



AMERICAN HYDROTECH, INC.

For Immediate Release:

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American Hydrotech Launches Interactive Garden Roof® Planning Guide

Flash Site offers step-by-step assistance in learning project-specific benefits, design considerations and individualized assembly specifications to landscape professionals, architects and building owners at all levels of garden roof knowledge

CHICAGO (November 18, 2010) – American Hydrotech, a recognized leader in the development and distribution of premium waterproofing and roofing products, today launched an Interactive Garden Roof Planning Guide to clearly articulate and educate professionals on the benefits of vegetated roofs and assist them in determining specific Hydrotech assemblies to consider on projects. Through a personalized, step by step interactive environment, the technological elements behind various assemblies are simplified and ultimate design considerations are offered to professionals at all levels of their career or current understanding of green roofs.

The site is organized into the following step-by step categories:

- **The Garden Roof** – an overview of the roof concept and challenges/ultimate benefits in urban environments
- **Why Have a Green Roof** – examination of ecological, technical and financial benefits
- **Garden Roof Assemblies** – simplified breakdown of the various components and differences between Extensive, Intensive and Shallow Intensive assemblies
- **Water Management** – synopsis of water retention and releasing stored water benefits
- **Design Considerations** – description of the various purposes and needs for green roofs
- **Specifications** – brief question and answer session on individual project needs and suggested specification, tailored to users' responses

"American Hydrotech recognizes the need to raise the level of awareness and understanding of the benefits green roofs provide," said Edward Jarger, general sales and marketing manager, American Hydrotech. "In addition, we understand that determining a specific design and assembly for projects can be a bit daunting and always requires professional assistance. Through the online Interactive Guide, we are bringing our expertise to the table, educating those professionals interested in green roofs and offering assembly and design considerations to project specifications."

"Through comprehensive narrative, detailed diagrams and easy navigation, Hydrotech's new online Planning Guide presents a great deal of real, useful information to architects on the various benefits and applications of green roof technology," said Steve Salzer, AIA, el dorado inc.

To experience the new Interactive Garden Roof Planning Guide, please visit www.hydrotechusa.com/interactive.html.

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PRESS RELEASE



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About American Hydrotech

Headquartered in Chicago, American Hydrotech, Inc.® is a recognized leader in the development, production and distribution of premium waterproofing and roofing products. For more than 45 years, the company's flagship waterproofing membrane product, Monolithic Membrane 6125®, has provided waterproofing to almost two billion square feet of roof decks, plazas, vertical foundations, reflecting pools and other structures in 36 countries worldwide. American Hydrotech also offers a variety of drainage, insulation and protection materials for single source assemblies such as The Ultimate Assembly® for plazas and roof terraces as well as the Garden Roof® Assembly, a unique, lightweight assembly for transforming underutilized roofs and plazas into beautiful landscaped and recreational environments. For more information, please call 800-877-6125, visit www.hydrotechusa.com or follow us on Twitter @Hydrotech6125

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