

# 2021 AMP Rebrand Release

OPERATIONS ROLLOUT TRAINING



**MOLDED PRODUCTS**

A Division of Atlas Roofing Corporation

# Are You Ready?!

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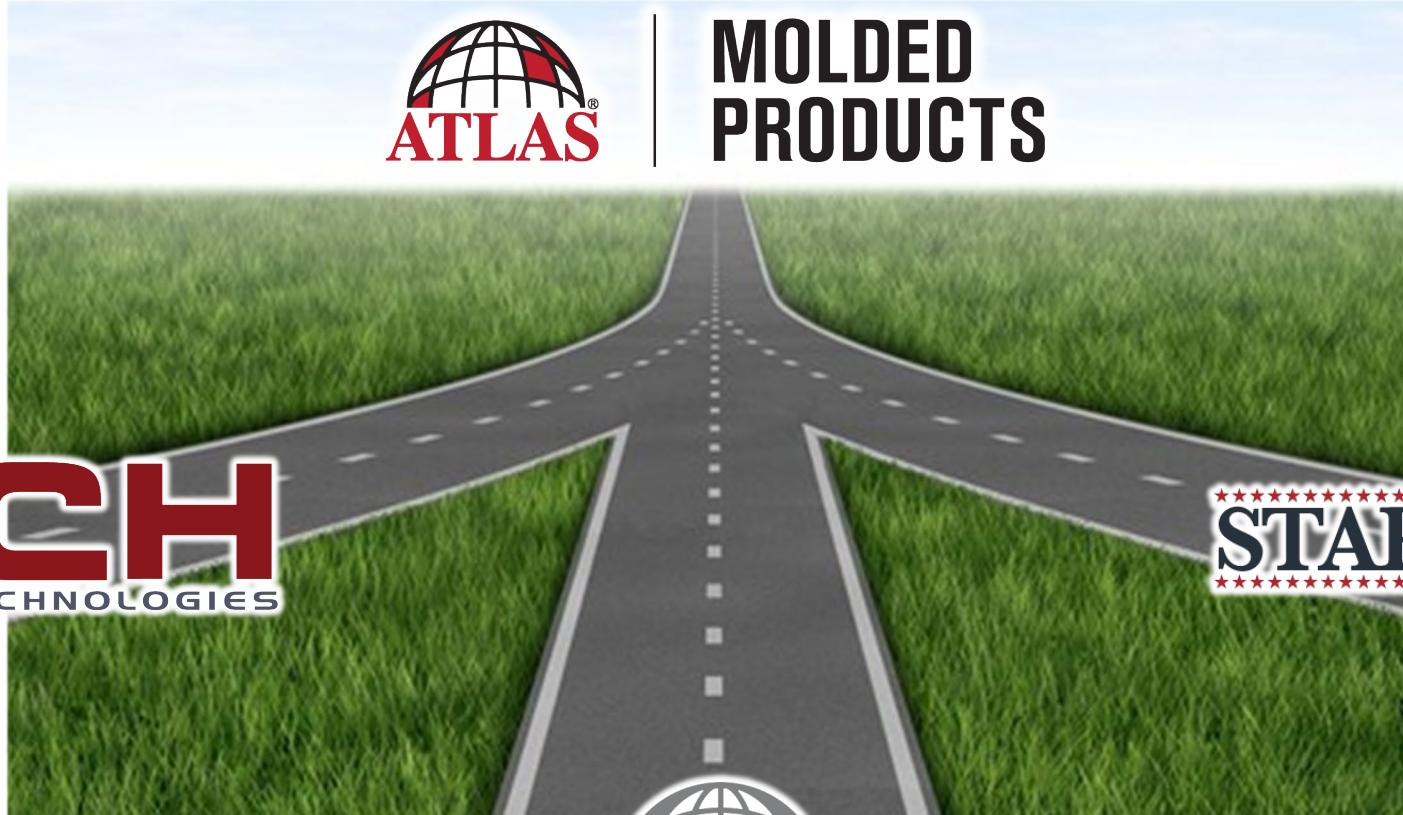


- Hope you're caffeinated because here we go!



# It's Been a Long Road...

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# Release Date

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- Newly branded raw materials started rolling into the plants in November 2020
- Each plant's timeline varies since we are trying to use up old raw material where we can prior to switching over to the new



**MOLDED  
PRODUCTS**



# Release Date

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- PeopleSoft Item ID Updates
  - Start changing descriptions to get rid of old branding names
  - Update part numbers when necessary to new parts
- Goal is to be 100% switched over to the new brands by 4-1-2021
  - Branded film facers (ThermalStar LRI, LWI, LCI)
  - Branded shrouds for 4'x8' sheet architectural products
  - Branded bags for T&G (2' and 4')
  - Correct brands on industrial boxes, plates, etc.

# Let's Review the Current Brands



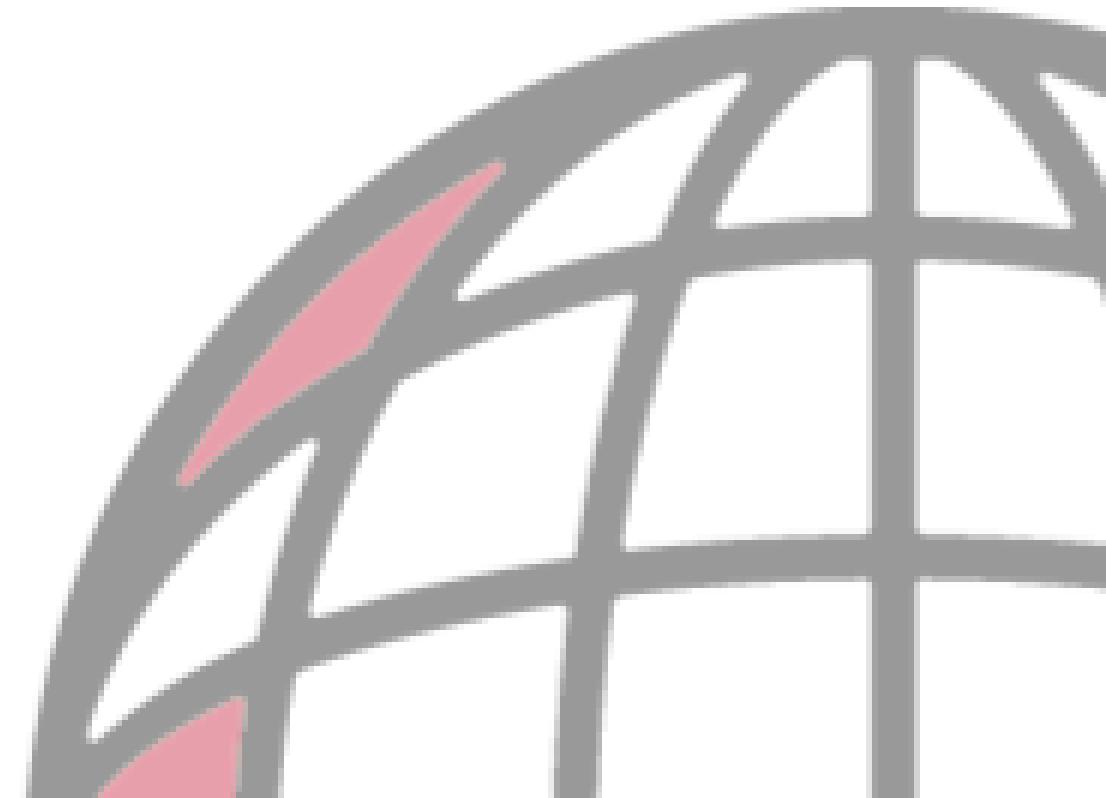
Architectural		Industrial			
Rigid Insulation	Geofoam	Cold Chain Packaging	Protective Packaging	OEM	Lost Foam
<b>ThermalStar</b> Rigid Insulation    <b>STARFOAM</b>  <b>STARRGARD</b>	<b>Elevation.</b> Geofoam    <b>STARFOAM</b>	<b>DuraTherm</b> <sup>®</sup>	<b>DuraTherm</b> <sup>®</sup>	<b>Integrity</b> Component Solutions  <b>Matador</b> Garage Door Insulation    <b>STARFOAM</b>	<b>DuraCast</b>

# The Past & The (Near) Future



Legacy Atlas EPS	Legacy ACH Foam Technologies	Legacy StarRfoam	Atlas Molded Products
Elevation Geofoam	Foam-Control Geofoam	StarRGeoFoam	<b>Atlas Geofoam</b>
ThermalStar X-Grade	Foam-Control/Foam-Control PLUS+	StarRFoam	<b>ThermalStar Insulation Board</b>
ThermalStar GX Series	Foam-Control MAXX	StarRGard Plus	<b>ThermalStar Insulation Board GPS</b>
ThermalStar EIFS	Foam-Control	StarREIFS	<b>ThermalStar EIFS</b>
ThermalStar T&G	Foam-Control PLUS+	StarR T&G	<b>ThermalStar T&amp;G</b>
ThermalStar TS	Foam-Control PLUS+	StarRFoam Tapered	<b>ThermalStar Tapered</b>
ThermalStar Flute Fill	Foam-Control PLUS+	StarRFoam Flute Filler	<b>ThermalStar Flute Fill</b>
N/A	N/A	StarRFoam Holey Board	<b>Not a std product - still sell in Legacy Star Plants</b>
			<b>ThermalStar Laminated Insulation</b>
ThermalStar LRI	Foam-Control R-Shield	StarRFoam Fan Fold	<b>Laminated Roofing Insulation - LRI</b>
ThermalStar LCI	Foam-Control R-Shield	StarRGard	<b>Laminated Wall Insulation - LWI</b>
ThermalStar LCI GX	Foam-Control R-Shield	StarRGard	<b>Laminated Crawlspace Insulation - LCI</b>
ThermalStar LCI MH	Foam-Control R-Shield	StarRGard	<b>Laminated MH Insulation - LWI-MH</b>
ThermalStar One	N/A	StarRStruc	<b>ThermalStar Structural Wall Insulation (SWI)</b>
ThermalStar Nailbase	Foam-Control Nailbase	N/A	<b>Phasing out</b>
N/A	DuraTherm/DuraTherm PLUS+	N/A	<b>DuraTherm Cold Chain</b>
Integrity Component Solutions	DuraTherm/DuraTherm MAXX	StarRFoam Packaging	<b>Atlas Protective Packaging</b>
N/A	DuraTherm	N/A	<b>Atlas Lost Foam</b>
Integrity Component Solutions	DuraTherm	StarRFoam	<b>Atlas OEM</b>
UFPI Inter-Grade	N/A	N/A	<b>No longer offering</b>

