



October 3, 2022

To Whom It May Concern:

In June, we announced that our Firestone brand of roofing, wall, and lining system products are adopting a new brand name—Elevate. We also shared that our company will adopt the Holcim name and brand, and our new division will be called Holcim Building Envelope.

Rest assured, roofing, wall, and lining products manufactured and sold by Holcim under the Elevate brand name are the same as those previously manufactured and sold under the Firestone brand name by Firestone Building Products. Elevate branded products are manufactured in the same locations in the domestic U.S., using the same materials, formulations, and manufacturing methods, and are subject to the same quality programs as their Firestone equivalents.

Tested assemblies, product evaluations, and approvals for Firestone branded products and systems by U.S. code bodies like Factory Mutual, Underwriters Laboratories, ASTM International, and the International Code Council, as well as independent third-party laboratory reports and Specification writing resources, are in the process of being updated to reflect the Elevate brand.

This letter only addresses the manufacture and performance characteristics of Elevate branded products and their Firestone equivalents as applicable. For installation instructions, technical specifications, and warranty requirements, please contact Holcim Technical Services at 800-428-4511, or visit our website: www.holcimelevate.com.

Sincerely,

Jamie Gentoso
President, Holcim Building Envelope
Global Head, Holcim Solutions and Products