WEST ARCHITECTURAL

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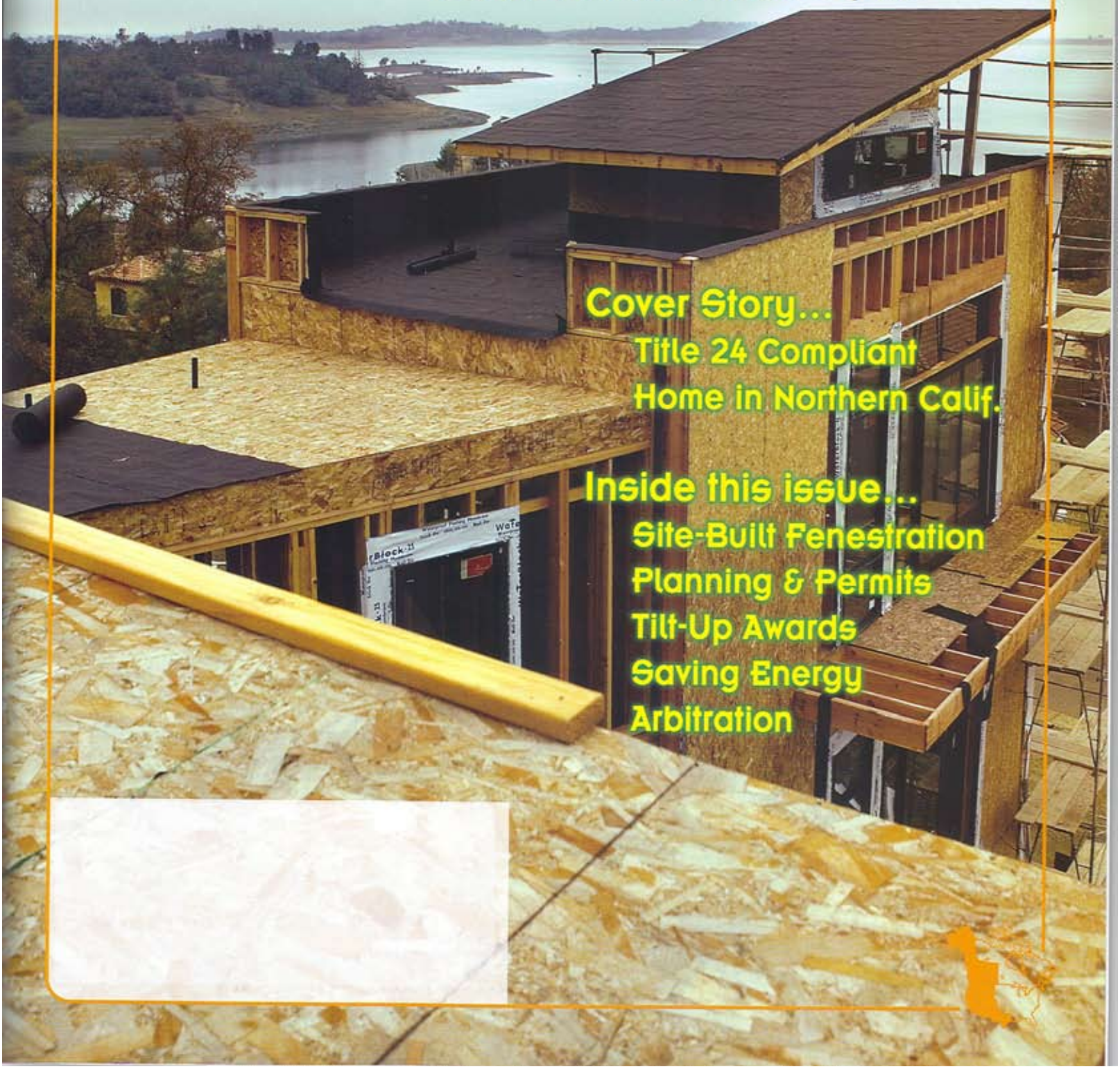

Cover Story...

Title 24 Compliant Home in Northern Calif.

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UPSCALE RESIDENCE UNDER CONSTRUCTION IN EL DORADO HILLS, CALIF.