# **Architectural Product Standards**



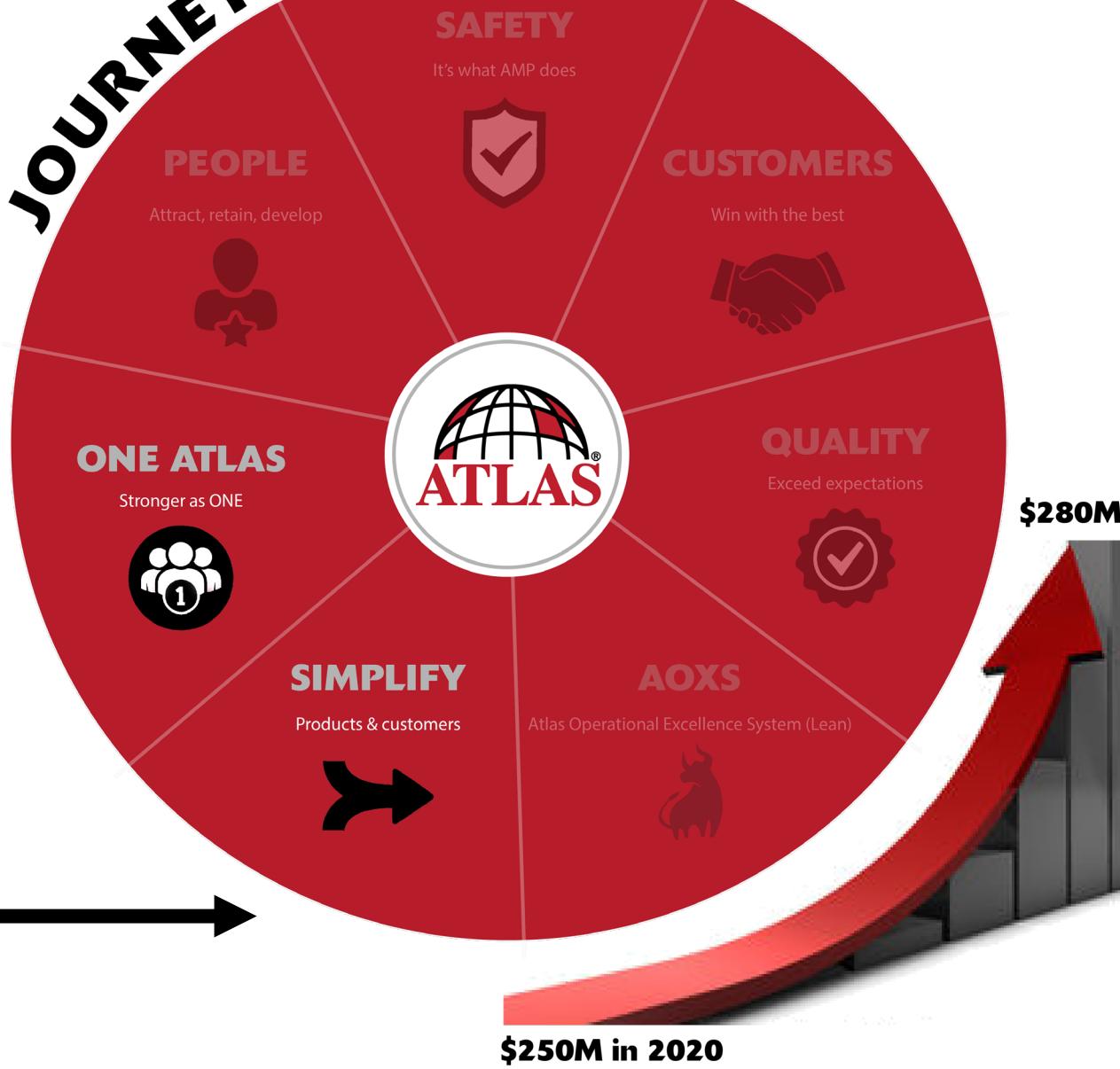
**ONE ATLAS**



**SIMPLIFY**



**JOURNEY TO 2023!**



# Purpose of Product Standards

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- Allows us to better manage the business
- Standard product offerings do not apply to existing customers currently buying a non-standard product
- Exceptions can be made if a business case is made for the exception (based on extent of change, quantity, margin)
  - Guidelines are in place to determine whether or not an exception product will be manufactured

# Purpose of Standard Products

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- The standard product offering will define:
  - Brand
  - Sizes available (board size)
  - Thicknesses available (which will dictate R-value)
  - Compressive strengths available
  - Sheets per sub bundle and master bundle
  - Face Printing
  - Packaging
  - Labeling
  - Film facers used
  - Foam color
  - Termiticide
  - Tolerances
  - Plant availability

# Architectural Product Segments

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BRAND	<b><i>ThermalStar®</i></b> <i>Rigid Insulation</i>			ATLAS	
SEGMENT	Roof Products	Wall Products	Below Grade Products	Block	Geofoam

# Architectural Products



BRAND	ThermalStar			Atlas	
SEGMENT	Roof	Wall	Below Grade	Block	Lightweight Fill
PRODUCT	Insulation Board  Laminated Roof Insulation (LRI)	Insulation Board  Laminated Wall Insulation (LWI)	Insulation Board	Block	Geofoam
Flute Fill		Laminated Manufactured Housing (LWI-MH)			
Tapered		Laminated Crawlspace Insulation (LCI)			
		Structural Wall Insulation (SWI)			
		EIFS			
		T&G			

# Architectural Product Standards

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- These products will have specific Item IDs (EP...)
  - Insulation Board Roof (White)
  - Insulation Board Wall (White & GPS)
  - Insulation Board Below Grade (White & Orange)
  - Laminated Roof Insulation (LRI)
  - Laminated Wall Insulation (LWI)
  - Laminated Crawlspace Insulation (LCI)
  - T&G
- These products will be configured parts
  - Tapered
  - Flute Fill
  - Geofoam

# ThermalStar Insulation Board - ROOF



<b>Resin</b>	White EDNCO, EFDWI, EFTMO, EGAGA, EGRMI, EKCBL, ELACA, EMUUT, EMVVA, EPVMO, ERNNV, EWAIA, EARTX, EANTX, EKMAZ					
<b>Compressive @ 10%</b>	10 (101-25)	13 (121-15)	15 (151-15)	25 (201-15)	40 (251-00)	60 (351-00)
<b>ASTM C578 Type</b>	Type I	Type VIII	Type II	Type IX	Type XIV	Type XV
<b>Recycle Content</b>	Up to 25%	Up to 15%	Up to 15%	Up to 15%	N/A	N/A
<b>Size</b>	4' x 8' sheets					
<b>Thickness</b>	1/2", 3/4", 1", 1-3/16", 1-1/2", 2", 2-3/16", 2-3/8", 2-1/2", 3", 4" (Non-standard available up to block size)					
<b>Scoring</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Termiticide</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Face Printed</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Packaging</b>	Two <b>4' sub bundles</b> with <b>branded shrouds</b> stretch wrapped together to create a <b>8' master bundle</b> . 2" foam feet on each sub bundle.					
<b>Master Bundle Labeling</b>	8"x11" Bundle Label (R907121). One per master bundle. 4"x6" PeopleSoft Label					

# ThermalStar Insulation Board - WALL



Resin	White EDNCO, EFDWI, EGAGA, EGRMI, EMVVA, EWAIA, EARTX, EKMAZ, EPVMO, (EMUUT, ERNNV Not Printed)			
Compressive @ 10%	10 (101-00)	13 (121-00)	15 (151-00)	25 (201-00)
ASTM C578 Type	Type I	Type VIII	Type II	Type IX
Recycle Content	N/A	N/A	N/A	N/A
Size	4' x 8' sheets			
Thickness	1/2", 3/4", 1", 1-3/16", 1-1/2", 2", 2-3/16", 2-3/8", 2-1/2", 3", 4"			
Scoring	N/A	N/A	Standard, 1" to 3"	Standard, 1"to 3"
Termiticide	N/A	N/A	N/A	N/A
Face Printed	Yes – see slide 20			
Packaging	Two <b>4' sub bundles</b> with <b>branded shrouds</b> stretch wrapped together to create a <b>8' master bundle</b> . 2" foam feet on each sub bundle.			
Master Bundle Labeling	8"x11" Bundle Label (R907121). One per master bundle. 4"x6" PeopleSoft Label			

# ThermalStar Insulation Board GPS



Resin	GPS (FOR WALL APPLICATIONS ONLY) – EARTX, EKMAZ, EMVVA, EPVMO only			
Compressive @ 10%	10 (101-00CB)	13 (121-00CB)	15 (151-00CB)	25 (201-00CB)
ASTM C578 Type	Type I	Type VIII	Type II	Type IX
Recycle Content	N/A	N/A	N/A	N/A
Size	4' x 8' sheets			
Thickness	1-1/16", 1-19/32", 2-1/8", 3-3/16", 4-1/4"			
Scoring	N/A	N/A	Standard, 1-1/16" to 3-3-16"	Standard, 1-1/16" to 3-3-16"
Termiticide	N/A	N/A	N/A	N/A
Face Printed	Yes – see slide 20			
Packaging	Two <b>4' sub bundles</b> with <b>branded opaque shrouds</b> stretch wrapped together to create a <b>8' master bundle</b> . 2" foam feet on each sub bundle.			
Master Bundle Labeling	8"x11" Bundle Label (R907122). One per master bundle. 4"x6" PeopleSoft Label			

# ThermalStar Insulation Board – BELOW GRADE



Resin	White EDNCO, EFDWI, EGAGA, EGRMI, EMVVA, EWAIA, EARTX, EKMAZ, EPVMO, (EMUUT, ERNNV not printed)				
Compressive @ 10%	10 (101-00T2)	15 (151-00T2)	25 (201-00T2)	40 (251-00T2)	60 (351-00T2)
ASTM C578 Type	Type I	Type II	Type IX	Type XIV	Type XV
Recycle Content	N/A	N/A	N/A	N/A	N/A
Size	4' x 8' sheets				
Thickness	1/2", 3/4", 1", 1-3/16", 1-1/2", 2", 2-3/16", 2-3/8", 2-1/2", 3", 4"				
Scoring	N/A	Standard, 1" to 3"	N/A	N/A	N/A
Termiticide	Standard for below grade uses only - T2 rate.				
Face Printed	Yes – see slide 20				
Packaging	Two <b>4' sub bundles</b> with <b>branded shrouds</b> stretch wrapped together to create a <b>8' master bundle</b> . 2" foam feet on each sub bundle.				
Master Bundle Labeling	8"x11" Bundle Label (R907121). One per master bundle. 4"x6" PeopleSoft Label				

