

VIRObuild™

INTRODUCING THE GROUND BREAKING LAUNCH OF VIROREED™ - A SYNTHETIC, 100% RECYCLABLE, FIRE RETARDANT REED BUILDING MATERIAL.

Virofiber™, the leading manufacturer of environmentally friendly all-weather wicker, has launched an innovative reed roofing product replicating the original designs of authentic European reed roofing styles.

European reed roofs date back to before the Middle Ages. Today, a centuries old method of roofing is available for clients who want to achieve architectural solutions in traditional and modern construction. Viroreed™ has utilized new technological methods of manufacturing and applications to create the natural looking reed material. In recent years, reed has been gaining popularity because of the current trend towards using more environmentally friendly building materials.

The advantages of using Viroreed™ are extensive, including the consistency and natural look which is true to the classic European design. *"A normal natural reed might last you 8 to 12 years," explains Hans Tanutama, VP of Sales, "but our new Viroreed product lasts at least three times as long."* The reed can be installed directly onto an open beam rafter roof or over an existing roof. Now it is possible to give your house the European look of a reed roof with all its advantages and meeting all requirements of a modern roof.

Viroreed™ Features include:

- Totally maintenance free.
- Does not mold, rot, decay or shed.
- Resists termites, birds and other pests.
- Does not fade or discolor in the elements.
- 100% waterproof.
- Built-in fire retardant.
- 100% recyclable since it's made of HDPE.

P.T. Polymindo Permata was established in 1985 in Tangerang, Indonesia and is now the largest plastic extrusion specialist in the world. Utilizing this same technology Virofiber (www.virofiber.com) launched in the U.S. in 2004, and soon became the premier all-weather wicker provider for top outdoor furniture brands in both Europe and the United States.

As an environmentally conscious company, Virofiber weaves core green values into the fabric of its business philosophy- a philosophy built on the foundation of a triple bottom line approach that includes environmental, social, and fiscal responsibility.

To see more visit www.virobuild.com



VIROreed®

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