Title 24 Compliant

Dramatic Three-Story, Two Building Home Features Unique Sloped Roof

by Robert M. Felber, MAS, president, Felber & Felber Marketing

The setting in El Dorado Hills, California, is one of upscale homes built around breathtaking views of Folsom Lake. The challenge for Sage Architects, Sacramento, Calif., and general contractor Allways Construction, Sacramento, was how to capture and enhance the beauty of the area as they designed and built this one-of-a-kind home, all the while meeting CRRC *(California Title 24)*, achieving high wind resistance and durability, and being kind to the environment, too. The house needed a roof that would meet all these requirements, look great, and not interfere with the gutter-less drainage system.

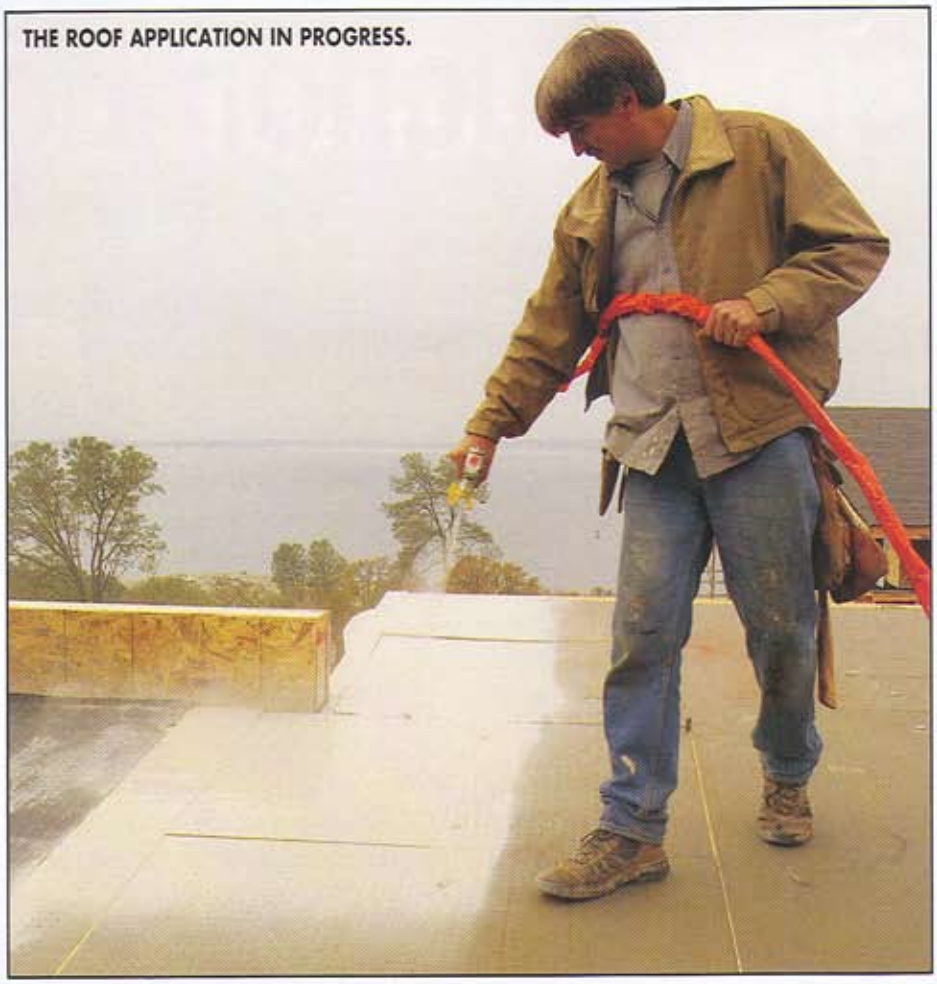
The three-story home, engineered into the hill, includes an infinity edge lap pool and multiple large windows poised to capture the magnificence of the surrounding terrain. The half-acre lot sits more than 100' back from the road. "We wanted to capture the allure of the environment all the while creating something that is truly unique to the area," states Daryn Fillis, the owner of the home. The house is actually two buildings, a main section with a kitchen, living room, pantry, and utility rooms and a separate master and guest living quarters over a three-car garage. The two buildings are connected by an enclosed bridge. "We wanted to have a refuge when there were events in the main building," adds Fillis.

When Bob Hannan of Allways Construction discussed the roofing challenge with Blaine Semmens, president of Conservation Roof Systems, Inc., Jamestown, Calif., Semmens knew exactly what to do. He turned to

Soprema, Inc., and its national sales manger, Jim Sheltmire. Sheltmire worked with Semmens utilizing Soprema's new MOS system, a unique water-based substance that is simply mixed at the jobsite and applied with conventional spray equipment.