# ThermalStar Insulation Board



Resin	ORANGE (FOR BELOW GRADE APPLICATIONS ONLY) – EGRMI, EMVVA, EPVMO only					
Compressive @ 10%	15 (151-00COT2)	25 (185-00COT2)	40 (251-00COT2)	60 (351-00COT2)		
ASTM C578 Type	Type VIII	Type II	Type XIV	Type XV		
Recycle Content	N/A	N/A	N/A	N/A		
Size	4' x 8' sheets					
Thickness	1/2", 3/4", 1", 1-3/16", 1-1/2", 2", 2-3/16", 2-3/8", 2-1/2", 3", 4"					
Scoring	Standard, 1" to 3"	N/A		N/A		
Termiticide	Standard for below grade uses only Standard for below grade uses only - T2 rate.					
Face Printed	Yes – see slide 20					
Packaging	Two <b>4' sub bundles</b> with <b>branded shrouds</b> stretch wrapped together to create a <b>8' master bundle</b> . 2" foam feet on each sub bundle.					
Master Bundle Labeling	8"x11" Bundle Label (R907128). One per master bundle. 4"x6" PeopleSoft Label					

# New Termiticide Equipment

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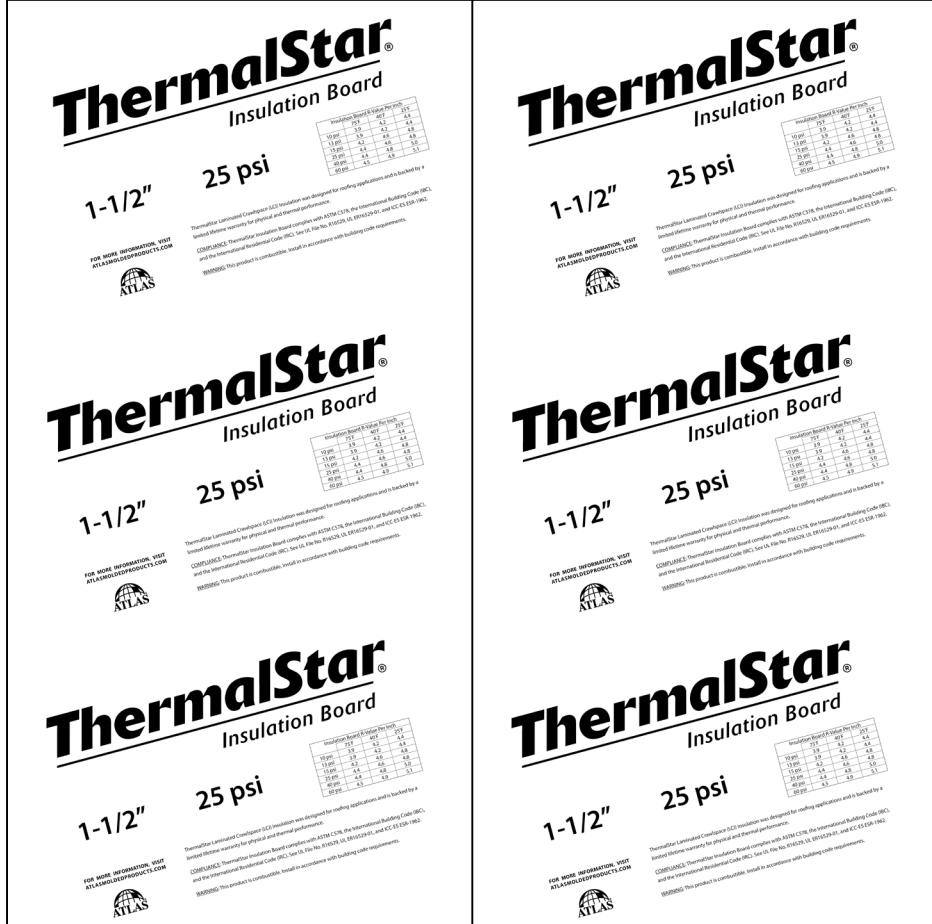


- New termiticide metering equipment arriving first week of May 2021
- Locations: EDNCO, ERNNV, EFDWI, EGAGA, EMUUT, EARTX, EKMAZ, EWAIA

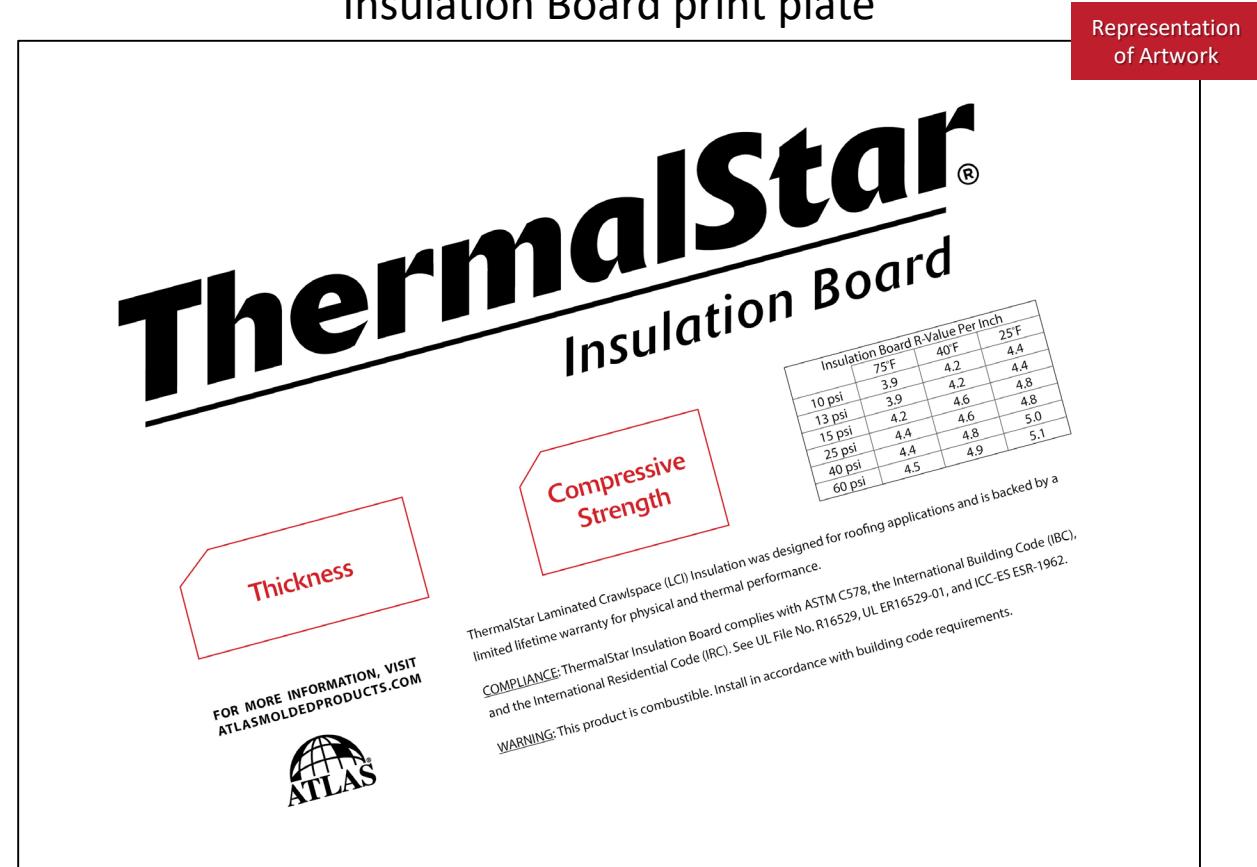
# Insulation Board - Flexographic



Example of two 4'x8' Insulation Board sheets



Insulation Board print plate



# Insulation Board – Ink Jet

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- Currently in EGAGA, EFDWI, EWAIA

**ThermalStar®**

*Insulation Board*

**1-1/2"**

**R7.5**

**25 PSI**

UL File No. R16529, UL ER16529-01, ICC-ES ESR-1962 | [AtlasMoldedProducts.com](http://AtlasMoldedProducts.com)

