with the roofer as much as possible throughout the project. We help all parties involved get the most out of our roofing systems."

Toys "R" Us may also use Sarnafil Services in an area where they don't have a prior relationship with a local contractor, as with the Newington, NH store. Silver is able to rely on Sarnafil Services to find the appropriate team for their project, a benefit he says puts him at ease.

"Sarnafil Services chooses one of their top contractors in the area for the job," said Silver, who first used Sarnafil Services in 2002 to re-roof a Kids "R" Us store in Detroit, MI. "When Sarnafil Services bids the project soup to nuts, they deliver peace of mind. I'll continue to use them. I like their system and their pricing is competitive. It's worked out very well."

Smooth Sailing

Sarnafil Services worked with Concord, NH-based Mayo Roofing, a Sarnafil Elite Contractor, and chose the Sarnafast, S327 EnergySmart Roof membrane for the roof replacement.

"Sarnafil is a great product with a proven, successful history," said Larry Matott, president of Mayo Roofing, Inc., Concord, NH. "A quality membrane with hot-air welded seams creates a long-lasting, almost maintenance-free roof system. Here in the Northeast, weather is always a concern, and with Sarnafil we are not as restricted as other systems are to moisture and temperature conditions during installation."

The team began replacement of the 42,000-sq.-foot roof at the end of June 2005.

"The biggest challenge for the contractor was to install the roof with the minimum amount of disruption to the owner and the general public," said O'Brien. "Business was conducted as usual, so it was critical to make sure that noise was kept

to a minimum and that the areas around the building were kept clean, without debris that could hurt shoppers.

"Because it's a place of business with valuable inventory, we had to make sure that we didn't take off too much roof each day in case a summer shower came up. The building needed to be kept water-tight," said O'Brien.

Other than being fully-operational during construction, the project was a breeze, completed in just under a month.

A Reputation Proceeds Itself

As of the end of 2005, seven of that year's Toys "R" Us replacement roofs were protected by Sarnafil roofing systems.

"Toys "R" Us specifies Sarnafil roofs because they require minimal maintenance and have a history of proven performance," said O'Brien. "There's nothing worse for a retail store than to put up signs warning customers of water penetration from the roof. It disrupts everything, making their store look bad and posing a danger for their customers."

The Toys "R" Us/Sarnafil relationship is framed with the franchise's trust and sustained by Sarnafil Services and the experienced Sarnafil contractors that install the roofing systems.

"We've done a lot of research on the different roofing systems and we've visited several manufacturers. Over the years we've weeded out the ones that do not meet our requirements," said Alex DeBiasi, senior facilities manager for 125 Toys "R" Us stores in the Northeast. "Every roof we put on we expect big things from. Sarnafil is one of our selected, highly-scrutinized membranes. We have a comfortable feeling that we're going to get a good job out of Sarnafil."

For more information on how you can have a cost-effective Sarnafil roofing or waterproofing system on your institutional, industrial or commercial building, contact Sarnafil today.

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