

Project Profile



Project

Target Store
Silver Spring, MD

Owner

Target Corporation

Roofing Contractor

Target Roofing Services
Minneapolis, MN

Roofing System

Mechanically Attached System,
using white 48 mil S327
EnergySmart Roof® membrane

Project Size

152,000 square feet

Completed

May 2007

Target Takes Aim at Waste Reduction with Sika Sarnafil's Membrane Recycling Program

Retailer giant Target Corporation is known for its innovations in advertising, market positioning, and designer fashions. Now it is striving to be known for its innovation in waste reduction, as well. To that end, Target took part in Sika Sarnafil's membrane recycling program when replacing the roof on its store in Silver Spring, Maryland.

Both Sika Sarnafil and Target are committed to helping the environment through recycling. Target has cut waste by more than 70 percent through recycling and reuse programs, and has a goal of becoming a "zero waste" company.

Sika Sarnafil has been an industry leader in recycling roofing membrane, and recently invested in state-of-the-art processing equipment that allows large scale recycling of vinyl membranes back into roofing membrane products.

A Willing Customer

Sika Sarnafil realized that Target Corporation would make a good partner for the membrane recycling program for three reasons: First, Sika Sarnafil and Target had already

developed a long-term working relationship through numerous installations of Sika Sarnafil membrane on Target roofs. Second, a majority of Target's roofs are PVC, and PVC vinyl is the only commercial roofing membrane that can be easily introduced into the raw material base for the manufacture of new roofing membranes and accessories.

Finally, Sika Sarnafil knew of Target's corporate goal of minimizing its environmental footprint.

Mike Fenner, Target's national roofing manager said, "We like the idea of recycling membrane instead of putting it in a landfill. This membrane recycling program fits in with our corporate sustainability plan."

Wesley Morin, roofing project lead at Target, agreed. "Sika Sarnafil is a good company, they make a great product, and they are very innovative, as evidenced by this recycling program." He added, "We are always looking for ways to be more green and more environmentally friendly, and if the opportunity is right and it is the right financial decision, we will partner with corporations to test new ideas. To us this was a new and good idea, and Sika Sarnafil is a good partner."

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Sarnafil®

A Modified but Smooth Tear-Off

When Sika Sarnafil asked Target if there were any roofs in the northeast that might be a candidate for recycling, Morin suggested a roof in Silver Spring, Maryland that "was on the horizon" for a roof replacement. This PVC roof (which was not a Sika Sarnafil roof) had suffered from "excessive wear and tear" since it was installed, and also had experienced some damage.

Because the old membrane had to be prepared a certain way in order to be recycled, the tear-off method usually used for removing a PVC roof was modified. "With a normal tear-off we cut the whole roll out, cut it three times, throw it in a dumpster and be done with it," explained Fenner. "For this tear-off, however, we had to cut the material into 2' x 30' pieces. Then we had to roll the membrane strips as tightly as possible and prepare them for packing." He continued, "The rolls of membrane were then packed up in containers, and then trucked away by Sika Sarnafil."

The membrane was subsequently ground up and made into roofing membrane products. (Sika Sarnafil now accepts recycled membrane in rolls up to 36 inches wide.)

Despite the different procedures, the tear-off went smoothly. "I worked out the man-hours, and it did take some extra time to do the cutting/rolling/storing of the membrane in preparation for recycling," Fenner stated. "But we were able to cut down that time after we got over the learning curve, and it is worth it for the benefit to the environment."

Recycling the membrane also reduces costs associated with dumpsters and trucking the materials to a landfill.



Retailing giant Target Corporation is minimizing its "environmental footprint." Towards that end, the corporation worked with Sika Sarnafil to recycle their old PVC vinyl roof in Silver Spring, MD while installing a new Sarnafil membrane.

A User-Friendly Installation

Installing the new Sika Sarnafil roof was pretty straightforward, according to Fenner.

After the old membrane was removed, a layer of recover board was installed over the existing insulation. The white Sarnafil 48 mil, S327 EnergySmart Roof membrane was mechanically attached and the seams were hot-air welded, creating a monolithic, continuous sheet of membrane.

"We've installed lots and lots of Sika Sarnafil membrane before, and find their membranes to be very user-friendly," Fenner said. "They are very weldable, flexible, and the corner details are nice and easy to use. The membrane cleans up well, too," he added.

The only challenges that the crew faced during the installation, which began in March 2007, were due to the early spring weather.

"We had rain, wind and snow, and that really slowed things down for a while," Fenner said. "We also had a really high wall that took some extra time as well." (The roof had 15,000 feet of parapet walls.) Despite those issues, the crew was able to complete the 152,000 square foot roof by May 2007.

An Idea Worth Recycling

Overall, Target is satisfied with the results. "The new roof looks good and is doing well," Morin said. "The whole project ran very smoothly and I was pleased."

"Recycling is a good idea, otherwise the material is lost," added Fenner. "I feel like we as people need to recycle as much as possible, because what is good for the environment is good for all of us."

"We had great cooperation from Sika Sarnafil – they worked with us at every turn, made sure we were well informed, and were very responsive when small issues came up," Fenner continued. "We are the only retailer doing anything like this at this time, and we'd love to see other building owners doing this."

Since the Silver Spring roofing project, Target and Sika Sarnafil partnered together again to replace and recycle a roof in Waldorf, Maryland. Once again, Target is proving itself to be an innovative industry leader – this time in the recycling arena.

To learn more:

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The Sika logo, featuring the word "Sika" in a stylized, yellow, cursive font with a registered trademark symbol (®) to its right. The logo is set against a red, triangular background.

The Sarnafil logo, featuring the word "Sarnafil" in a bold, blue, sans-serif font with a registered trademark symbol (®) to its right.