- Currently in EDNCO  
*Will be switching to flexographic in August*

**ThermalStar®**

*Insulation Board*

**1-1/2"**

**R7.5**

**25 PSI**

**[www.AtlasMoldedProducts.com](http://www.AtlasMoldedProducts.com)**

# Current Flexographic Locations

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- EGRMI, EMVVA

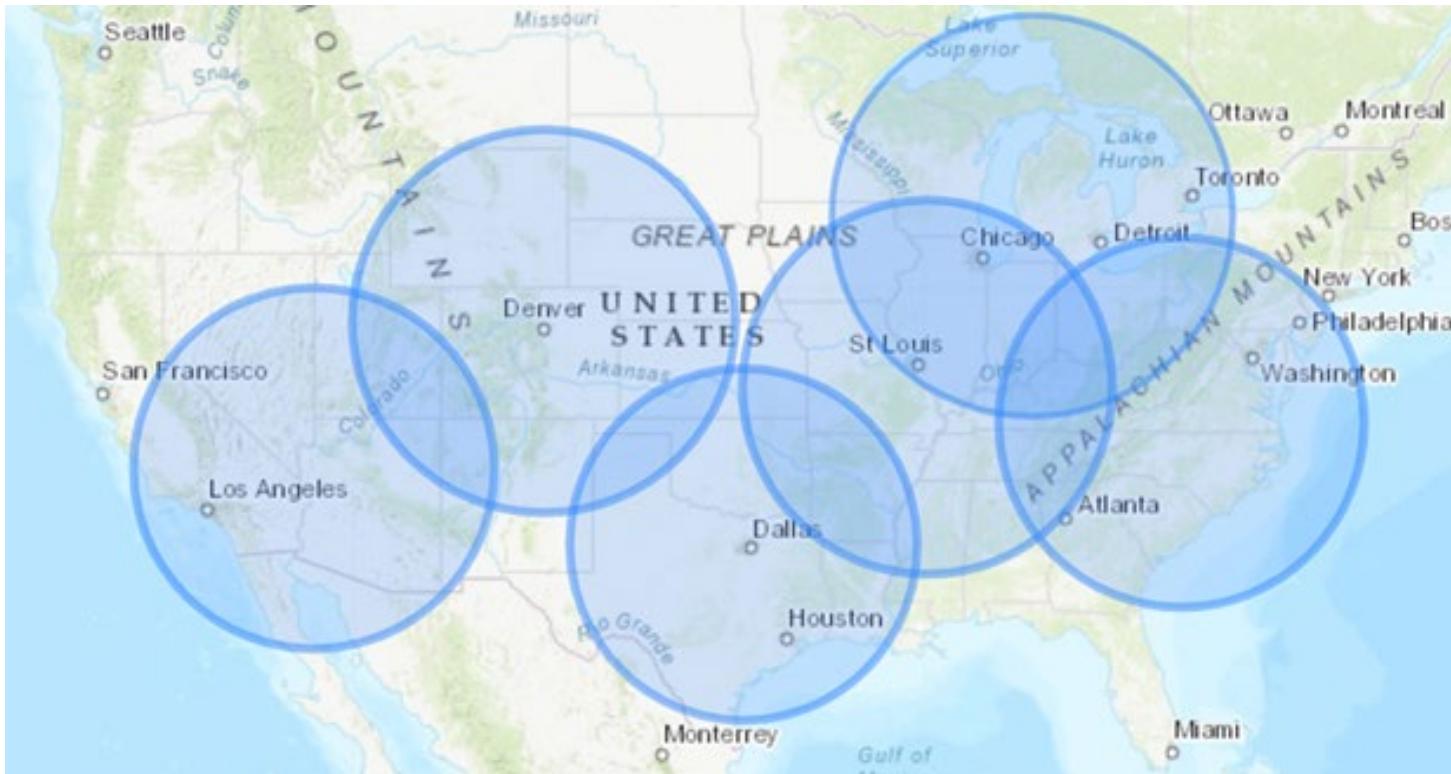


# August 2021 Flexographic Locations

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- EPVMO, EDNCO, EARTX, EKMAZ

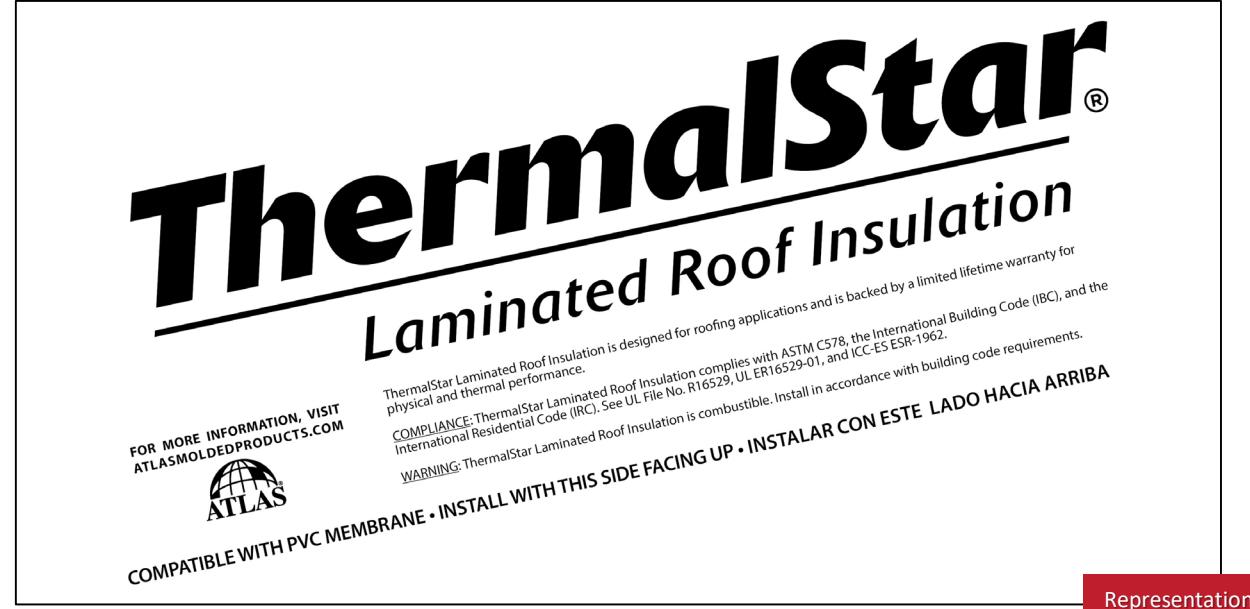


# ThermalStar Laminated Roof Insulation (LRI)



<b>Resin</b>	White – EANTX, EARTX, EGRMI, EKMAZ, EMUUT, EMVVA, EPVMO only		
<b>Compressive @ 10%</b>	10 (101-25)	13 (121-15)	15 (151-25)
<b>ASTM C578 Type</b>	Type I	Type VIII	Type II
<b>Recycle Content</b>	Up to 25%	Up to 15%	Up to 25%
<b>Size</b>	4' x 50' fanfold (with 2' folds)	4' x 50' fanfold (with 2' folds)	4' x 50' fanfold (with 2' folds)
<b>Thickness</b>	3/8", 1/2"	3/8", 1/2"	3/8", 1/2"
<b>Film</b>	Front: 1 mil clear branded polyester (R908217) - <u>Note Item ID (R number) will not change BUT print will change;</u> Back: 0.88 mil clear BOPP (R908235)		
<b>Termiticide</b>	N/A	N/A	N/A
<b>Packaging</b>	Ring wrapper to be used 4'x4'x8' typical, Each fanfold unit (200sqft) is 3" hand wrapped on one end only Master Bundles packaged at a maximum of 96 ", exclusive of foam bunks		
<b>Master Bundle Labeling</b>	8"x11" Bundle Label (R907039). One per master bundle. 4"x6" PeopleSoft Label		

# ThermalStar LRI Film Facer (R908217)



Representation  
of Artwork

# ThermalStar Laminated Wall Insulation (LWI)



Resin	White SHEETS – EANTX, EARTX, EGRMI, EKMAZ, EMUUT, EMVVA, EPVMO only		White FANFOLD – EANTX, EGRMI, EKMAZ, EMVVA, EPVMO only	
Compressive @ 10%	10 (101-25)	15 (151-15)	10 (101-25)	15 (151-15)
ASTM C578 Type	Type I	Type II	Type XI	Type II
Recycle Content	Up to 25%	Up to 15%	Up to 25%	Up to 15%
Size	4' x 8' sheet	4' x 8' sheet	4' x 50' fanfold	4' x 50' fanfold
Thickness	¾", 1", 1-3/16", 1-1/2", 2", 2-3/8", 3"		3/8", ½"	
Film	Front: 1 mil clear branded BOPP (R908226) <u>Note Item ID (R number) will not change BUT print will change;</u> Back: 0.88 mil foil BOPP (R908236)		Front: 1 mil clear branded BOPP (R908226) <u>Note Item ID (R number) will not change BUT print will change;</u> Back: 0.88 mil foil BOPP (R908236) Perforated at plant (excluding EANTX, EKMAZ)	
Termiticide	N/A	N/A	N/A	N/A
Packaging	Two <b>4' sub bundles</b> with <b>branded shrouds</b> stretch wrapped together to create a <b>8' master bundle</b> . 2" foam feet on each sub bundle.		Stretch wrap master bundle	Stretch wrap master bundle
Master Bundle Labeling	8"x11" Bundle Label (R907123). One per master bundle. 4"x6" PeopleSoft Label		4"x6" PeopleSoft Label	4"x6" PeopleSoft Label

# ThermalStar Laminated Wall Insulation GPS (LWI-GPS)



Resin	GPS— ARTX, EKMAZ only	
Compressive @ 10%	10 (101-00CB)	15 (151-00CB)
ASTM C578 Type	Type I	Type II
Recycle Content	N/A	N/A
Size	4' x 8', 4'x9', or 4'x10' sheet	4' x 8', 4'x9', or 4'x10' sheet
Thickness	5/8", 1-1/16"	
Film	Front: 2.5 mil metalized branded polyester (R908274); Back: 0.88 mil foil BOPP (R908236)	
Termiticide	N/A	N/A
Packaging	Stretch wrap master bundle	
Master Bundle Labeling	8"x11" Bundle Label (R907130). One per master bundle. 4"x6" PeopleSoft Label	

