



For Immediate Release

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Birdair, Inc. Launches Tensotherm™ with Nanogel® Web Site

–New Site Provides Comprehensive Overview of World’s First Insulated Composite Membrane Roofing System–

BUFFALO, NY... Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, is pleased to introduce www.tensothermroofing.com, a new Web site devoted exclusively to Tensotherm™ with Nanogel® – the world’s first insulated composite membrane roofing system.

Developed by Birdair, Cabot Corporation and Geiger Engineers, Tensotherm consists of Cabot Corporation’s Nanogel aerogel sandwiched between two layers of structural PTFE fiberglass membrane. This creates an insulated, energy-efficient inner layer that maintains translucency and promotes glare-free natural daylighting. While less than 50mm thick, the durable, fade resistant fabric maintains high R-values and natural light transmission values while offering maximum moisture control and superior acoustic attenuation. These performance features are permanent, so they will not change over time.

Visitors to the www.tensothermroofing.com site will experience the next generation in roofing as they learn more about the invaluable benefits Tensotherm provides to people living and working under it.

“As architects continue to seek energy efficient materials that offer ample natural daylighting, Tensotherm functions as a unique solution,” explains Michele Roth, marketing manager for Birdair, Inc. “Our new Web site will serve as a valuable resource for those looking to learn more about Tensotherm and its positive impact on both the building interior and exterior.”

Tensotherm can contribute to US Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED®) credits in the categories of insulation, green materials, innovation and daylighting. Nanogel aerogel holds Cradle to CradleSM Silver certification from MBDC.

Sometimes called “frozen smoke,” aerogel is the lightest and best insulating solid in the world. Cabot Nanogel aerogel is a hydrophobic aerogel produced as particles. Each particle consists largely of air (~95%) contained in nano-sized pores that severely inhibit heat transfer through the material.

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Birdair/Tensotherm Web site – Plus One – Contact: Michele Roth 716-204-2167

“The collaboration between Cabot and Birdair to prove out this robust composite has been a well run development process in keeping with the needs of the in use demands on the final product.” Explains James Satterwhite, global business manager for Cabot Aerogel.

“Tensotherm takes all of the benefits of tensile architecture, so prevalent in shelter applications, and translates it into an elegant solution for the building envelope environment.”

Tensotherm was recently installed at the Dedmon Athletic Center at Radford University in Radford, VA, and is currently being installed at Talisman Centre in Calgary, Alberta, Canada. Energy saving benefits can already be witnessed at the Dedmon Center, where Tensotherm has demonstrated superior thermal performance even beyond that of the conventional roofing systems in existence in other areas of the structure.

As a leader in the tensile architecture sector, Birdair continues to develop and promote new methods and technologies. To date, Birdair has completed work on more than 1,2000 tensile architecture installations worldwide. Learn more at www.birdair.com.

About Birdair: Birdair, Inc. is the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, providing design-build solutions for architects and clients in all aspects of project design, engineering, installation and maintenance. Lightweight long-span roofing systems and cable structures can be attached to any building envelope and offer aesthetic and functional options to complement any exterior design. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, call 1-800-622-2246 or visit www.birdair.com.

About Cabot Corporation: Cabot Aerogel is a business of Cabot Corporation. Cabot Corporation is a global performance materials company headquartered in Boston, MA. Cabot's major products are carbon black, fumed silica, inkjet colorants, capacitor materials, aerogel and cesium formate drilling fluids. The Company's website is www.cabot-corp.com.

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