

## INTRODUCING



Firestone, our brand of premier roofing, wall, and lining systems you know and trust, will be coming to you under a new name: Elevate™.

### WHO WE ARE

For 40 years, Firestone and our ever-expanding portfolio of building products have covered you better than anyone in the business. And as Elevate we are taking that to the next level—tackling today’s shared challenges so we can evolve how we build tomorrow.

In this new chapter we are deepening our commitment to providing the highest quality products and solutions that ensure you are ready now and in the future. And we’ll be making active investments to find new ways to support you, day in and day out.



Visit the Elevate website and watch our video to learn more about the Elevate story

### WHAT YOU CAN EXPECT

As we make the transition to Elevate later in the coming months, here’s what you can expect:

#### THE SAME PEOPLE

Our people aren’t changing. Our representative and distribution networks will continue to provide the trusted customer service and product support you count on.

#### THE SAME PRODUCTS

Our product and their names aren’t changing. RubberGard™ EPDM, UltraPly™ TPO, ISOGARD™ Insulation, and the rest of our offering will remain the same.

#### THE SAME STANDARDS

Our standards aren’t changing. The high-quality solutions, network of licensed applicators, and industry-leading warranties—it’s all still here for you.