# ThermalStar LWI Film Facer (R908226)

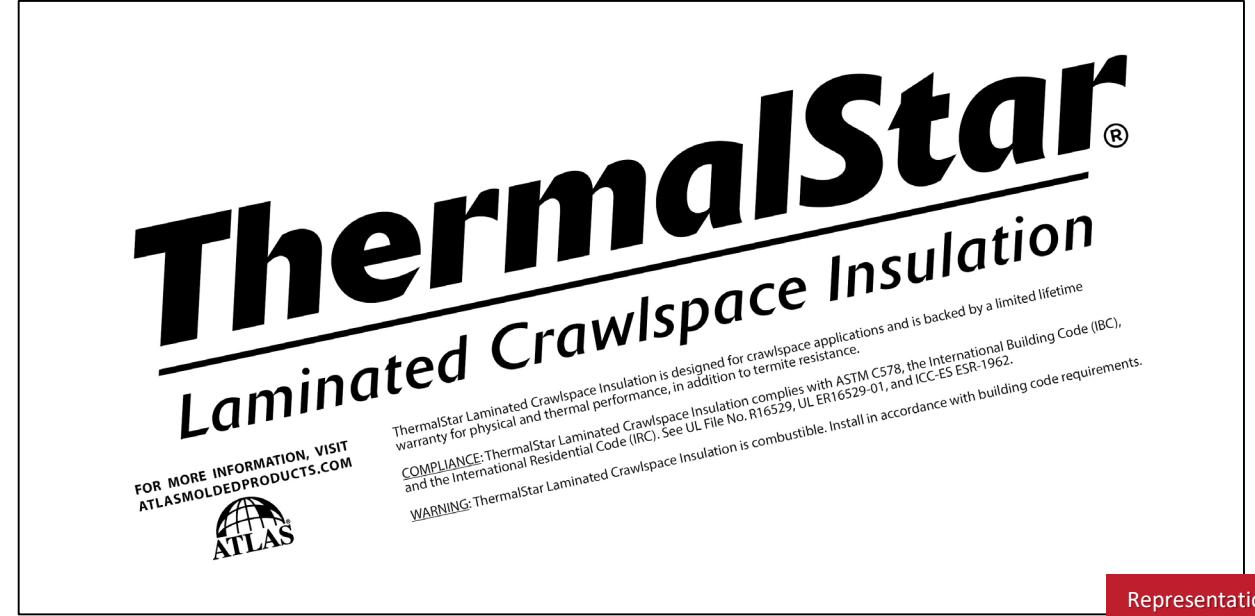


# ThermalStar Laminated Crawlspace Insulation (LCI)



Resin	White – EMVVA, EPVMO only		GPS – EMVVA, EPVMO only			
Compressive @ 10%	10 (101-00T2)	15 (121-00T2)	10 (101-00CBT2)	15 (121-00CBT2)		
ASTM C578 Type	Type I	Type VIII	Type I	Type VIII		
Recycle Content	N/A	N/A	N/A	N/A		
Size	4' x 8' sheet	4' x 8' sheet	4' x 8' sheet	4' x 8' sheet		
Thickness	1-3/16", 2-3/8"		1-1/16", 1-19/32", 2-1/8"			
Film	Front: 2.5 mil clear branded polyester (R908233) Back: 0.88 mil foil BOPP (R908236)		Front: 2.5 mil clear branded polyester (R908233) Back: 0.88 mil foil BOPP (R908236)			
Termiticide	Standard for below grade crawlspace uses only, T2 rate.		Standard for below grade crawlspace uses only, T2 rate.			
Packaging	Two <b>4' sub bundles</b> with <b>branded shrouds</b> stretch wrapped together to create a <b>8' master bundle</b> . 2" foam feet on each sub bundle.					
Master Bundle Labeling	8"x11" Bundle Label (R907041). One per master bundle. 4"x6" PeopleSoft Label					

# ThermalStar LCI Film Facer (R908233)



# ThermalStar Tapered



<b>Resin</b>	White EDNCO, EFDWI, EFTMO, EGAGA, EGRMI, EKCBL, ELACA, EMUUT, EMVVA, EPVMO, ERNNV, EWAIA, EARTX, EANTX, EKMAZ					
<b>Compressive @ 10%</b>	10 (101-25)	13 (121-15)	15 (151-15)	25 (201-15)	40* (251-00)	60* (351-00)
<b>ASTM C578 Type</b>	Type I	Type VIII	Type II	Type IX	Type XIV	Type XV
<b>Recycle Content</b>	Up to 25%	Up to 15%	Up to 15%	Up to 15%	N/A	N/A
<b>Size</b>	4' x 4' & 4' x 8' sheets					
<b>Thickness</b>	1/2" up to available block size					
<b>Scoring</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Termiticide</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Packaging</b>	Stretch wrap as typical or bags as required by customer					
<b>Master Bundle Labeling</b>	4"x6" PeopleSoft Label					

# ThermalStar Flute Fill



<b>Resin</b>	White EDNCO, EFDWI, EFTMO, EGAGA, EGRMI, EKCBL, ELACA, EMUUT, EMVVA, EPVMO, ERNNV, EWAIA, EARTX, EANTX, EKMAZ		
<b>Compressive @ 10%</b>	10 (101-25)	13 (121-15)	15 (151-15)
<b>ASTM C578 Type</b>	Type I	Type VIII	Type II
<b>Recycle Content</b>	25%	15%	15%
<b>Size</b>	8' lengths		
<b>Thickness</b>	1/2" to 4" (bevel cuts, square cuts, profile cuts)		
<b>Scoring</b>	N/A	N/A	N/A
<b>Termiticide</b>	N/A	N/A	N/A
<b>Packaging</b>	Stretch wrap as typical or bags as required by customer.		
<b>Master Bundle Labeling</b>	4"x6" PeopleSoft Label		

# ThermalStar T&G



<b>Resin</b>	White – EANTX, EKMAZ, ERNNV, EMUUT, ELACA only	
<b>Compressive @ 10%</b>	10 (101-10)	15 (151-15)
<b>ASTM C578 Type</b>	Type I	Type II
<b>Recycle Content</b>	10%	15%
<b>Size</b>	2'x8' or 4' x 8' sheet	
<b>Thickness</b>	½", 1", 1-3/16"	
<b>Other</b>	Integrated backside drainage channels with dimpled face on the front side	
<b>Termiticide</b>	N/A	N/A
<b>Packaging</b>	Packaged in Bags, 24" high	
<b>Master Bundle Labeling</b>	4"x6" PeopleSoft Label	

# Atlas Geofoam



# Manufacturing Locations



## Architectural Product Availability by Plant

Last Revised: 11/5/2020

\*FOR INTERNAL USE ONLY\*

Roofing Products	EDNCO	EFDWI	EFTMO	EGAGA	EGRMI	EKCBL	ELACA	EMUUT	EMVVA	EPVMO	ERNNV	EWAIA	EARTX	EANTX	EKMAZ
Tapered	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Flute Fill	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Insulation Board Roof (White)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Laminated Roof Insulation (LRI)					3/8", 1/2"			3/8", 1/2"	3/8", 1/2"	3/8", 1/2"			1/2"	1/2"	3/8", 1/2"
Wall Products	EDNCO	EFDWI	EFTMO	EGAGA	EGRMI	EKCBL	ELACA	EMUUT	EMVVA	EPVMO	ERNNV	EWAIA	EARTX	EANTX	EKMAZ
Insulation Board Wall (White)	●	●		●	●			○	●	●	○	●	●		●
Insulation Board Wall GPS									●	●			●		●
EJFS	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
T&G							●	●	●	●		●	●	●	●
Laminated Wall Insulation (LWI)					●			●	●	●			●	●	●
Laminated Wall Insulation GPS (LWI)													●		●
Structural Wall Insulation (SWI)												●			
Below Grade	EDNCO	EFDWI	EFTMO	EGAGA	EGRMI	EKCBL	ELACA	EMUUT	EMVVA	EPVMO	ERNNV	EWAIA	EARTX	EANTX	EKMAZ
Laminated Crawlspace Insulation (LCI)									●	●					
Laminated Crawlspace Insulation GPS (LCI)									●	●					
Insulation Board Below Grade (White)	●	●		●	●			○	●	●	○	●	●		●
Insulation Board Below Grade (Orange)					●				●	●					
Geofoam	EDNCO	EFDWI	EFTMO	EGAGA	EGRMI	EKCBL	ELACA	EMUUT	EMVVA	EPVMO	ERNNV	EWAIA	EARTX	EANTX	EKMAZ
Geofoam	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Other	EDNCO	EFDWI	EFTMO	EGAGA	EGRMI	EKCBL	ELACA	EMUUT	EMVVA	EPVMO	ERNNV	EWAIA	EARTX	EANTX	EKMAZ
Current Face Print (Ink Jet or Flexographic)	●	●		●	●				●			●			
Future Flexographic	●									●			●		●
Current Termiticide Feeders					●				●	●					
Future Termiticide Feeders	●	●		●				●		●		●	●		●
Neopor									●	●		●	●		●

