



**For Immediate Release**

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**Birdair, Inc. to Present Webinar: “Tensotherm – Roofing For Living” to Highlight Material’s Innovative Capabilities**

**BUFFALO, NY...** Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, invites architects and industry professionals to participate in its first 2011 webinar: “Tensotherm™ – Roofing For Living®.”

The webinar will take place Wednesday, February 23 from 11 a.m. – noon EST and will provide a comprehensive technical overview of tensile technology and Tensotherm™ with Nanogel® from Cabot Corporation. Tom Connell, P.E., Birdair Principal Tensotherm Engineer, will host the webinar.

Tensotherm is a thin, well-insulated, translucent, and acoustically performing roofing material made from a composite of PTFE fiberglass membranes and Nanogel aerogel. Attendees will explore the history of tensile technology; the process for designing and constructing tensile structures; unique performance characteristics of Tensotherm and how these relate to principles of sustainable design.

“This webinar is part of our new 2011 webinar series that will give architecture, operations and facilities management professionals a better understanding of how to maximize the potential of Tensotherm,” says Kevin Mayer, vice president of business development, sales and marketing for Birdair. “We’re looking forward to connecting with attendees in our live webinars this year by presenting information on Tensotherm and its applications in an interactive format.”

To register to attend the free one-hour Birdair webinar, please visit <https://www1.gotomeeting.com/register/888396825>. After registering, attendees will receive a confirmation e-mail containing information about joining the webinar.

As a full-service specialty contractor, Birdair offers complete design and engineering assistance and solutions throughout the design-build process, and has completed more than 1,200 tensile architecture installations worldwide. For more information on Tensotherm with Nanogel aerogel, visit [www.tensothermroofing.com](http://www.tensothermroofing.com).

Tensotherm™ is a patent pending product of Birdair, Inc.

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**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. The company offers a selection of architectural fabric membrane, including Tensotherm™ with Nanogel aerogel, the world's first and only shapeable translucent insulated membrane roofing material. 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](http://www.birdair.com).

**About Cabot Aerogel:**

Cabot Aerogel is a business of Cabot Corporation that produces Nanogel aerogel, a hydrophobic particle aerogel. Cabot Corporation is a global performance materials company headquartered in Boston, Massachusetts, USA. Cabot's major products include carbon black, fumed silica, inkjet colorants, capacitor materials, aerogel, and cesium formate drilling fluids. The website address is: [www.cabot-corp.com](http://www.cabot-corp.com).

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