"Soprema's MOS system was originally being developed for membrane adhesion on existing lightweight insulating concrete decks, to withstand hurricane-force winds in Florida, the Gulf States, and Hawaii. In addition to the extreme wind-uplift resistance, our testing revealed it to be extremely versatile and suitable for many adhesive applications," stated Sheltmire. "It quickly became apparent we had something new with innate fire-resistance, zero solvent content, and compatibility with expanded and extruded polystyrene as well as polyisocyanurate insulations. Moreover, MOS has a very competitive cost structure and ease of application."

According to Semmens, "The fast set-up times, no VOC's, and compatibility with numerous insulation materials made MOS the perfect choice. Instead of hard-to-work-with gypsum boards, the MOS cementitious fluid becomes a dual-purpose product that dries, forming a hard yet flexible surface. MOS saves cost, time, and labor as well as additional fire protection." MOS provides adhesive qualities, fire protection and a hard surface where it is most needed. When used in combination with specially developed SBS membranes, the MOS system provides resistance to puncture, wind uplift, and traffic.



THE ROOF APPLICATION IN PROGRESS.

MOS has been under development for more than three years with extensive testing on a wide range of decks and materials. Soprema intends to market the product for use in a wide variety of roofing applications.

In addition to the labor savings, there are even more benefits for roofing contractors. Because the base sheet and top sheet are the same materials (the ply sheet is inverted during installation), there is less inventory to maintain, and product ordering is simplified. Furthermore, the sustainability factor of having the insulation embedded into the MOS, thus making it part of the permanent structure, will allow for easy membrane removal without damaging the insulation when the roof's life is reached.

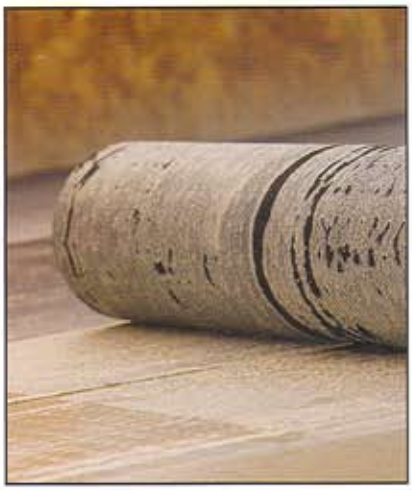
All in all, the unique new product combined with the beautifully designed home made this an architectural, structural, and construction-friendly project. Now, the Fillis's have a durable, solid roof covering their dream house.

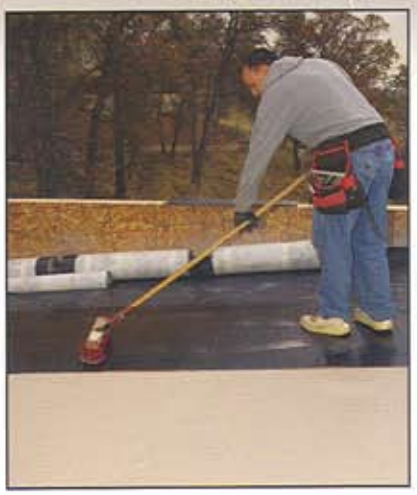
When Beauty Needs to be More Than Skin Deep – SOPREMA MOS Provides the Inner Strength

Soprema MOS – the next generation of roofing is here today. MOS is a unique water-based substance that is simply mixed at the jobsite and applied with conventional spray equipment. Born out of the need for high wind uplift resistance on lightweight concrete decks in hurricane prone environments, Soprema MOS provides:

- ***Versatility***
- ***Innate Fire Resistance***
- ***Extreme Wind Resistance***
- ***Zero VOC***
- ***Compatible with Most Insulations including Polyisocyanurate, Expanded and Extruded Polystyrene***
- ***High Compression Strength***

MOS cementitious fluid, with insulation embedded, provides new sustainability, saves cost, time and labor, ... all the while providing rated protection.





At a very competitive cost structure and ease of application, you owe it to yourself to learn more. Soprema MOS, a two-ply system that won't break your back or your bank.

Call Jim Sheltmire, National Sales Manager today at **1-800-523-5414** or email him at jsheltmire@sopremawest.com

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