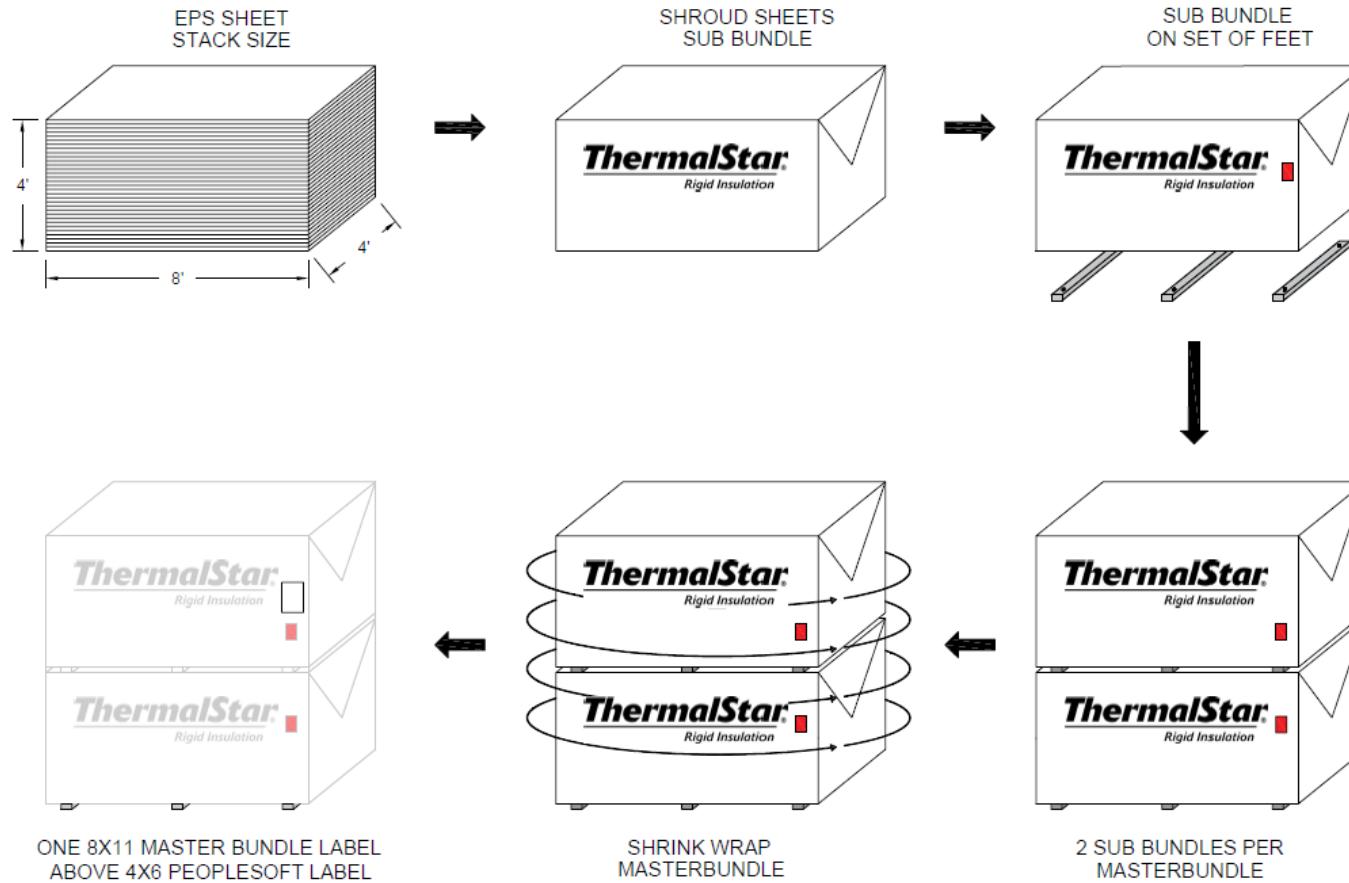
# ThermalStar Shrouds

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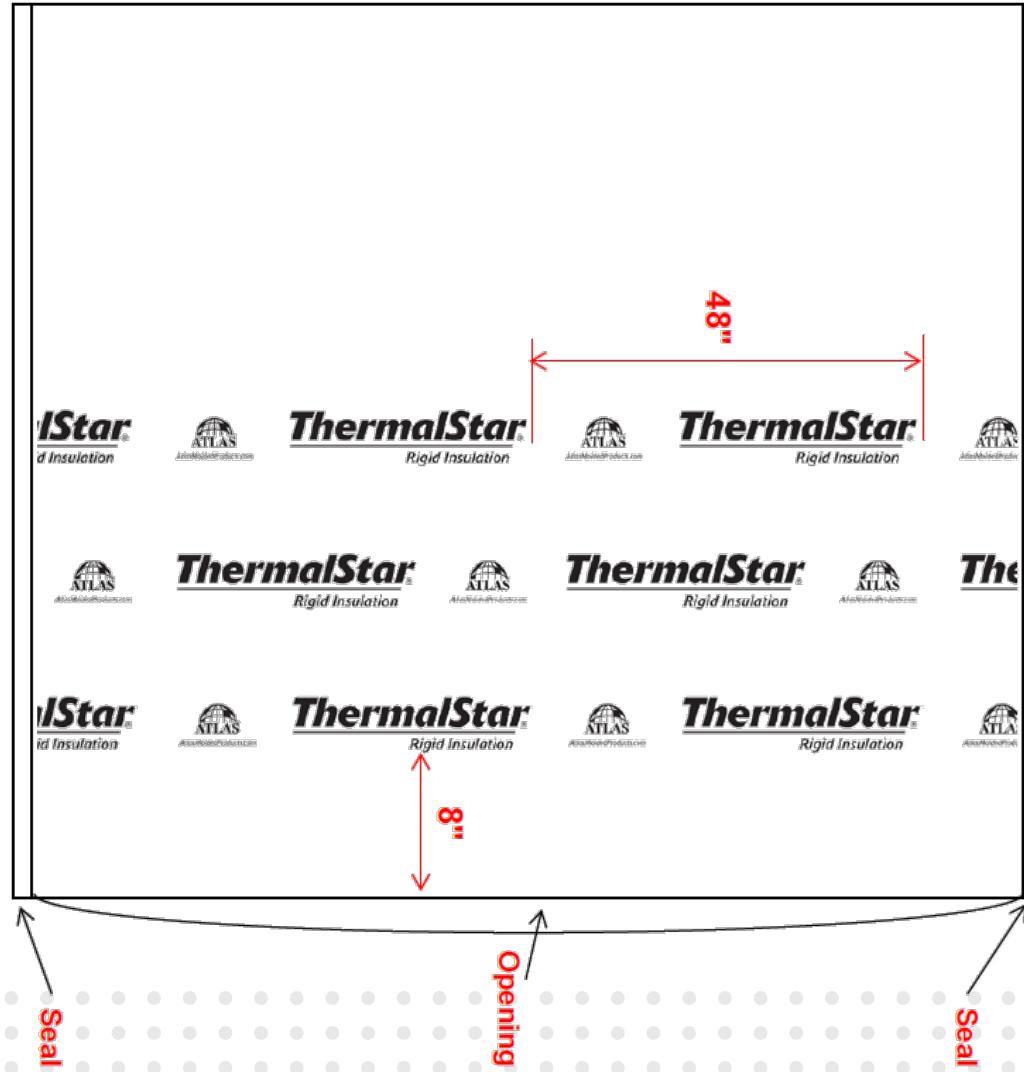


- All 4'x8' ThermalStar sheet goods will be packaged as:
  - Two **4' sub bundles** with **branded shrouds**
  - Each sub bundle will have 2" foam feet, with a 4"x6" PeopleSoft label
  - Both sub bundles will be stretch wrapped together to create a **8' master bundle**
  - Add 1 bundle label per master bundle

# ThermalStar Shrouds



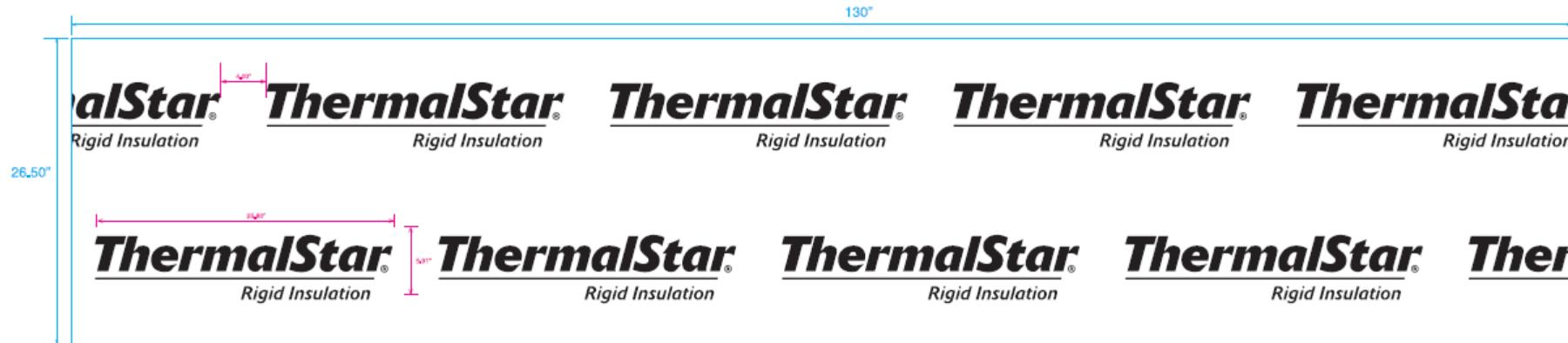
# ThermalStar Shrouds



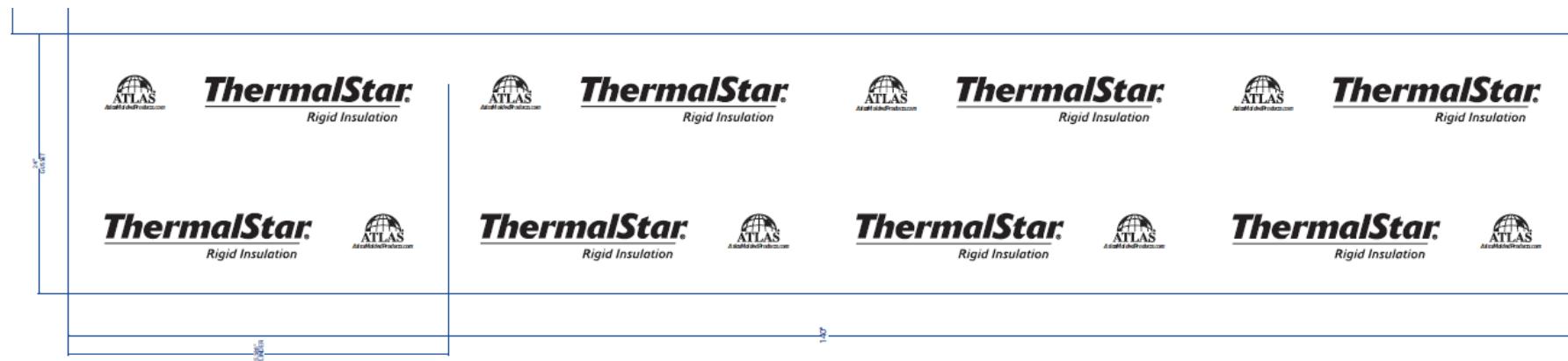
# ThermalStar T&G Bags



- 2' T&G Bags



- 4' T&G Bags



# Master Bundle Labels

- 8"x11"
- R numbers
- Ordered through Allegra Direct
  - Each plant has assigned who will be in charge of ordering bundle labels
  - Blanket PO will be created for the year for bundle labels



## INSULATION BOARD

MANUFACTURED WITH MOLDED POLYSTYRENE

ThermalStar Product ID	Compressive Strength	R-value per Inch @75°F
Insulation Board 10	10 psi	3.9
Insulation Board 13	13 psi	3.9
Insulation Board 15	15 psi	4.2
Insulation Board 25	25 psi	4.4
Insulation Board 40	40 psi	4.4
Insulation Board 60	60 psi	4.5

**CODES AND COMPLIANCES:** ThermalStar® Insulation Board complies with the model building codes, as found in the following code reports and classification listings:

- ASTM C578 – (See product marking for type)
- Physical Properties – UL QORW.R16529
- Surface Burning – UL BRYX.R16529
- International Energy Conservation Code (IECC) - ICC-ES ESR-1962, ULEX.R16529-01
- International Residential Code (IRC) – ICC-ES ESR-1962, ULEX.R16529-01
- International Building Code (IBC) – ICC-ES ESR-1962, ULEX.R16529-01
- Roof Assembly Approvals - UL TGFU.R16529, UL TGKX.666 CAN/ULC-S102.2, S701 – ULC BOZCCC.R16529

Install in accordance with building code requirements.



ATLAS

For additional product information, please visit:  
**ATLASMOLDEDPRODUCTS.COM**

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**ThermalStar®**  
*Rigid Insulation*

 28PO  
FOAM PLASTIC  
SURFACE BURNING CHARACTERISTICS  
6" Maximum\*  
FLAME SPREAD 20°  
SMOKE DEVELOPED 400°

**CAUTION:** This product is combustible. It will burn if exposed to an ignition source of sufficient heat or intensity, such as an open flame or a welder's torch. Hazard communication information is available at [AtlasMoldedProducts.com](#).

**WARRANTY:** Other than the aforementioned representations and descriptions, Atlas Roofing Corporations (hereafter "Seller") makes no representations or warranties as to the insulation sold herein. The Seller disclaims all other warranties, express or implied, including the warranty of merchantability and the warranty of fitness for a particular purpose. Seller does, however, have a limited warranty as to the physical and thermal performance of the insulation; the terms are available upon request from the Seller.

