

# PRESS RELEASE

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## *Itac adhesive sales grow, as roof gardens stay watertight.*

There was a time when if you wanted a garden, you moved out to suburbia, not anymore. Now 'Green Roofs' or roof gardens have become a striking feature, seen not only on dense inner-city high risers but also on prestige corporate buildings.

The technical challenge for suppliers and installers of these aerial gardens is to promote controlled growth of a range of plants, shrubs and grasses on the roof, whilst retaining the essential waterproofing properties of the system.

This is achieved by first laying a durable membrane on the roof.



Independent Construction Bureau of Bournemouth, is a company which specializes in the specification and installation of roof gardens. When they required an adhesive system to affix the membrane they chose one, which has been specifically developed for the purpose by Itac, the independent adhesive formulator based in Manchester.

The adhesive has been extensively tried and tested. It achieves the robust long-term bond required to ensure the all-important waterproof membrane securely adheres to the roof substrate, prior to the application of growth medium and the garden itself.

Paul Armitt, Itac's Managing Director, commented:

'Like so many of the formulations we create, this product has been developed as part of our ITS - intelligent technical solutions initiative. It is for a niche market, with a lot of potential. It works far more effectively than an off-the-shelf answer. Our customers are delighted at its efficiency.'

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