**LIMITATION OF LIABILITY:** The Seller shall not be liable for any incidental or consequential damages, including the cost of installation, removal, repair or replacement of this product. The Buyer's remedies shall be limited exclusively to, at the Seller's option, the repayment of the purchase price or resupply of product manufactured by Atlas in a quantity equal to that of the nonconforming product. Atlas distributors, agents, salespersons or other independent representatives have no authority to waive or alter the above limitation of liability and remedies.

**STORAGE:** Factory applied packaging is intended only for protection during transit. When stored outdoors or on the job site, the insulation should be stacked on pallets at least 3" above ground level and completely covered with a weatherproof covering such as a tarpaulin. The temporary factory-applied packaging should be slit or removed to prevent accumulation of condensation. Insulation which has become damaged should be removed and replaced.

**Atlas Molded Products is a Responsible Recycle Partner**  
Visit [www.EPSIndustry.org](#) to locate a recycle drop off location near you.

# Ordering Master Bundle Labels



ONLINE **STOREFRONT** POWERED BY  ALLEGRA  
MARKETING • PRINT • MAIL

Welcome Corinne Cornelius

Send Files & Orders | My Jobs | My Account | Logout | 

Form Selected: **Atlas Bundle Labels**

**BUNDLE  
LABELS**

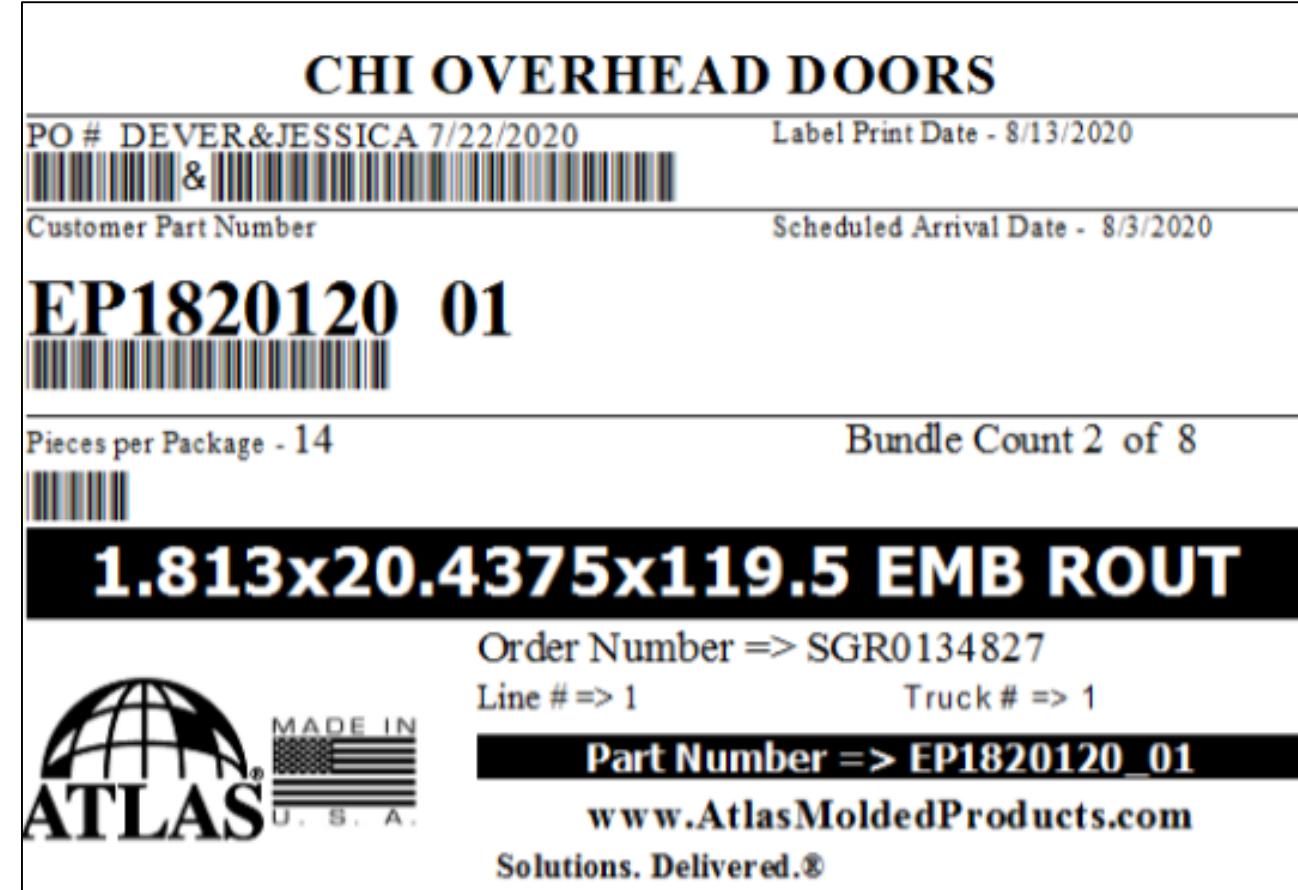
[LIT 1042 - Matador Garage Door Installation Sheet](#)  
[R907039 - ThermalStar LRI Bundle Label](#)  
[R907041 - ThermalStar LCI Bundle Label](#)  
[R907046 - ThermalStar Flute Fill Bundle Label](#)  
[R907069 - ThermalStar T&G Bundle Label](#)  
[R907120 - ThermalStar EIFS Bundle Label](#)  
[R907121 - ThermalStar Insulation Board Bundle Label](#)  
[R907122 - ThermalStar Insulation Board GPS Bundle Label](#)  
[R907123 - ThermalStar LWI Bundle Label](#)  
[R907124 - ThermalStar Tapered Insulation Bundle Label](#)

# PeopleSoft Labels

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- White 4"x6"
- Zebra Printer Labels
- Content generated from PeopleSoft



# Industrial Products



# Industrial Product Segments

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BRAND	DuraTherm® <i>Insulated Shipping</i>	ATLAS		
SEGMENT	Cold Chain Products	Protective Packaging Products	OEM Products	Lost Foam

# Industrial Products



BRAND	DuraTherm	Atlas		
SEGMENT	Cold Chain	Protective Packaging	OEM Components	Lost Foam
PRODUCT	Insulated Shipping Containers	Fabricated	Panel	Lost Foam
	Box Liners	Custom Molded	RV	
	Pallet Shippers	Specialty: Arcel	Garage Door	
	Wine Shippers	Molded Corners	Entry Door	
			Patio & Sunroom	

# PeopleSoft/QlikSense Structure



BRAND	DuraTherm	Atlas		
SEGMENT	Cold Chain	Protective Packaging	OEM Components	Lost Foam
PRODUCT	Insulated Shipping Containers <b>(INS_SHIP)</b>	Fabricated ( <b>FAB</b> )	<b>ENGINEERED COMPONENTS</b> <b>(ENG_COMP)</b>	Lost Foam ( <b>LOST_FOAM</b> )
	Box Liners ( <b>BOX_LINER</b> )	Custom Molded ( <b>CUSTM_MOLD</b> )		
	Pallet Shippers ( <b>PALT_SHIP</b> )	Specialty: Arcel <b>(SPEC_FOAM)</b>		
		Wine Shippers ( <b>WINE_SHIP</b> )		

# Branded Industrial Parts

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- Start to identify the branded materials in your plant
  - Are there boxes that still state Atlas EPS, ACH, or StarR?
  - Are there boxes or plates that have the outdated DuraTherm logo?



- Others?
  - Please help us be the eyes in every location. If you see something that looks outdated, please raise the question so we can take a closer look!

# Sales & Marketing Assets

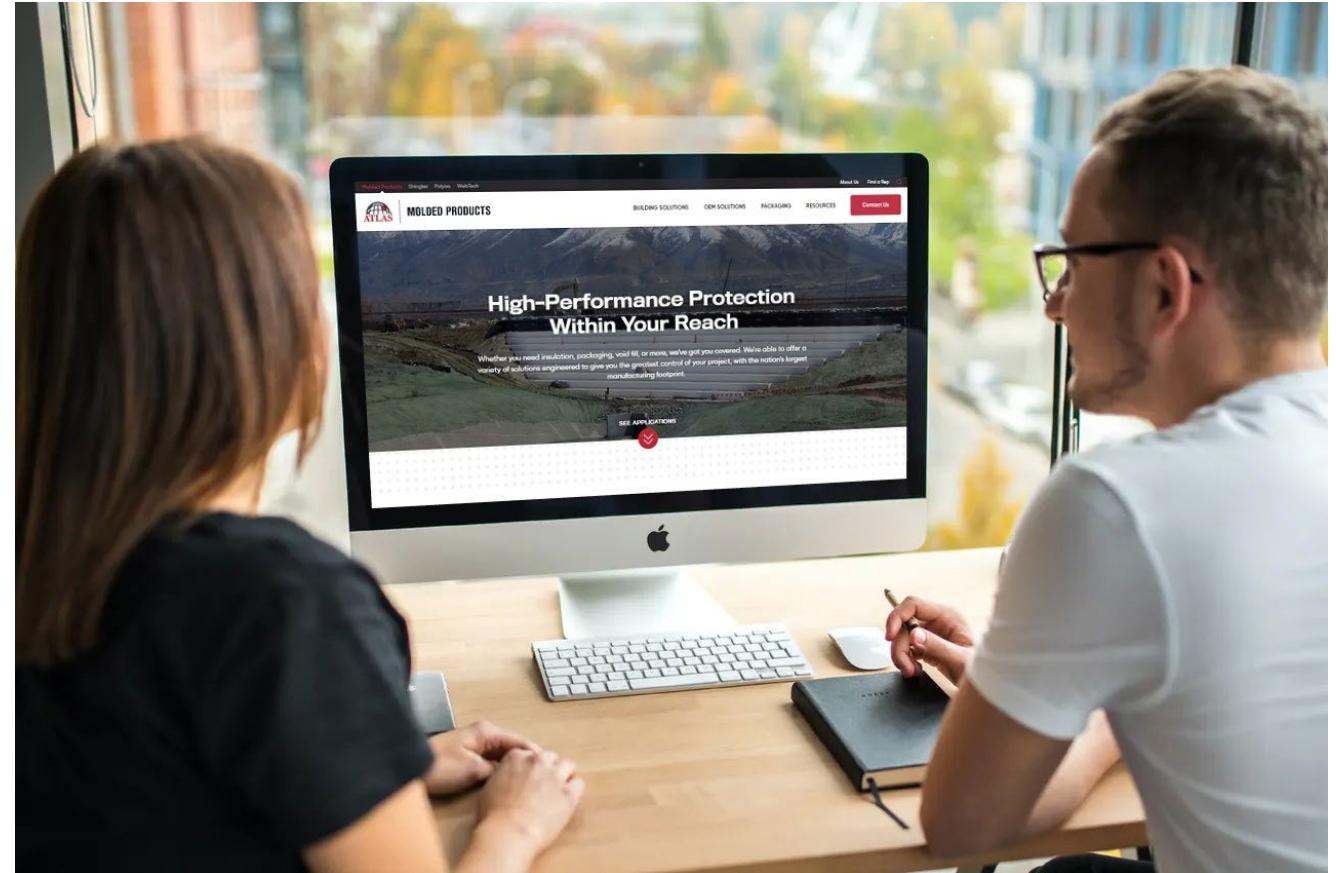


# New AMP Website

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- Website Domain:  
AtlasMoldedProducts.com
- Launched mid-November



# Consolidating our Websites

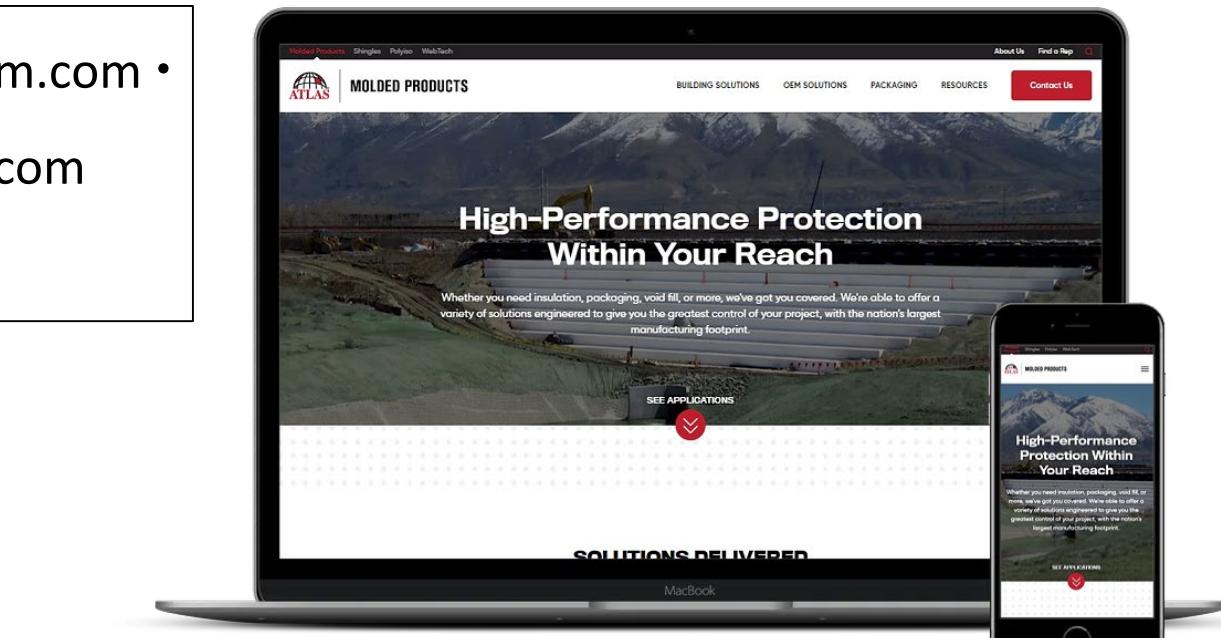


AtlasEPS.com • ThermalStar.com • ElevationGeofoam.com •  
IntegrityComponentSolutions.com • ACHFoam.com  
StarRFoam.com • AtlasFoamControl.com

*All of these legacy websites redirect to [AtlasMoldedProducts.com](http://AtlasMoldedProducts.com)*



**[www.AtlasMoldedProducts.com](http://www.AtlasMoldedProducts.com)**



# Literature



- Launched in coordination with the website in mid-November

Types:

- Company Profile – overview of all AMP locations and products
- Brochure – high level introduction piece
- Tech Data Sheet – physical properties and other technical aspects
- Technical Bulletins



# Literature



## Company Profile

**COMPANY PROFILE**

With the nation's largest manufacturing footprint, Atlas Molded Products can provide molded polystyrene solutions close-to-source. When combining block molding and shape molding, Atlas Molded Products has the most extensive polystyrene processing capabilities in North America, while maintaining the highest standards of excellence in product quality, service, and customer support.

**NATIONWIDE LOCATIONS**

- Atlanta, GA
- Baltimore, MD
- Denver, CO
- Gainesville, GA
- Washington, DC
- Kansas City, KS
- Austin, TX
- Denver, CO
- Perryville, MO
- Tipton, MO
- Reeds, NC
- Adelanto, CA
- Murray, UT
- Hartsville, SC
- Fond du Lac, WI

**MOLDED PRODUCTS**  
A Division of Atlas Roofing Corporation

Atlas Molded Products specializes in the development and manufacture of innovative, high performance molded polystyrene products. Our sales and technical experts are readily available to discuss design, construction and building services needed to meet your specifications!

**PRODUCTS**

BRAND	APPLICATIONS
ThermalStar <sup>®</sup> Rigid Insulation	Roof Insulation, Wall Insulation, Floor Insulation, Foundation Insulation
Atlas Gards <sup>®</sup>	Automotive, Commercial, Residential, Industrial Applications
Northstar Cold State Packaging	Insulated Shipping Containers, Box Liners, Insulated Boxes, Blown Foams
Atlas Protective Packaging	Customized Protective Packaging, Custom Protective Packaging, Specialty Materials
Atlas Engineering Components	Structural Components, Sealant Systems, Design Services, Sheet Goods
Atlas Cold Panels	Structural Components, Customized Solutions, Sheet Goods, Specialty Sheets

For more information and products, visit [ATLASMOLDEDPRODUCTS.COM](http://ATLASMOLDEDPRODUCTS.COM)

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**ATLAS**

## Brochure Template

**ATLAS**

**LOST FOAM PATTERNS**  
AUTOMOTIVE | MARINE | HEAVY TRUCK | AGRICULTURAL | MILITARY

**ATLAS**

**LOST FOAM PATTERNS**

Marine boat under an industry leading quality control program monitored by UL and IEC-61. ThermalStar<sup>®</sup> Insulation Board meets or exceeds ASTM/CETR standards, providing an IFC free, recyclable rigid insulation with a low Cost of Ownership (COO).

Atlas Molded Products' unique high frequency patterns is designed to provide a strong insulation solution. Using the latest 3D data and modeling technology, or one of our local professionals and supplier partners can create 500+ unique patterns for any application, from powertrain to vehicle air intake. Our team of engineers and suppliers can help you determine the best and efficient assembly cell to provide speed, precision, and efficiency for whatever your lost foam pattern needs may be.

**PHYSICAL PROPERTIES**

PROPERTY	ASTM TEST METHOD	10	12	13	20	40	50
Compressive Strength (psi) at 0% Strain	C261	10	12	13	20	40	50
A STC Coefficient	C260	Type I	Type II	Type III	Type IV	Type V	Type VI
R value per inch at 25° Water Temperature	C260	3.2	3.2	3.2	3.2	3.2	3.2
R value per inch at 40° Water Temperature	C260	4.2	4.3	4.3	4.3	4.3	4.3
R value per inch at 50° Water Temperature	C260	5.2	5.3	5.3	5.3	5.3	5.3
R value per inch at 60° Water Temperature	C260	6.2	6.3	6.3	6.3	6.3	6.3
R value per inch at 70° Water Temperature	C260	7.2	7.3	7.3	7.3	7.3	7.3
R value per inch at 80° Water Temperature	C260	8.2	8.3	8.3	8.3	8.3	8.3
R value per inch at 90° Water Temperature	C260	9.2	9.3	9.3	9.3	9.3	9.3
R value per inch at 100° Water Temperature	C260	10.2	10.3	10.3	10.3	10.3	10.3
Surface Flaming Spread	188	< 80	< 80	< 80	< 80	< 80	< 80
Surface Burning Standard Identified	188	< 80	< 80	< 80	< 80	< 80	< 80
Water Absorption	188	—	—	—	—	—	—

\* ThermalStar Insulation Board is rated up to T300°F. A rating factor of 2 is recommended for long term fire resistance long time duration.

**LOST FOAM PATTERNS**

ATLAS LOST FOAM  
FONCTION FOAM  
TRAILER FOAM  
ADAPTIVE PLATE SYSTEM  
POWERSTAR CUTTING  
TRAILERSTAR CUT & SEAL

**APPLICATIONS**

Automotive, Commercial, Residential, Industrial Applications

**ATLAS**

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## Tech Data Sheet Template

**ThermalStar<sup>®</sup>**  
Rigid Insulation

**INSULATION BOARD**  
ROOF | WALL | BELOW GRADE APPLICATIONS

**ATLAS**

**CODE COMPLIANCE**

ThermalStar<sup>®</sup> Insulation Board complies with the model building codes when properly installed, as found in the following code reports and classification tables:

- UL 270 - One Hour Fire Test for 1H
- UL 285 - One Hour Fire Test for 1H
- UL 286 - One Hour Fire Test for 1H
- UL 287 - One Hour Fire Test for 1H
- UL 288 - One Hour Fire Test for 1H
- UL 289 - One Hour Fire Test for 1H
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# Digital Asset Management (DAM)

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- Vendor: Bynder
- Use: one stop shop for all sales and marketing assets
  - Logos
  - Templates – PowerPoint & Letterhead
  - Atlas Coverage Maps
  - Sales Territory Maps
  - Sales Literature
- <https://www.theatlasvault.com/share/EC154103-687E-46A1-846A0BDDECC05083/>

# Got Questions? Let Us Help!



FUNCTION	TEAM LEAD
Operations	Bob Butkus
Finance & PeopleSoft	Dan Hielkema
Pricing	Esteban Rivera
Purchasing	Mark Randall
Industrial Products	Greg Aron
Architectural Products (Roof or Geofoam)	Matt Olsen
Architectural Products (Wall or Below Grade)	Dave Gauthier
Sales Support	Chris Kreple
Marketing	Corinne Cornelius
Product Exceptions	Sales Directors